

Implementing a customer facility help desk



Adam Doyle
IT Director



Organization: Brickman Facility Solutions
Location: Gaithersburg, MD, USA
Industry: Landscape
Employees: 10,000
Customer since: 2010

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Enhancing the American Landscape

Established in 1939, the Brickman group is in the business of enhancing the American Landscape since then. It has over 160 branches serving 29 states held by a strong workforce of 10,000 employees. Founded on a family tradition of service, the Brickman group is driven by a passion to delight the customers, consistently exceeding their expectations.



Identifying the need

The Brickman Facilities Services (BFS) division of the Brickman Group had started to feel that a good help desk software was needed to handle their growing needs.

"As we grew, we understood that the Microsoft SharePoint web forms we used were insufficient, we needed better capabilities for reporting & integration with our other software systems and hence we chose SupportCenter Plus" says Adam Doyle, I.T Director, Brickman Group.

With the company growing, customers being added at a steady rate and with approximately 800 tickets added everyday. Adam and his team found it increasingly difficult to handle customer requests through MS SharePoint Web Forms. This led to a search for customer support software that could manage customer emails better and automate routine tasks.

Narrowing in on the solution

"We evaluated other support solutions like Salesforce. But we found SupportCenter Plus was very brief and needed very short time frame to deploy," says Patricia Reisch, Call Center Manager, Brickman Facility Solutions.

During the help desk selection process, Patricia & team conducted a need analysis - reviewed both the client needs and the technician needs. They also did statistical extrapolations to study future business load.

Patricia & Team evaluated several software in the market. They found that SupportCenter Plus addressed their needs more comprehensively. Patricia says that her team liked it instantly because it was a no-frills software that was easy to deploy into production within few hours.

"We evaluated other support software before choosing SupportCenter Plus, all the other support products were way too expensive and the biggest factor was, the offering seems to line up as far as the features and the price was probably the deciding factors to go for the SupportCenter Plus," remarks Adam.



Prior to SupportCenter Plus we were using dozens of spreadsheets, and SupportCenter Plus replaced all our tedious incident tracking processes.

Patricia Reisch, Call Center Manager, Brickman Group

SupportCenter Plus offered a great product at a competitive price that made the purchase decision easier for Patricia. SupportCenter Plus, Patricia endorses, is cost-effective compared to the other vendors in the market.

Streamlining the Incident Tracking Process



"Prior to SupportCenter Plus we were using dozens of spreadsheets, and SupportCenter Plus replaced all our tedious incident tracking processes. With SupportCenter Plus, we now have the ability to control incidents, easily reassign them when they come in and there is an improved visibility of incidents across the organization. We also found tracking history as a key feature which helped us the most," adds Patricia.

Tracking Incidents for a company that had a large customer base was not going to be easy. Patricia & her team systematically set up the workflow - Business rules, Contracts & Service Level Agreements (SLAs) that helped them streamline the processes. With SLAs in place, they were able to segregate requests that needed urgent attention from those that needed less attention.

Furthermore, the company extensively used the reporting module. The ability to query & report on any stored data and draw relevant information helped the Brickman Group better understand the changing trends in customer engagement. The reports were scheduled to be sent to the managers at regular intervals & thereby distributing the information in an organized manner.

Outstanding Support

Another factor that titled the purchase decision in SupportCenter's favor was the great technical support that Patricia & her team received.

"It was great. I would give it a 9/10," says Patricia.

Be it the demo, a help with a configuration, a workaround to an issue, the support team would always ensure that the customer needs are taken care. At ManageEngine, we believe in having great support staff because the Support members are the human face of ManageEngine and its products.

Planning a long-term association

The Brickman group is a satisfied customer and their decision to go with SupportCenter Plus has improved the efficiency of their Support Staff. They are convinced that the decision to go with SupportCenter Plus was a big leap forward in terms of the technology outlook for the company. Riding on the success with SupportCenter Plus, the team is planning to extend it to its other divisions too.