



Case Study UNIONBAY

Profile

Union Bay
Kent, Washington

Industry
Apparel

Service Area
Global

Product
LiveTime Help Desk

Business Benefits

- Increased productivity
- Improved Customer satisfaction
- Increased accountability
- Reduction in overall requests

UNIONBAY Dresses up with LiveTime Help Desk

UNIONBAY is a rapidly growing apparel marketing and distribution company located in Kent, Washington. Its alternative sportswear clothing line is available at all major department stores across the United States such as Macy's, Nordstrom, Robinsons May, Kohl's and JC Penney. The highly motivated employees support a diverse range of customers servicing the continental United States.

UNIONBAY's existing help desk solution consisted of a custom-built application for project management and informal incident tracking communications. In seeking a more comprehensive solution, management required detailed reporting, accountability and improved customer service. Additionally, UNIONBAY needed a system which was capable of growing with the organization rather than one which continually required replacing technology. Giving end users the ability to submit and monitor progress of all requests from any location and desktop was also essential, and something that no other vendor could provide. LiveTime was selected for its standards-based approach to customer service, utilizing ITIL best practices, and unparalleled ease of use for customers, technicians and management.



"Our users are very happy with the user interface and are now confident that their requests will be handled in a timely manner. As a manager, it is great to finally have a big picture of all our requests." said Craig Roberts, Technical Services Supervisor at UNIONBAY.



Since the LiveTime system has been implemented "technicians have been able to better understand and identify which tasks take up the most time and to identify opportunities for improvement" said Craig.

UNIONBAY

Decision challenges included demonstrating both the need for and the ROI to non-IT management. However the compelling total cost of ownership (TCO) and unparalleled depth of features offered by LiveTime made the selection process much easier.

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