



Hoffman Enclosures

The Process of Creating Superior Customer Service

A pioneer in the enclosure industry for more than 60 years, Hoffman Enclosures has become synonymous with technology that protects electronics and electrical systems. Offering the industry's broadest range of enclosure products and services, Hoffman is a world-class organization with offices and manufacturing sites in the U.S., Mexico, China, Poland, Brazil and India. Hoffman operates under a global ISO 9000 certificate. The company designs and tests its products in its in-house UL laboratory to ensure they meet the highest, stringent quality standards. And to ensure that its IT team delivers the highest quality customer service levels to its internal users, Hoffman relies on a full range of Touchpaper® customer service solutions. On July 1, 2008, Touchpaper, based in Woking, U.K., was acquired by Avocent Corporation, headquartered in Huntsville, Alabama, USA.

Business Needs

- Consolidate and improve the IT processes for serving its employees in different geographical locations in the U.S. and Mexico.

Solution

- Touchpaper® Customer ServiceDesk
- Touchpaper® SelfService
- Touchpaper® ActiveKnowledge
- Touchpaper® Process Management Solution
- Touchpaper® ConfigurationManager

Business Benefits

- Streamline and improve service levels through the creation of customized, consistent and consolidated processes
- Eliminate wasted time through common, centralized processes
- Leverage automated escalation and prioritization processes to better meet SLA requirements
- Save time entering, monitoring and responding to incidents
- Improve the ability to articulate and accurately demonstrate the value of IT to the business

Centralized Customer Service

Hoffman's IT team supports employees at its sites in Virginia, Kentucky, Minnesota and Mexico. Previously, support for these different sites and users relied on a variety of tools and methodologies that hindered Hoffman in delivering the quality of internal customer service it desired.

"All of our locations were using different tools for support," says Pat Gillesby, communications and security leader at Hoffman Enclosures. "We were really disjointed. So, we needed a tool that could improve and centralize our incident management, asset management, knowledge base, and problem and change management, while giving us the flexibility to configure and customize our processes specific to our needs. We felt that Touchpaper was a perfect fit."

Custom, Consistent, and Consolidated Processes

One of the initial benefits Hoffman realized was the ability to standardize its processes. "The Touchpaper Process Management solution allows us to build our processes to function and look the way we want," Gillesby says. "We can limit the actions that are available at any stage within a process to enforce adherence to a single, consistent and complete process."

The consolidation of Hoffman's processes has provided a variety of benefits. "The Touchpaper solution has helped us to virtually eliminate the wasted time involved when trying to determine the correct process to use. The solution has enabled us to accurately capture the actual workload of the IT department and easily view this information through a variety of reports. We have seen improvements in the level of customer service, due to our analysts being more efficient and, therefore, being able to handle more incidents and provide better overall service."

Automatic SLA Escalation

The improved efficiency and productivity of its technical analysts have helped Hoffman enhance its ability to meet its service level agreements (SLAs). “Touchpaper has allowed us to build an automatic escalation process right into our incident management process,” Gillesby says. “When our analysts log into Customer ServiceDesk, they’re presented with a workload list sorted by priority. As incidents age, not only do they move up in the workload list, they change color to visually warn them of incidents that are close to hitting SLA requirements and need their immediate attention. It will also send out email notifications for incidents that need to be looked at right away.”

Additionally, the Touchpaper solution provides powerful reporting capabilities that enable Hoffman to track and measure various aspects of the service it delivers to its internal customers. This enables the IT service team to recognize areas that need improvement so it can continually increase its overall quality of service.

Streamlined Service

One of the ways the solution has helped Hoffman is by simply making it less complicated for analysts to enter incidents into the system. Before Hoffman centralized its customer service on the Touchpaper Customer Service suite, analysts dealt with multiple systems and multiple sources of information just to enter an incident. Now everything the analysts need is presented in the Touchpaper solution.

“In our old system, analysts had more clicks and more screens just to get the incident into the system,” Gillesby says. “Touchpaper has enabled us to streamline the incident entry process. Not only does the user interface have a nicer look and feel, it’s easier to use. The system auto-populates some fields so analysts have less data to enter and we have minimized the number of clicks and designed a single, consolidated new incident window. Touchpaper has made the process much faster.”

Hoffman estimates that the new incident entry interface it designed saves its analysts about 30 seconds per ticket. With the team handling about 1,200 tickets per month, that’s a savings of 10 man-hours per month just on entering incidents. This does not include the much more dramatic timesavings Hoffman realizes from the increased efficiency of having standardized and streamlined processes.

True Value to the Business

The reporting accuracy offered by the Touchpaper solution also makes it easier for Hoffman’s IT team to demonstrate the true value it provides each of the business units it supports. “Within any organization, business units often question what IT really does for them,” Gillesby says. “With the data collection and reporting capabilities it gives us, Touchpaper makes it easy to accurately report the number of resolved incidents, as well as how we are performing against our SLAs. The tool has made it easier to show the value we bring to the business.”

Gillesby concludes, “Touchpaper has allowed us to provide our customers better support. We’re capturing more incidents and responding to them faster. We’re better able to monitor and properly focus the efforts of our IT team. Touchpaper has enabled us to consolidate and streamline our services so we can deliver a higher level of overall service to our internal customers.”



“Touchpaper has enabled us to consolidate and streamline our services so we can deliver a higher level of overall service to our internal customers.”

— Pat Gillesby

Communications and Security Leader
Hoffman Enclosures