# Giva™

## Customer Case Study

**Pronger Smith Medical Care's 60 year tradition of trust and service offers families a unique approach to healthcare providing a lifetime of comprehensive and accessible care. The Giva Service Management Suite™ including Giva® eHelpDesk™, eKnowledgeManager™, eAssetManager™ and eChangeManger™ was deployed in the cloud as the IT Service Desk solution.**

## Results

**When compared with Remedyforce™ by BMC® and Salesforce.com®, the Giva Service Management Suite resulted in a:**

- ✓ **60% increase in IT productivity by using the dashboards and real-time reports**
- ✓ **70% easier ability to open service requests due to intuitiveness**

- ✓ **70% increase in IT productivity due to the self-service portal**
- ✓ **65% increase in customer satisfaction of physicians and staff**
- ✓ **65% increase in first call resolution**
- ✓ **100% application uptime and high application responsiveness**

## The Challenge

Pronger Smith Medical Care's 60 year tradition of trust and service offers families a unique approach to health care providing a lifetime of comprehensive and accessible care. We support approximately 500 physicians and staff in 4 geographically-separated sites.

We were previously using only email to manage our IT help desk, but quickly discovered this would not allow us to scale our productivity the way we needed. We had two alternatives: invest in technology for a call tracking system, or increase our headcount. We decided that there would be a higher ROI and less expense by adding technology capability and workflow automation. We also imposed some discipline in the way we provide services to our demanding users, instead of growing IT headcount. Our users are physicians and staff that are always working to provide the best possible patient care. We wanted to increase our responsiveness and the amount of time and attention we could provide to them. Now that we have transitioned to an electronic health record system, more complex applications are used on a daily basis by our employees. Since we provide support to four geographically-dispersed offices, we wanted to provide a solution that could be easily accessible anywhere and anytime by our users and IT staff.

## The Solution
### Fluent in 1 hour

Giva is working extraordinarily well for us and is extremely easy to use. Now, all IT personnel

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can see exactly the current status of any and all user problems, applications, infrastructure, etc. with all the specifics available in a single service request. With Giva, it is 70% easier to open a service request when compared with Remedyforce by BMC and Salesforce.com, with which we did a trial before selecting Giva.

The BMC Remedyforce interface is very poorly designed. There were sometimes up to four screens to click through to open a service request. Furthermore, it was very cumbersome to navigate BMC Remedyforce to determine all of the issues outstanding for the day, and it was hard to find previously opened and outstanding service requests. And finally, with BMC RemedyForce it was also very difficult to view historical information and acquire a full 360-degree view of information we needed to properly resolve issues. However, using Giva, we experienced high performance, ease of use, and quick access to information, which are vital for us in order to provide outstanding service to physicians working in a time-sensitive environment.

The ease of use of Giva is one of the key benefits that we highly value. Giva provided 30 minute training sessions to our IT team so they could learn the basics of the Suite. After the training sessions, our IT team was fluent in Giva and then could learn the nuances and options at their own pace. The Giva user interface is designed to require only a basic amount of training to become fluent, but encourages exploration and independent learning through its extraordinary intuitive design.

## Deploy in just days
## Highly customizable without consultants

We are a growing company and have many concurrent IT projects underway, especially with the move to electronic health records, and simultaneous product upgrades. Our patient base is also growing, but our IT department head count remains flat to maintain cost controls. Since it was so easy to get up and running, Giva has helped us leverage technology to make each of us in IT more productive and effective at our jobs. Working with the Giva professional services team, we were able to configure and customize Giva in just a few days. Also, since Giva is in the cloud, we did not have to install any software, and we do not need to worry about data archiving or hardware maintenance as the cloud-based model provides daily and weekly back-ups and other extensive disaster recovery capabilities. Further, no staging environment is needed for implementing upgrades, and so we can save costs and manpower in this area as well. With Giva, we are able to put our full focus on higher-priority projects that more directly impact providing outstanding patient care.

We are encouraging our physicians and staff to use the Giva self-service web portal, which has yielded excellent results in allowing us to service them better. We have been successful in transitioning them from sending emails for help to going to the self-service portal to open a service request directly by answering a few questions. Giva automatically creates the service request using an API, thus

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**"The Giva knowledgebase has allowed us to increase first call resolution by 65%."**

eliminating emails, which has helped boost the productivity of the IT department by 70% since we do not have to cut and paste the information into the Giva call tracking system.

