

RSPB

is flying high

Leading UK Charity relies on IT solution to support its efforts in meeting important conservation goals.

After a rigorous tendering process, the Royal Society for the Protection of Birds, the UK charity for the conservation of wild birds and the environment decided to use Hornbill's Supportworks to manage IT support service to its four country offices, ten regional offices and over 180 nature reserves with communications and business systems. The IT team handles over 1200 calls per month to all of the RSPB's 1500 staff members

The IT department has over 20 regular users of the helpdesk system, of which ten provide first line support and five second line. Using Supportworks it handles queries from purchasing and operational advice on computers and computer-related devices, to business system support on the organisation's finance and HR systems.

The RSPB team initially chose Hornbill's solution to replace its existing helpdesk system, which was too costly to upgrade to meet new business processes. Hornbill's solution was short listed and selected from 13 suppliers invited to tender. Working with Hornbill's consultancy team, a bespoke 'next contact date' traffic light system has been developed. The light changes colour, based on business logic provided to Hornbill's team, enabling the support analysts to keep customers informed of the current status of calls within or before pre-agreed times.

In addition to the 'traffic light control' system, Hornbill has provided bespoke reports that the IT team uses to monitor its service performance against targets set within the new business procedures.

"Until we had Hornbill's system we had no way of really managing our next contact date promises with

customers. With the traffic light system, analysts can see at a glance which customers they need to give an update to. Because customers know the progress with their issue, they no longer have to chase us for updates and thanks to Supportworks they now trust us to deliver solutions on time," said Cathy Green IS manager at RSPB.

Gerry Sweeney, managing director at Hornbill Systems, commented: "It is just as important for a charity to ensure that its staff can use its business and desktop systems effectively, and providing effective support to users is vital.

"Supportworks' functionality enables a helpdesk to support users by being able to log and track calls as well as analyse call data for proactive planning. Such systems not only enable staff to operate efficiently, they improve customer service delivery."

About RSPB

Founded in 1889, The RSPB exists to conserve wild birds and the environment. It is the largest wildlife conservation organisation in Europe with over one million members. From its initial stance against the trade in wild birds plumage, the issues that the Society tackles have grown widely over the years in both number and size.

The RSPB focuses its work on the species and habitats that are in the greatest danger and campaigns on behalf of the birds and the environment. The charity owns and manages over 180 nature reserves nationwide, and is active at a regional, national, and local level to protect the environment.

As well as its 1500 full and part-time staff – from nature reserve managers to computer analysts in its ten regional offices across the UK, the Charity has the support of over



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170 local members groups, as well as, on average, more than 11,900 volunteers annually.

For more information, please visit www.rspb.org.uk.

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