

BOMGAR™

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Customers

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- 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**

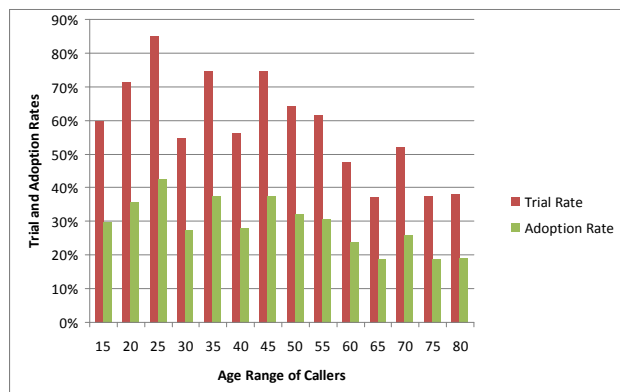
- 20-30% increase in staff productivity
- 35-45% improvement in first call resolution
- 25-50% reduction in incident handle time
- 10% improvement in customer satisfaction


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
CAERDYB**

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 3rd parties
- Bomgar used for change management purposes
- Jumpclients
- Bomgar button to Library & IT chat on all imaged machines
- Servicedesk integration

Any Questions?