

Case Study

# ROI calculation of ComAround Self Service™ at Nynas AB



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# ROI calculation of ComAround Self Service™ at Nynas AB

Nynas AB (Nynas) saved over 1.3 million SEK, during its first year, with the ComAround Self Service™. The self service has freed time for the Service Desk to work more proactively in solving recurrent incidents and has given them time to solve cases that are more complex.

The IT function has a more important role at a strategic level, the IT-support managers role is to make sure that the investments are sound from both a strategic and economical perspective. Because of this, it is important to measure more precisely what the resources are used for and what affects the investments give to the company.

This is even more important in cost cutting times, when Service Desk and other support functions have a higher requirement to save but also have fewer resources to give support to its users. One way to save money and increase service within the support organization is to use different kinds of self service.

ComAround helps companies with ready-made solutions for customer support via self service from the Self Service™, which today has more than 600 companies and organizations all around the world. The concept is that the self service will provide the answers to the companies' most frequent questions (FAQ) and that the knowledgebase is constantly updated based on the specific requirements of the organization. With the service in operation, the users can easily and quickly find the answers to their IT-questions and get help to solve many of their problems, without having to contact a manned support. The benefit is great in the day to day IT and support, ITIL-projects, migrations and within the IT training for the employees.

## About Nynas AB, the goal and the need

### A leading specialized Oil Company

Nynas is a leading specialized oil company with over 900 employees, they are spread geographically over the world and many are traveling. The Company has more than 50 offices and production facilities in Europe, North America and South America.



The Company has a Service Desk, which gives support to its employees for more than 300 different applications. The support staff is situated on three different continents.

Nynas has worked for several years with the IT framework ITIL, as a part of its IT and support organization, and has implemented ITIL processes, like Incident Management and Problem Management. These processes have shown the need for a more effective handling of support incidents. Self service has proved to be an effective way to meet this requirement.

### **A central hub to get answers to your common IT questions around the clock**

At the beginning of 2007, there was a relatively low IT awareness among the Nynas employees, who had many reoccurring questions for the Service Desk. There was a need to increase the service to the users, by simplifying the way to find the answers to "how-do-I" questions, around the clock, and at the same time to relieve the Service Desk. This was particularly important, as the company "never sleeps" with a need for support around the clock. Another goal was to find a cost-efficient way to provide support.

The Service Desk therefore started to look for a web based IT with a user-friendly interface, which could handle high volumes of recurring questions of low complexity. Furthermore, they looked for a solution that already contained support information, so they would only need to spend time on what was specific and unique for Nynas.

## **Planning and implementing**

### **Preparations before the launch, in order to reach success**

Nynas searched for a centralized place, where the employees could get answers to their IT questions around the clock. The Company found that ComAround's Self Service™ could fill their needs and therefore made a business case to get approval from the management.

After this, it was urgent to train parts of the organization in the new way of working. The project started with a start-up workshop together with ComAround, in may 2007, and also training for the project members, to produce own text and video guides. They also made a publishing policy and created simple style guides.

Before going into production with the self service, they had a test period with users from different parts of the world, to make sure it would be a successful launching.

### **Internal marketing to get support from everybody within the organization**

According to the support manager of Nynas, Carlos Castaneda's experience, it takes time to "get everyone aboard" in the organization, even when the self service has been launched. Therefore, it is important to create a feeling that "something is happening" before the launch has taken place, says Carlos.

In Nynas' case, it required even more to anchor the process in the new way of working, because of the wide geographical dispersal. Because of this, the internal marketing of the self service is part of the information strategy that gives both a boost and a long term marketing of the service. To reach out to the organization, they communicate, among other ways, via the internal quarterly newspaper, Nynas World, the intranet and via the super users. At every contact with the users, the Service Desk informed them to use the self service for the most common and simple questions. During a roll out of new software's, the way of working is highlighted even more.

It is also important to get the manned support at Service Desk in on the new way of working, to avoid a hostile attitude towards the new service, as, in theory, the service could put them out of work. Carlos tells that, in the case of Nynas, parts of the manned support have got changed work tasks (read more in the next part). Here, it is important to anchor the new way of working by user meetings, information meetings etcetera.

### **Content Managers responsible for administration**

Within the Service Desk there are today two Content Managers who administrate the self service and who have two scheduled days for maintenance.

