

COFIDIS, a longtime customer of NetworkD and LANDesk solutions, was asked to refocus its priorities around customer service and to overhaul its internal processes to become ITIL[®] compliant.

■ The European Online Credit Specialist

Founded in 1982, COFIDIS is the European leader in distance consumer credit. With close to 3000 employees in Europe, 1600 of whom are located in France; COFIDIS manages 11.5 million customer accounts. COFIDIS has offices in nine countries: France, Belgium, Spain, Portugal, Italy, Czech Republic and Slovakia. www.cofidis.com

■ Redefining Service Desk Priorities

The support center is in touch with 2000 employees including 800 trade advisers. In order to respond to the needs of users, 33 analysts handle around 50,000 calls per year.

“We wanted first and foremost to set up an optimized IT organization based on best practices,” explains Olivier Kling, Director of Information Systems at COFIDIS. “With the help of a company with real expertise, we analyzed and set up ITIL[®] processes (Incident, Problem, Change, Configuration and Service Level Management) in alignment with COFIDIS’ unique business needs. Based on these processes, we decided to revise our existing tool.”

■ COFIDIS Service Desk: A Need for Integration

COFIDIS had been using an asset management tool which included help desk functionalities, but found the existing solution was not able to provide the necessary capabilities to accomplish their initiatives. Refocusing their priorities around customer service required strong integration into the existing database, as well as their supervision and asset management tools. “Through the integration with LANDesk[®] Management Suite, inventory information is instantly accessible from the request screen,” Kling said. “We realized that the IT department is a key resource and its role is no longer optional. The IT department and the business should be inextricably linked in order to participate jointly in the planning and decision making process.”

■ Business Needs

- *Refocusing the priorities around customer service*
- *Aligning business requirements with service and support capabilities*
- *Integration of the solution with the existing asset management tool*

■ Solutions

- *LANDesk[®] Service Desk*
- *NetworkD Consulting: adaptation, design and processes implementation*

■ Business Advantages

- *Cost reduction through process optimization (automation of repetitive tasks)*
- *Increased efficiency in Incident processing*
- *Proactive impact analysis: Change preparation and risk identification*

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Olivier Kling, Director of Information Systems, COFIDIS

■ Involvement and Communication: The Keys for a Successful Project

The project was not only strategic for the company but also helped improve the perception of the IT department. The strong communication and partnership between COFIDS and NetworkD facilitated the success of the project. NetworkD is the premier global LANDesk partner and has more than ten years of experience in Service Desk and Desktop Management. NetworkD has more than 6000 clients worldwide and has been honored with over 80 awards.

“This project, carried out in close partnership with COFIDS, was enabled by the implementation of our methodology Define.Design.Deploy which allowed us to adapt and optimize both the NetworkD and COFIDIS resources,” says Marc-Alexandre Brizard, Solutions Architect at NetworkD. “The project was initialized through workshops, where we identified and validated the needs behind the solution. We were able to demonstrate excellent results by respecting the deadlines and budget of the customer.”

“We took into account our existing technical level and human resources, and then overhauled our organization in alignment with ITIL®. We then established communications from the IT department and distributed explanatory notices to all of our end users,” adds Mr. Kling. “We wanted to explain in detail the processes which had been set up, as well as the reasons and objectives behind the changes. Finally, we organized a sneak peek for our power users and for the official launch we invited all end users to a presentation in the amphitheater.”

■ The Added Value of Service Desk at COFIDIS

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“This new organization, linked with the integrated LANDesk solutions (Service Desk, Management Suite and Security Suite), enables us to lower costs and security risks, keep up with our assets, and manage patch deployment. We are now in alignment with the business,” says Kling.

Thanks to the modules and adaptability of the solution, COFIDIS was able to customize LANDesk Service Desk to fit its specific needs. As a result, COFIDIS is now able to handle more strategic requests and to supply its users with a better service.

■ Modules in place :

- Incident Management
- Service Request Management
- Problem Management
- Change Management
- Product Management
- Configuration Management (including impact analysis of anomalies, faults and defects) on the technical and business environment
- Self service web portal
- Database

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