

# Euromonitor's Global Support Team share transformation journey



## ABOUT

Euromonitor was founded in 1972 and has grown to be recognized as the world's leading provider of strategic market research to organizations in industry verticals across the globe.

The Service Desk operates on a predominantly 24 x 5 basis, providing support to the major offices across the world.



**16** OFFICES ACROSS THE GLOBE  
CUSTOMERS IN **200** COUNTRIES

## MAIN FOCUS OF HEALTH CHECK

We've really focussed on bringing the team more closely together as a global unit. This has been done through a combination of suggestions from the advice provided by SDI. Things such as the creation of vision and mission statements for the team, a re-brand to call ourselves The Global Support Team, the documentation of globally used working practices and the recruitment of new Team Leader roles into the team.

We've also been working on better engagement with our stakeholders and have started to run a Support User Group to talk about issues, improvements and opportunities for change with the people that are using the services we provide.

## AT A GLANCE

### Challenges before Health Check

- Time to dedicate to improvement planning
- Investment
- ITSM tool suitability
- Separate teams

### Benefits from Health Check

- Cohesive team, one global support team
- Investment & recognition from stakeholders
- Time & confidence to focus on improvements & priorities



“We are seeing more consistency in how we deal with work that comes to us, which has had the effect of not only **improving ticket processing** times but has also freed up some time to work on important transformation projects such as the upcoming migration to Windows 11.”

### Simon Eldon

Head of Support & Service Delivery, Euromonitor

# Euromonitor's Global Support Team share transformation journey

## FURTHER BENEFITS



We have really benefitted from being able to spend some time dedicated on improvement plans, with the confidence that we are focussing our time and energy on areas that will really make a significant difference to the quality of the service we provide.

We've been able to organise a 2year strategic plan from the findings in the Health Check report and then focus on making incremental improvements at a pace that the team can deal with effectively.

The ability to share these plans back to the business has really shone a light on what we do and served to encourage more discussion with the rest of the business on how we can better serve them.

## IMPACT ON THE BUSINESS

As a department we are more confident in the value that we add to the business and are now in a position to demonstrate that value in a way that the business can understand.

This puts us in a brilliant place for future conversations about the need to further invest in our team. We are going to be looking at replacing our ITSM tool with a more fit for purpose system in the near future and I'm confident that we will be able to discuss requirements with the business with much less resistance than we previously would have experienced.

## What 5 things do you do now- that you didn't do before the Health Check?

- We document everything now
- We see ourselves as one team not three regional ones
- We regularly talk to business stakeholders
- We share a performance scorecard with the business every month
- We have the right team structure in place



"I've been able to shape the team from being a group of fantastic analysts doing their best into a team with a common purpose based on some agreed service standards that they were central in developing."

### Simon Eldon

Head of Support & Service Delivery,  
Euromonitor

# Euromonitor's Global Support Team share transformation journey

## RESULTS

- Our incident response and resolution numbers are significantly improved generally and we have managed to eliminate a long standing issue with too many aged tickets on the system.
- Our profile in the business is certainly a lot higher now than it was a year ago. This is due to more regular communication with stakeholders, interest in the monthly scorecard and high levels of participation in the Support User Group
- Since the initial Health Check I've been able to secure investment to work through process improvements with John and engage further with the SDI on selecting a new ITSM tool to suit our requirements.



*I would **definitely recommend the Health Check** to other organisations that are considering an improvement program.*

*As a management team we committed to being open and honest with our SDI Consultant about what we were doing and not doing. In turn we got back **constructive and practical advice** on where to start and how to align ourselves with industry best practices.*

***We're seeing the benefits in how the team work together, the quality of what we do and how we are perceived by the business.***

Head of Support & Service Delivery  
Euromonitor

Find out what SDI Support Services can do for your organisation:



hello@sdi-e.com



+44 (0) 1689 889100



[Live Chat](#)