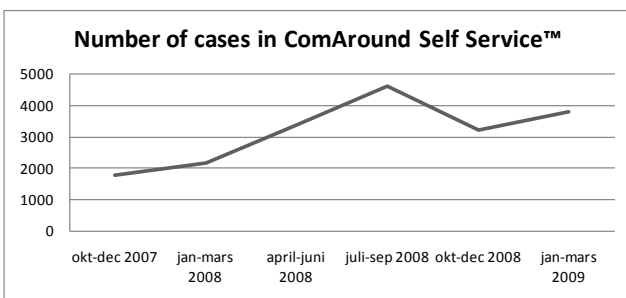
To get even better continuity in administrating and planning for the next products, there are monthly meetings with representatives from the organization. There is also a close cooperation with the super users, based on the idea that Service Desk has the technological knowledge and that they have the competence for the organization and know its needs best.

## The result

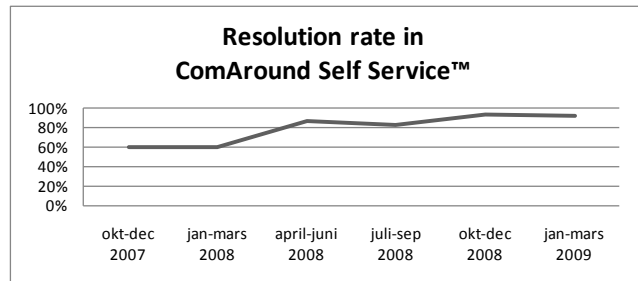
### Business benefits for the Service Desk - working proactively for increased service

By introducing the ComAround Self Service™, the Service Desk has started to solve recurring incidents more proactively with the help of the self service. This has been achieved through constant updating of the self service with new guides on expected new recurring questions, and by having a dialogue with the organization, in order to produce this material together. Calculations show that Service Desk has saved over 430 workdays during the first year, via the self service, including the time for maintenance of the service (see ROI-calculations). The Service Desk can use the time saved each year to solve cases that are more complex and increase the service to the employees. The new and proactive way to work, with increased services, is extra highlighted during a roll out of new IT services and during upgrades of existing systems.

At Nynas Service Desk, they have today as many employees as when they started to implement the self service, but they deliver many more cases and are available 24/7. If they did not have self service, they would have to hire more staff at the Service Desk.



One consequence of introducing the ComAround Self Service™ is that the percentage of cases solved by the first line has gone down from 55% to 40%. The reason for this is that the simple questions get filtered before the case reaches the first line and that means the first lines are handling questions that are more complex. At the same time, the resolution rate in the self service has increased steadily since its introduction. If you combine all cases in both first line and self service, the resolution rate has risen overall. The total resolution rate at Service Desk (manned support and self service) has increased to 68%, that is an increase with 13%.

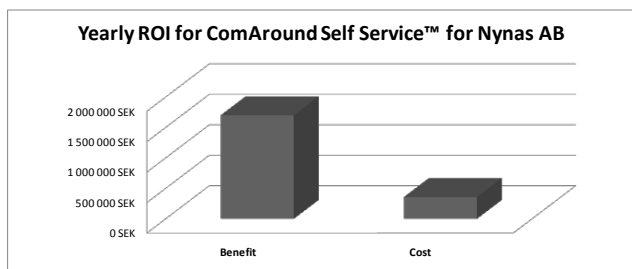


ComAround Self Service™ has become a marketing window for the IT department towards the employees and that has been especially important due to the wide geographical dispersal. They have improved the contact with all employees and built up a trust which has resulted in less resistance towards changes.

The implementation of the self service has meant lowered cost per case and, at the same time, increased service and availability for the employees. As an acknowledgement of the result of this new way of working, the Nynas Service Desk has won the Support Institute's prize "Service Desk of the year" for its ComAround Self Service™, during the autumn of 2008.

### Business benefits for the organization - higher IT-awareness and high ROI.

Investment in the ComAround Self Service™ has also given good results for the organization.



Via the self service, the users have acquired more IT awareness and become more self-reliable, as the knowledge is available centrally, around the clock. With the self service, the users have a way into the Service Desk. Via the self service, they can choose different ways to get support, like self service, chat or registering cases via the phone. This has released time for the super users in the organization and has become a functioning support channel. Users are encouraged to start with the cheapest channel and, if needed, to proceed to channels that are more expensive, like chat or phone.

ComAround Self Service™ has, above all else, contributed to a saving from economical point of view. The economical saving for employees reached 1.7 million SEK in the first year and the manned staff has avoided solving over 8000 cases, which were handled by the self service.

