

## Seeing A Clearer Global Picture Through Numara FootPrints

Specsavers, the world's largest independent optical retailer, has rolled out Numara FootPrints as its service management solution of choice to complement a major expansion plan around the world, while transforming the way its service desk manages calls.

### Business Driver

A need for a solution that was ITIL-verified and would improve the service level Specsavers offers to its stores.

### Industry Sector

Health and Retail

### Why Numara Software?

Based on an open architecture because Specsavers is moving towards an open platform; ITIL-verified; a vanilla solution that is best practice-driven; the strength of its reporting; ease of use provided through the store portal.

### Business Benefits

A more effective way of working the service desk; 99 percent of targets being met; the use of service management software to apply greater control throughout other areas of the organisation, notably the Head Office and Finance Operations.

### Background

Founded in 1984, Specsavers is the largest privately owned optical chain in the world with more than 1,000 stores across the UK and Europe. For the past seven years, Specsavers has been voted Britain's most trusted opticians by Reader's Digest.

Specsavers has a 26-strong Service Desk which supports Specsavers' 600 stores in the UK. Its Head Office is in Eastleigh, near Southampton.

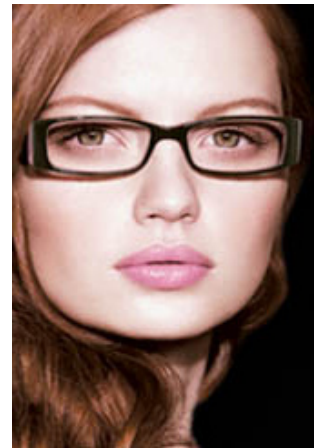
Specsavers is in the midst of a major expansion plan, evolving from 1,000 to 2,000 stores over the next four years, with a major continuing drive in Australia and New Zealand and further expansion into new countries across Europe. To facilitate this expansion, it wants software licence flexibility for Specsavers' business model of partnerships with optometrists around the world.

### An alternative service management solution

Specsavers began looking for an alternative service management solution after questioning the long-term usability of its existing service management package, Psylvestries.

## Specsavers

*A major driver of our choice of Numara FootPrints has been the effect on the way we work on the Service Desk...We're now regularly filling 99 percent of our targets.*



After concluding that it was time for a change, Specsavers began its search in February 2008, and had some specific requirements. Specsavers' IT Project Officer Manager, Mark Beard takes up the story:

*"We needed a new solution that was ITIL-verified, and would improve the service level we offer to stores. We wanted one solution globally, and architecturally we needed it to be open because as an organisation, we are moving away from Microsoft and towards an open platform," says Beard. "We also needed it to be as vanilla a solution as possible and best-practice-driven. In terms of an overall approach, I was happy to change our business processes to keep the program vanilla, rather than modifying a solution to match our processes.*

*We had a good response to our RFP and shortlisted four products. What we deliberated on was whether we really needed a product that was too feature-rich for what we actually wanted. What we were looking for was the equivalent of buying a good car with probably a lot of room for growth. Of the four products, Numara was clearly the one that met all of our requirements, especially the need for a solution that was both open and ITIL-friendly."*

*After reviewing all three systems, we chose Numara FootPrints because its functionality matched our requirements specification perfectly. We didn't look at systems like BMC Remedy or HP OpenView because we were looking for a more medium priced product. In fact price was an important buying criteria and nothing could match Numara FootPrints price-to-performance capability."*

### Making a difference

Since signing the deal in August 2008 and using Numara Footprints for the last five months, Specsavers has already noticed a radical change in the way its service desk manages its calls, resulting in some very strong results in the service team's ability to meet its Service Level Agreement (SLA) targets.

Beard explains how the change has occurred:

***“A major driver of our choice of Numara FootPrints has been the effect on the way we work on the service desk. We now have different Service Level Agreements (SLAs) for different priorities of calls, and that drives team leaders’ behaviour. We’re now regularly filling 99 percent of our targets. Of the 300 plus calls we receive a day, only a few are outside of our SLA. This has already changed the way team dynamics work, because our teams are now chasing people to get the right fix for the customer and so meet their service targets,”*** said Beard.

## Moving beyond the service desk

In addition to its role in supporting the Service Desk, Specsavers’ is now using Numara FootPrints to add greater service control throughout other areas of the organisation, notably the Head Office and Finance operations. This mirrors an important and growing trend: the use of service management software as a controlling influence within the organisation.

Other key areas of Numara FootPrints that also attracted Specsavers was the strength of the products reporting capability; the fact that Numara FootPrints offers an ITIL-ready platform for future growth plans; and ease of use through the ability to create a ‘Specsavers store portal’. This was a particularly important requirement for Beard.

*“The store portal is a key element of Numara FootPrints that enables proactive customer support requests. A user is able to log onto a Web page, and if they can’t find the solution they want, they can submit a service request. Using the portal means users don’t have to phone the service desk. Our peak time for calls is first thing in the morning and most of those are low priority calls. Adopting the portal means we can flatten our call curve during the day, and tackle those calls in a more scheduled manner,”* said Beard.  
*“The end user can search for a solution to their own problem through the portal and if necessary raise their own service requests. This is a much more effective use of our resources.”*

## Completion of a successful rollout

*“Specsavers recently completed the rollout of the portal to its UK stores and has gained very positive feedback”* says Beard.

***“We now have the portal in all UK stores and it has received fantastic plaudits from the stores that are using it. We have also ramped up communications to all stores now that everybody is live and usage continues to increase significantly, albeit from a low base. So for now, it still remains a small percentage of all calls.”***



***“Of the 300 plus calls we receive a day, only a couple are outside of our SLA. This has already changed the way team dynamics work, because our teams are now chasing people to get the right fix for the customer and so meet their service targets. We also now have the store portal in all UK stores and it has received fantastic plaudits from those stores that are using it.”***

Mark Beard,  
IT Project Officer Manager, Specsavers

Beard is also overseeing a number of ongoing developments as part of Specsavers’ Numara FootPrints implementation.

*“We are currently testing release 9.0.1, and Guernsey is now live in respect of Production and Technical Services although not yet for the portal element for desktop support. Change Management and CMDB will be kicking in shortly, and we are working with our Finance operations to put their portal in right down to individual store personnel level.”*

*“In terms of overseas operations, the Portal has yet to go live in Australia and Finland. But Australia is extending its use of Footprints to the Production and Technical Services Departments in addition to the service desk.”*



About Numara Software

Founded in 1991, Numara Software is a global provider of service desk management solutions. Its flagship products, Numara Track-It! and Numara FootPrints, support over 50,000 customer sites worldwide making it the leader in this market for small to mid-sized enterprises.