



Company Name
Domino's Pizza

Industry
Pizza delivery

Web site
www.dominos.com

Solutions Partner
ECS

Solutions
HEAT® 6.4, iHEAT™,
HEAT® Asset Tracker, KNOWLIX™

Business Benefits

- Ticket logging is now 2-3 minutes faster per ticket, saving the team 5-7 hours a day
- Report creation takes 2-3 hours a week, down from as high as 20
- Automating regular tasks saves the help desk hours every day
- KNOWLIX boosts first-level resolve rates by storing trouble-shooting documentation
- HEAT® Asset Tracker keeps track of all hardware assets, preventing losses

Quick Stats

Annual Revenue: \$1.26 billion
 Employees: 1,200
 Technicians: 9
 Customers supported: 2,700
 Call tickets per day: 130
 Operating Environment: Windows 98, 2000 and XP; SQL 2000
 Features Using:

- Call Logging
- Business Process Automation Module (BPAM)
- Auto Ticket Generator
- HEAT® Answer Wizard™
- Alert Monitor

Domino's Pizza slices minutes off every help desk call with HEAT® software

CUSTOMER PROFILE

Domino's Pizza was founded in 1960 with the opening of its first store in Ypsilanti, Michigan. Today, Domino's is the recognized world leader in pizza delivery, operating a network of 7,112 owned and franchised stores in the United States and more than 60 international markets. In 2001, the Ann Arbor, Michigan-based company made 400 million pizzas and topped \$3.8 billion in total worldwide sales.

BUSINESS NEED

The Domino's Help Desk, located at the company headquarters, takes an average of 130 calls a day and supports about 2,700 employees and franchisees throughout the country and some international locations. The Help Desk supports literally hundreds of different applications, many of which are internally developed, and thousands of hardware assets. Minimizing downtime due to technical problems and ensuring that franchisees can exchange supply and financial information with corporate headquarters through the company intranet are the help desk's primary goals.

The company's previous help desk management tool had inherent limitations and problems that created significant inefficiency for the Domino's team. The software wasn't structured to provide an organized priority system, so technicians were not addressing the most critical issues first. With numerous browser windows to deal with, call logging was extremely slow, which meant technicians left off details in the interest of speeding up the process. The hassle of using the ticketing system was so great that some peripheral departments, such as

engineering and telecommunications, did not use the system at all. To create reports, Jack Stewart, Help Desk Escalation Supervisor, had to spend hours every week manipulating the software's available reports and supplementing them with hand calculations. Moreover, the team could never get the software to interface with its e-mail program. The Domino's Help Desk needed an easy-to-use tool that would enhance its operational efficiency.

HEAT SOLUTION

In its search for a new help desk management system, Domino's began by looking at a half dozen products. Factors that topped their wish list were affordability, usability, and ease of administration and customizability. The selection team chose HEAT software from FrontRange Solutions Inc. for its reputation for performance in those key areas.

Additionally, FrontRange offered an add-on solution that particularly appealed to Domino's upper management. **HEAT® Asset Tracker** would enable the company to keep an accurate inventory of its hardware assets, from laptops to cell phones, as well as keep tabs on the status of software licenses. HEAT Asset Tracker was just what the company needed.

From the start, HEAT software brought relief to Stewart and his team. With the aid of FrontRange Solutions™ partner, ECS, implementation went extremely smoothly, requiring minimal downtime. They created call groups within the HEAT system that would allow them to prioritize and escalate calls. And to their surprise, within five minutes, the new system



was set up to interface with the company's e-mail program — a feat that the team had never accomplished before.

The Domino's Help Desk also immediately noticed the ease of use and administration with the HEAT system. As a team, the technicians are now saving five to seven hours a day in the call logging process. "We've been able to shave two to three minutes off every ticket that we do, just by having HEAT," Stewart explained. "It has helped speed up the average process time and average resolution time of our calls because it's easier to enter the information. And since it's easier to use, we have better information in our tickets."

In fact, it's so much easier to process tickets that the number of users at Domino's has jumped from 40 to 80 since implementing HEAT software. "People in other areas of the company who have never used our ticketing system, such as engineering, are using it, allowing ticket flow and escalation flow to work better," Stewart said.

"Every hour that somebody is not working costs the company money. With HEAT, we're solving calls faster and solving them better. It's been a success in every area."

— Jack Stewart, Help Desk Escalation Supervisor, Domino's Pizza

With the HEAT system, Domino's has also saved substantial time by automating many of its regular activities with Business Process Automation Module (BPAM). BPAM enables the Help Desk to establish certain rules whereby tickets are escalated or e-mail notifications are automatically sent to technicians and internal customers. Stewart estimates this newfound

automation saves the team hours every day.

Domino's has also realized a more streamlined process with **KNOWLIX™**, the knowledge management tool in the HEAT system. KNOWLIX offers a central repository for storing trouble-shooting documentation. The technicians who are answering calls and offering first-level support now have access to the answers they need to resolve and close more tickets, without escalating them to second-level technicians. Though Domino's resolves 85 percent of calls at the first level, Stewart anticipates bringing that number above 90 percent with KNOWLIX. So far, this tool has been particularly important in training new technicians and getting them up to speed more quickly.

For Stewart, the most valuable aspect of HEAT software is the reporting capabilities. Weekly and daily, he uses **Answer Wizard**, a bank of more than 300 pre-built reports in the HEAT system, to generate reports. For more specialized reporting, he has easily been able to create custom reports using Crystal Reports — something that was very difficult in the old system. Now, he spends just two to three hours a week creating reports, instead of up to 20 hours.

After just a few months, the HEAT system has transformed just about every function at the Domino's Help Desk — chiefly customer service.

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