

# Retail

## Video Managed Services



As one of the world's leading upscale American lifestyle and fashion retailers, this client focuses on high-end clothes for men and women, accessories, footwear, fragrances, home and housewares with over 600 retail locations across the globe, generating more than \$4B in annual revenue.

### THE CHALLENGE

As an upscale retailer, company strategy sought a high-touch concierge based managed services to support and manage their global video conferencing environment and user community. With 65 global endpoints and raising pressure to do more with less, the Global IT Infrastructure team consolidated their audio and video conferencing services to a single outsource partner in 2010 as part of a shift to managed services, with the belief that this provider can handle video conferencing just like they've done for years with audio conferencing.

Unfortunately this was not the case, the client found that the supplier was not able to give the client's customers the specialized services they expected and required. The supplier's help desk was repeatedly unfamiliar with the client's technology environment and process, resulting in unnecessary repetition of problem and environment details. Services were rigid and structured, not meeting the demanding needs of this high-end retailer.

Yorktel was engaged by the Executive Director of Infrastructure Services while still in contract with the legacy supplier. Their request was for Yorktel to develop a service model that enables self-service scheduling, increases user adoption, increases customer satisfaction, reduces user errors and failures of existing technology, and will evolve their service capabilities over time as their business priorities change.

Yorktel's transformational service model enabled this client to regain employee confidence in IT and improve the ROI of their multi-million dollar investment. Customers have embraced Outlook-based scheduling and usage trends show an increase in video conference usage by 14% by existing users of the service and an increase of 9% annually for new users taking advantage of the service.

### THE SOLUTION

With nearly 30 years of video experience, Yorktel responded with their transformational service delivery model. Yorktel believes in developing a master plan for their clients, which includes a baseline service plus small incremental changes over time to evolve the customers' video environment into a best of breed SLA based delivery model with an improved user experience, evolving technical capabilities and a long-term predictable cost structure.

Upon award, Yorktel developed a 3-year Master Plan for video conference focused on taking over the existing environment with limited user impact and restoring customer confidence in the video service. The service model included a "turn-key" SLA-based Day 2 remote management of existing customer premise infrastructure, fully integrated user adoption training and communication plans, enablement of self-service scheduling via Microsoft Outlook, auto call launch to reduce errors, concierge services available on demand as needed by the most critical business users, and advisory services to evolve their capabilities over phases through unbiased technology guidance.

### THE RESULT

Yorktel's transformational service model enabled this client to regain employee confidence in IT and improve the ROI of their multi-million dollar investment. Customers have embraced Outlook based scheduling and usage trends show an increase in video conference usage by 14% by existing users of the service and an increase of 9% annually for new users taking advantage of the service. Additionally, Yorktel has moved into Phase 3 of their service roadmap, outlining service impact and technical transition plans to enable interoperability via Microsoft Lync as well as a shift toward cloud services, instead of making continued investments in capital assets, which is a broader corporate IT strategic direction.

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