The cost to rent the self service and administrate it (16 h every week) was about 350 000 SEK during 2008. This together with the savings has resulted in a high profit for the investment in the ComAround Self Service™. Calculations made by Nynas show a profit of 376% on the investments during the first year, with a saving of over 1.3 million SEK (see the ROI-calculation). This saving is predicted to increase every year, as the rate of cases solved and the solution level are expected to increase.

**"In 2008 we got the award "Service Desk of the year". It is a good testimony that what we are doing is appreciated".**

Carlos Castaneda,  
Service Desk Manager, Nynas AB

**"Our service is more effective as we don't have to handle the questions "How do i". The Users are very positive".**

Carlos Castaneda,  
Service Desk Manager, Nynas AB

**ROI-kalkyl 1 år (baserat på tidsperioden 2008-01-01 - 2008-12-31)**

Number of guides viewed during the period	10 500
Resolution rate (Based on user feedback in the guides)	81%
Number of solved cases	8 499
Average timesaving / case	~ 30 min
Average support cost for support staff and consultants (both on site support and Service Desk)	400 SEK/h
<b>Maintenance cost*</b>	
16 h/week	768 hours eller 96 workdays
Cost	307 200 SEK
<b>Time savings</b>	
Time to solve a case via personal staffing	4250 hours or 531 workdays
Maintenance time of the portal for the same number of cases	96 workdays
Savings in time	435 workdays
<b>Benefits**</b>	
Cost saving employees	1 699 800 SEK
<b>Cost</b>	
Cost for portal and maintenance	357 200 SEK
<b>ROI***</b>	
Benefits	1 699 800 SEK
Cost	357 200 SEK
Saving	1 342 600 SEK
<b>ROI</b>	<b>376%</b>

**\* Maintenance cost**

- Planning
- Production of video and text guides.
- Super user's contribution for future productions, case-handling statistics, statistics from self service, user feedback etcetera.

(Employees have so far handled all maintenance)

Number of hours x cost per hour = (768 x 400) = 307 200 SEK

**\*\* Benefit**

Cases employees did not have to solve.

(Number of solved cases x cost per hour) / average timesaving per case = (8499 x 400)/2 = 1 699 000 SEK

**\*\*\* ROI formula**

(Benefit-Cost) / Cost x 100 = (1 699 800-375 200)/357 200 x 100 = 376%

## Summary

Nynas AB's goal was to increase the service and find a central place for its 900 employees to give them the opportunity to get answers for their IT questions, around the clock. This was seen as urgent, considering that the company is widely dispersed geographically. Another goal was to increase the service in a cost effective way, by reducing the number of simple and recurring cases at the Service Desk.

Introducing ComAround Self Service™ resulted in three main things: the move of the simpler recurring cases from the Service Desk to the self service, an economical saving of 1.3 million SEK, which is 124 SEK per employee and month (during 2008) and an increased service from ISIT Service Desk to the organization, which has resulted in a higher IT awareness among the employees.

The roles with Service Desk have partly changed to become more proactive in preventing problems rather than reacting to them. In the long term, this new way of working contributes to improve the IT and support department's status and to enhance communication and cooperation within the organization.

Nynas's success factors have been the careful preparation, within the organization, of the launch, with training in the new way of working, a clear support process where you create an expectation within the organization that "Something new is in the pipeline", but also the fact that they got the whole Service Desk involved in the work with the self service.

The internal marketing of the self service is part of the information strategy, where you use all channels to reach the organization. It has also been important to appoint Content Managers, who are responsible to administrate the self service, and to plan for upcoming production of guides, in order to meet the organizational need.

Another success factor was to handle self service as a natural part in the support solution. The work to integrate the case handling system with the self service is under way, during 2009. This is done to make a common interface for the Service Desk staff to work in and also to centralize the support statistics.

## About ComAround

ComAround are market leaders in the field of services for web-based self service. We have been developing smart services for more than ten years now, helping everyone working on computers to resolve their problems quickly and easily online. Companies in more than 100 countries are reducing their support costs and improving their service by using ComAround Self Service™ 24 hours a day, 365 days a year. Our clients include companies such as the Swedish International Development Cooperation Agency, Ericsson, Sandvik, Statoil, SEB, Skandia, IKEA and hundreds of smaller companies..

ComAround Self Service™ supports the IT department's work on daily in-house support. ComAround Self Service™ has proven to be invaluable in respect of migrations and switches to new software versions.

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