

Case Study

GEORGE BROWN COLLEGE OF APPLIED ARTS AND TECHNOLOGY

OVERVIEW

Country: Canada

Industry: Education

Customer Profile

George Brown College is a diversified post secondary education centre, located in Toronto, Ontario.

Business Situation

To make vast improvements to their help-desk call centre, providing greater support to students and faculty.

Solution

George Brown College implemented a Canadian based help-desk call centre with greater IT expertise.

Benefits

- Improved support
- Shorter length of calls
- Less down time for students and faculty

“Providing a solution that helps faculty and staff better support students.”

For George Brown College of Applied Arts and Technology, meeting the requirements of its ever-growing faculty and staff, who in turn support their student body, is no small undertaking.

Founded in 1967, George Brown College (GBC) is one of Canada's largest and most diversified colleges, serving more than 22,000 full-time students and 38,000 continuing-education registrants. With 157 full-time programs and 1,600 continuing education courses offered at either its two main campuses (Casa Loma and St. James) or 10 training facilities, GBC enables its students to graduate with a diploma, degree or certificate, depending on the program they select.

The overall goal of GBC's faculty, which consists of 1,216 full-time and 2,320 part-time staff, is to prepare the students in such a way that they make the transition from the classroom to the workplace in as seamless a manner as possible. And based on reports from independent research firms, GBC is excelling at this objective.

In fact, Environics reports that GBC is considered to have the most favourable reputation amongst all the colleges, has the strongest relationships with industry, and best equips its graduates to get the job they want as compared to other colleges in the Greater Toronto Area (see Environics, Consumer Tracking Research, Perceptions of George Brown College and Potential Opportunities, June 29, 2010).

Of course, to earn and maintain this type of reputation requires the dedication and ongoing commitment of GBC's faculty and staff, and for GBC to provide them with the tools and support they need to properly prepare their students for the future. One such area is desk-top support.

GBC had established, to better support its faculty and staff, a help-desk service through a third-party provider, which members could contact when experiencing challenges with their desktops, notebooks, software applications and printers. However, the feedback the GBC IT team was receiving from staff and faculty members about the service was less than favourable. Processes were considered cumbersome, English-language proficiency of the help-desk representatives was an issue, and faculty and staff members would often need to reiterate their issue to more than one representative—a major inconvenience.

As a result, GBC decided to issue a Request For Proposal (RFP) and invited Buchanan Technologies to submit its bid on a help-desk solution for its faculty and staff.

“Our first priority was to understand the staff and faculty’s perspective on what they really needed and wanted in a help-desk solution. Our overall objective in developing the solution was to do what we could to make a difference in the lives of the students by ensuring the faculty and staff had the support they needed from an IT perspective.”

Stephen Sweett
President
Buchanan Technologies

SOLUTION

After meeting with GBC to understand the current situation, review its requirements and determine what it really wanted in a solution, the Buchanan team went about crafting a proposal that was focused on ensuring the faculty and staff members received the type of support they required so that they could spend more time helping their students.

The Buchanan proposal for GBC included a number of key elements such as...

- Providing a Canadian-based helpdesk solution
- Having agents based in Canada who had proficiency in the English language and would provide first-level support
- Leveraging Buchanan's ticketing system to ensure call continuity and proper follow up—from call initiation to call closure—for GBC faculty and staff
- Creating seamless integration between Buchanan's first-level support team and GBC's second- and third-level support representatives to enhance end-user satisfaction
- Making improvements in internal processes to simplify the way faculty and staff could contact and receive support from the help desk
- Educating end users on specific technologies to address the most pressing desktop issues
- Initiating regular monthly service reviews to ensure constant communication between GBC and the Buchanan team
- Reviewing, in these monthly meetings, the Service Level Agreements (SLAs), performance metrics against them, and top 10 issues by category
- Ensuring GBC's data would always reside in Canada

“We were looking for a partner who would work with us to develop a help-desk solution that offered our faculty and staff the type of support they were demanding. With Buchanan, we have a partner who offers us a Canadian-based solution and provides a very high level of support. Our faculty and staff have given us very positive feedback on our help-desk service.”

Alfred Carr
Manager of Systems Development and Support
George Brown College

BENEFITS

Buchanan's improved help-desk solution was noticed immediately. In fact, one staff member wrote to Mr. Carr and stated that:

“... I have found Paul at the Buchanan Help Desk to be very interested in helping GBC staff by asking ... questions ... in regards to troubleshooting. He is the first person to ask me in-depth questions so that he can help GBC staff calling in with various phone and/or voice mail issues.”

It was this type of feedback that GBC's Chief Information Officer (CIO) Yves Hébert was expecting when he and his team awarded the help-desk contract to Buchanan.

But he was also expecting more, as he explains:

“As one of Canada's largest colleges, we have a large number of faculty and staff we need to support. Thus, we needed to deliver a solution that would provide them with the support they required and be cost-effective at the same time. Buchanan architected a help-desk solution that enables us to achieve both these important objectives.”

Responsive support, process improvements, regular reporting, cost efficiencies and a Canadian-based solution, these are the hallmarks of the Buchanan solution and the key reasons GBC entered into a partnership with Buchanan.

To learn more about George Brown College, visit www.georgebrown.ca.

ABOUT BUCHANAN TECHNOLOGIES

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Buchanan is an international IT professional service, consulting and outsourcing organization, committed to delivering cutting-edge solutions and creating “insanely satisfied” clients. To deliver on this promise, Buchanan employs the best and brightest in the technology field, backs them with proven processes, and maintains an overall focus on the business relationship it has with its clients. It's the perfect combination of “People, Process and Technology.”

As an employee-owned, privately-held technology services corporation, Buchanan has been supporting companies since 1988. With its Canadian Headquarters in located Mississauga, Ontario and more than 450 consultants and engineers in North America and Europe, Buchanan has a diverse and experienced consulting force to support all of its clients' information technology needs.