

## In support of the financial markets

The Internet has provided new opportunities for organizations of all sizes to be able to sell to a global market. This not only increases the potential for sales revenue but also hedges against the economic downturn of their own country's economy.

Internet based sales opportunities pose new challenges though, one of which is the after sales care and support of products across international boundaries and different time zones. Customer care and support services therefore need to extend their hours and move toward a 24x7 service desk.

The answer can lie with online web based Service desks. Support personnel then only need Internet access and a web browser for full access and can provide support services as and when required from their own homes or even via their PDA when on the move. Email or SMS automated notifications mean that they only work outside core hours when they need to. This increases the potential to use home working employees and can bring part time staff onto the work force, be they physically disabled, working mums or whatever circumstances mean that they can not get into an office or need flexible working hours. Utilizing regionally located staff that can work at local offices and even at home or in the field results in a better service to customers. There are also cost savings in not keeping an office fully manned 24x7, particularly in the winter months. This is of course environmentally green as well as economically advantages.

The sitewebdesk service desk supplied by sitehelpdesk.com provides this service as an extension to existing web sites. It is no surprise then that despite the media attention to promoting doom and gloom of a world wide recession, sitehelpdesk.com have won a number of larger contracts recently.

The African Development Bank in Tunisia who has purchased an unlimited license of the ITIL based **sitehelpdesk-IT** service desk. They also purchased several more **sitehelpdesk** installations for use by other support departments. This replaces a more costly HEAT helpdesk that is being decommissioned. As well as the benefits of the web interfaces and improved SLA reporting they will be saving a significant amount in annual support costs.

With the recent installation of **sitehelpdesk.com** software at the European Central Bank, we feel we are doing our bit in the support of the global financial markets.

"We anticipate more migrations to less costly web based service desk applications in the coming months as organizations take heed of the media warnings, tighten their belts and review their, markets, budgets and the annual maintenance costs of existing legacy help desk systems." Bryan Taylor

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