

Optimizing & Automating ITSM to Reduce Managed Help Desk Costs

Industry: Consulting & Professional; services | **Scale:** 2000+ Global employees | **Platform:** Freshservice, Freddy AI

A Global Media consulting firm with 2000+ employees and a significant international footprint sought to optimize its IT Service Desk operations to reduce heavy reliance on third-party Managed Service Provider. By analyzing a factbase of nearly 23,000 tickets, B-TRNSFRMD designed and implemented automated workflows and deflection strategies. The transformation resulted in a 12% overall reduction in monthly in-scope tickets, projected to save the organization 3,480 tickets annually.

The Challenge: Vendor Dependency & High Ticket Volume

The client faced escalating costs associated with a third-party managed Help desk provider. To regain operational control and reduce expenses, several key challenges had to be addressed:

- **Outsourced Reliance:** Service desk tickets were being resolved by an external vendor, leading to high variable costs.
- **High Ticket Volume:** The instance handled 22,990 tickets over a seven-month period, peaking at 4,646 tickets in June alone.
- **Category Bottlenecks:** Analysis revealed that Security (5,767 tickets), Software (5,337 tickets), and Active Directory (3,726 tickets) were the primary drivers of help desk activity.
- **License Underutilization:** Despite having 82 full-time agent licenses, the processes were not sufficiently automated to deflect routine requests.

Transformation Approach

B-TRNSFRMD utilized a data-driven, sprint-based methodology to identify and automate high-frequency ticket categories.

01

Factbase Analysis

Conducted a detailed assessment of ticket data in the Freshservice instance to identify opportunities for deflection and automation.

02

Process Mapping

Evaluated the outsourcing MSP's resolution methods to differentiate between service requests that could be automated versus those requiring manual intervention.

03

Solution Design

Created tailored optimization strategies for each ticket group, focusing on the Software, Active Directory, and Workday categories.

04

Sprint-Based Implementation

Iteratively developed, tested, and deployed automated workflows to reduce vendor dependence.

The Solution: Dual-Layer AI Deflection & Automation

The solution design focused on two primary levers: **Ticket Deflection** (preventing ticket creation) and **Ticket Auto-processing** (automating task completion). the solution made extensive use of Ai including Freddy Agents.

1

Ticket Deflection (Self-Service)

- **Knowledge Base:** Optimized the service portal and knowledge base to resolve "how-to" tickets before they reached an agent.
- **Virtual Freddy Agent:** Deployed MS Teams Virtual Agent to provide instant answers to common queries.

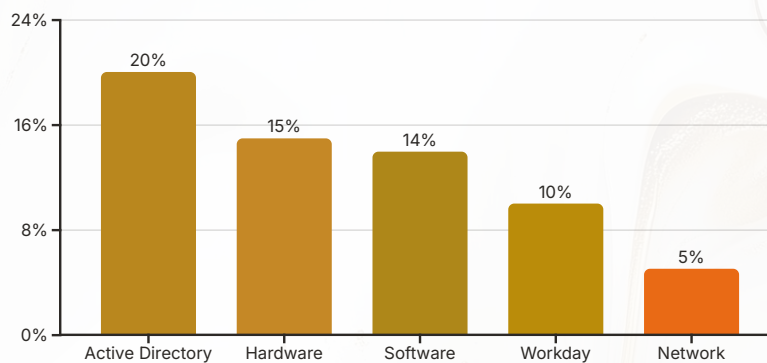
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Ticket Auto-Processing (Orchestration)

- **Freddy AI Workflow Automator:** Implemented automated approvals and complex workflows based on specific ticket conditions.
- **Orchestration & Integration:** Utilized orchestration tools to automatically complete tasks in external applications, such as Active Directory and Workday.

Quantifiable Business Benefits

The implementation delivered immediate reductions in ticket volume, directly lowering the costs associated with the outsourced Managed Service Provider .



Realized Total projected annual tickets eliminated through automation and deflection strategies.

~20%

MSP Vendor Cost Savings

Significant reduction in per-ticket charges

12%

Monthly Ticket Reduction

Overall reduction in monthly in-scope tickets across all categories.

Contact Us:

At B-TRNSFRMD, we revolutionize customer experiences and service delivery by rapidly implementing innovative digital transformation strategies for global enterprises, leveraging our expertise in AI, No-Code, and Automation solutions. We are solutions partners with Creatio, Microsoft, Freshworks, Atomicwork, NICE, Genesys, and Five9.

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