Also, previously with our users contacting IT by email, it was difficult to determine their specific issue since they were just providing free-form text. Now, we get specific details already well documented in a service request. They do not have to log into any application, which saves them time and effort as well.

Although by using the self-service portal we have significantly reduced the number of emails that we receive, we still allow contact via email. We have continued to increase IT productivity by using Giva's automatic email-to-ticket conversion process, which also accepts embedded screen shots and file attachments. When screen shots are converted into a service request, they are cross referenced and numbered so we know how they may relate to one another and the free-form text that was in the original email. This is just one example of Giva's focus on intuitiveness.

It is very important for us to keep in constant communication with users until problems are resolved, which is even more important because our sites are geographically separated. Giva has allowed us to significantly improve these types of communications with our users. We can add questions to service requests, and then with a single click, send the question to the user via an email. The user can then simply reply to the email with the answers, and all of this interaction is booked

and detailed in the service request. When anyone in IT reviews a service request in Giva, all the details are in one place, even if multiple people are working on the same service request, which is often the case. As a result, with Giva we have increased our customer satisfaction by 65%.

Besides the above-mentioned benefits, the Giva knowledgebase is much better and more functional than the one available by Remedyforce by BMC and Salesforce. com, and has allowed us to increase first call resolution by 65%. It is easy to create knowledge articles and cycle them through an approval process, and there are reports that help us keep the knowledgebase up-to-date and relevant. There are also metrics, such as problem solving scores and user ratings, which help make sure that only the most relevant knowledge is maintained. Moreover, we can determine which of our IT users are proposing the most useful knowledge. We have considered offering incentives to participate in this, hopefully generating some healthy competition and bringing the best out in everybody.

For asset tracking, the Giva eAsset Management module is highly functional and vastly better than what is available in BMC Remedyforce. It uses a third party application that did not meet our needs and would require interaction with yet another vendor, which would involve more time and complexity. With Giva, we do not have to be concerned with these extra issues and costs.

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> **"The Giva reports have helped increase IT productivity by over 60%."**

> **"The cloud-based Giva application is always available--we have had 100% uptime."**

## Real-time reports & dashboards without effort

Giva reports assist us in determining if any of our users are having related problems so that we can quickly solve the root cause and leverage our efforts across all of our users. As a result, the Giva reports have helped increase IT productivity by over 60%. Giva's reports and dashboards assure us that we are always focused on the top priorities, which lead to high customer satisfaction rates. We also like the Giva service level agreement capability and associated reports and look forward to raising the service expectations in the IT department using this functionality.

With Remedyforce by BMC and Salesforce.com, there were no home page dashboards or easy-to-use reports that kept us up to date on key problems and issues. The reports were difficult to use and did not deliver the low level, important information that we need in order to provide outstanding customer service. This was problematic for us since we wanted to establish a very high bar for customer satisfaction. Contrarily, Giva has allowed us to achieve this high level of customer satisfaction in a very short amount of time.

## Outstanding Technical Support

Giva's technical support is outstanding, and we also receive highly personalized service from our account manager. The cloud-based Giva application is always available--we have had 100% uptime-- and is very fast and responsive with never any delays in moving from screen to screen. The Giva suite is also tightly integrated and provides a smooth and consistent experience in and between each application module.

We also did a 60-day trial of Manage Engine® ServiceDesk Plus On-Demand™ , but found the support to be terrible. All of Manage Engine's technical support is headquartered in India. The time difference of over a day was a very big problem as we could not get prompt resolutions to numerous problems or even answers to general questions. Also, the language and cultural differences were hard to overcome. We envisioned a future of non-native English speaking technical support personnel trying to explain nuanced technical issues and realized that our team would be highly frustrated. With Giva, we do not have these issues.

Giva is an outstanding IT service desk product and we recommend it to anybody that wants to increase customer satisfaction and IT productivity while lowering costs by saving man-hours.

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*About Giva, Inc.*

*Giva is an award winning provider of SaaS (Software-as-a-Service) Web-based ITIL Help Desk, Customer Service/Call Center and Service Desk cloud based computing services.*

*Visual reporting, management dashboards and an intuitive design, make the Giva Service Management™ Suite very powerful and at the same time very easy to use. Customizations are all point and click (i.e no programming necessary) so the result is a dramatically lower total cost of ownership when compared to other products that require programmers and trained consultants.*

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