



Smart Teams ACCELERATOR

Powered By  **DBSL**
INTEGRATED SOLUTIONS

TECH SUPPORT

Support for Cloud based Signage
Solutions platform .



70% reduction in ticket volume



30% increase in first contact
resolution



95% customer satisfaction

Summary

DBSL created a customized 24/7 IT help desk outsourcing platform for a global digital media company struggling with inefficient processes and high support ticket volume. The solution included a new ticketing system, knowledge base, and 24/7 support, with regular reporting for improvement. The media company saw a 70% reduction in ticket volume, 30% increase in first contact resolution, and 95% customer satisfaction, improving overall business performance and scalability.

Company Overview

Our client is a top-tier Canadian brand that operates multiple businesses, including movie theaters, restaurants, amusement and leisure, film digital commerce, and media. The company's signage solutions are powered by its own proprietary, cloud-based platform, creating a secure, scalable, and reliable foundation for its customers. As a result, the client must maintain a growing volume of digital content at various endpoints. To accomplish this, the client operates a two-tier model for technical customer support: an outsourced Level 1 help desk and a Level 2 internal team staffed by specialized engineering resources that can handle more complex issues.

Challenges

The company's previous IT help desk outsourcing partner couldn't keep up with its rapid growth, providing poor service. That created some significant challenges, including:

- High volume of tickets for Level 2 engineers.
- Inadequate documentation and training for Level 1 staff.
- High turnover, lack of talent for IT help desk outsourcing.
- Long resolution times, poor service levels to end customer.

The previous provider lacked 24/7 support, forcing the organization to use an answering service for after-hours calls. In-house resources were overwhelmed with Level 1 support queries, leaving little time for growth and development

Objectives



Improve FTR with proper L1 support



Implement 24x7 support



Cost reduction and scalability



Improve operational flexibility and agility

Solution

DBSL's executive team identified the **key gaps** within existing systems and processes. These gaps needed to be addressed to build a best-in-class customer support platform. Some of DBSL's early recommendations included:



Implementation

The need to implement a more **robust ticketing system and call center platform** with the ability to track and monitor key operational metrics that were currently unavailable.



Restructuring

DBSL recommended creating teams with a specialized focus on faster resolution times by routing calls to staff with specific expertise while preventing day-to-day issues from clogging the activation pipeline.

With these recommendations in mind, DBSL worked hand-in-hand with the client to implement the **Smart Team Accelerator** program to provide **remote teams from L1 to L3 levels** as needed, which helped the client to grow quickly and efficiently

Under this customized model, DBSL maintains a 24x7x365 support team exclusively for the company, developing deep expertise in its systems and processes.

Results



Improved service and FTR (first time resolution) ratings



Cost reduction and scalability



Seamless extension to the team for IT support



Simplified global 24x7 support



About DBSL

DBSL's Smart Teams Accelerator streamlines your workload, optimizes your time and enhances your customer service, while you focus on business growth. Outsource customer service, ecommerce support, and back-office tasks like payroll, data entry and finance to us. Schedule an unconditional demo today and discover how we can support your business's journey.