

BOMGAR™

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Customers

BOMGAR™

- Bomgar is **No. 1** market leader in 'Enterprise' remote support
- Bomgar has **600+** Higher Education Customers



## Why switch to chat support?

- **Benefits of Chat Support**

- Additional method of support for customers
- Concurrent sessions improve productivity
- Reduced agent workload
  - Canned Messaging
  - Integration to self-help and portals
  - Some advanced tools even offer Scripting



- **Real Customer Results**

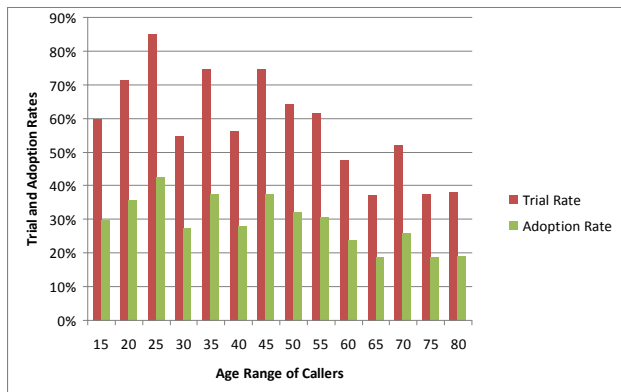
- 20-30% increase in staff productivity
- 35-45% improvement in first call resolution
- 25-50% reduction in incident handle time
- 10% improvement in customer satisfaction

## Demographics matter

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- **Fact:**

- Younger customers are more inclined to try chat
- Adoption rates are also higher with younger demographics
- Millennials have the highest chat adoption rates





**CARDIFF  
UNIVERSITY  
PRIFYSGOL  
CAERDYDD**

## How to solve a problem like CHAT!

Ben Faire/Lindsay Roberts  
INSRV/Library  
Cardiff University

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## Background.....

- On Campus Only Remote Management
  - Windows Only
  - Imaged Machines Only
- Library Chat service with limited functionality

## 2 different services

- **Library Chat**
  - Customer driven
  - Rotated staff for support
  - No IT support provided
  - Library staff don't want to be able to remote manage
- **IT Support**
  - Staff driven
  - Phone based
  - Ad-hoc
  - Need to be able to remote manage

## Ask a Librarian

- **Legacy service**
  - Runs on a server somewhere in Europe
  - Limited to chat only
  - No way to really connect with customer
- **Chat 2.0 – The Next Generation**
  - The ability to see what the user actually has on their screen
  - Something that replicated the current service but was more reliable, flexible and scalable service.

## Library Chat

- Chat provided Monday – Friday 9am – 5pm
- Chats accepted from staff, students, members of the public – basically anyone
- Queries include – opening times, renewals, how to search databases, how to reference

## The Project

- Needs analysis
- Market research
- Options
- Pilot
- Tender
- Commission

## How did we choose?

In order of importance from tender:

- Governance
- Security
- Usability
- Value
- Scalability

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## BOMGAR to the rescue

- Bomgar does it Out the Box
  - Has a chat facility built in
  - Intelligent routing of chat requests
  - Ability to see other staff members logged in for assistance if needed
  - Could let staff see what the customer saw on their screen

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## Chat Options

- Issue submission
- Knowledge based routing
- Training opportunity for library staff
- Imbedded chat widget on Library page
- Ask A Librarian button on desktop open access machines
- Limited user remote view
  - essential to certain staff due to not being IT trained but willing to assist

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## Decision

- Click to chat direct on page
  - No barriers to users getting assistance.
  - Routed to the most appropriate staff member either based on free/busy time or speciality.
  - Option to hand over chat sessions:
    - To individual library sites via transfer chat option
    - By clever skills based routing in Bomgar appliance.

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## Benefits from Bomgar Chat

- Audit Trail - *giving peace of mind to all parties*
- Stats on chat topics
- Staff able to assist only
- Better team integration on chat session  
issue resolution when shared between  
staff or used later on as a training aid.



## Future Plans

- IT Chat
- Embassy access for 3<sup>rd</sup> parties
- Bomgar used for change management purposes
- Jumpclients
- Bomgar button to Library & IT chat on all imaged machines
- Servicedesk integration

Any Questions?