



Technical Help Desk Case Study

Introduction

This European-based luxury vehicle manufacturer has a global reputation for technical leadership and quality of service. Its dealer network stretches around the globe to more than 100 countries and territories, serving customers in multiple languages. Owners of these high performance vehicles expect high touch, fast, and efficient diagnostic service when their cars are serviced. To meet this need, this luxury vehicle manufacturer developed a next-generation service department diagnostics tool designed to further enhance its dealership procedures and ensure customers receive a premium dealer experience.

Business Challenge

The new diagnostic tool required a high degree of integration among specialized third-party service providers. In addition, legacy systems were becoming obsolete and the lack of standardized data management was preventing further improvements in its dealers' quality, speed, and accuracy of technical support service for new car launches. This customer wanted a single-point-of-contact support organization that guaranteed problem ownership from initiation to resolution.

SEI Solution

In 2007, SEI began providing single-point-of-contact, multi-lingual Level-1 technical support for this customers' dealer diagnostic systems. SEI's help desk team supports more than 1,300 dealerships across 114 countries and territories. SEI owns each issue reported by service department employees, troubleshooting hardware issues including servers, network equipment, hand-held devices, automobile diagnostics and diagnostic applications.

SEI's team, based in Debrecen, Hungary, supports customers in English, Japanese, Mandarin, Russian, French, Portuguese, Spanish and Italian.

The team is responsible for two key functions:

- Front-desk operators, most of whom speak at least three languages, receive all incoming service requests (by phone and Web-based tools) and are tasked with identifying and resolving known issues
- Back-desk operators, some of whom are co-located with the customer at its European global headquarters, provide advanced technical support for issues that could not be resolved by the front-desk operators

SEI is accountable for overall service delivery and customer satisfaction, managing each incident from the initial request for assistance to final resolution. When an issue requires third-level software or hardware service, SEI follows up with the service provider to ensure timely resolution.