

RightAnswers Client Profile

Regency Centers

Regency Centers Provides Unparalleled Service to Employees with RightAnswers' Unified Knowledge Suite

Regency Centers (NYSE: REG), headquartered in Jacksonville, Florida, is the leading national owner, operator and developer of grocery-anchored and community shopping centers. The company owns 451 retail properties, including those held in co-investment partnerships. Including tenant-owned square footage, its property portfolio encompasses 59.2 million square feet located in top markets throughout the United States. Since 2000, Regency Centers has developed 187 shopping centers, including those currently in-process, representing an investment at completion of nearly \$3 billion. The company is a qualified real estate investment trust that is self-administered and self-managed.

Challenge

With nearly 600 employees located in 22 offices across the country – including four regional offices in Los Angeles, Washington, D.C., Jacksonville and Dallas – Regency Centers outgrew its original help desk solution, which was a homegrown ticketing system. As the company expanded, it realized the importance of streamlining its help desk operations to provide timely technical support to employees.

Managing thousands of technical-related support requests each month – everything from password resets to issues with hardware and software – Regency Centers selected a new help desk system that would simplify ticketing and accelerate issue resolution. As part of the help desk initiative, the company analyzed the most common types of requests it was processing and determined that implementing a self-service portal was an essential element of their IT service strategy. The portal would enable employees to find answers to a multitude of common questions, while optimizing help desk resources.

“Our ultimate goal was to implement a system that could reduce calls to our help desk, decrease the cost of support, and one that would improve the overall service experience for our employees,” explained Chris Cole, Help Desk Manager at Regency Centers. “We knew that the right self-service system would be a tremendous advantage to our company.”

The Choice

In 2007, shortly after implementing its IssueTrak help desk solution, Mr. Cole and David Gano (Manager, IT Customer Service at Regency Centers) were introduced to RightAnswers. After seeing a demo, they were immediately sold on the value of the RightAnswers Unified Knowledge Suite and quickly integrated it into their help desk operation.

“The RightAnswers product sold itself to us,” explained Mr. Cole. “When we were introduced to RightAnswers, we had never used a self-service knowledge portal before. But after using the RightAnswers Self-Service and Support Analyst portals and experiencing the type of content that was included in the knowledge base, we knew it would be a great fit for the company.”

According to Mr. Cole and Mr. Gano, the implementation process was fast and simple. Within six weeks, the product was integrated with IssueTrak and rolled out to all of its users a couple weeks later. To promote and introduce the new self-service portal, Regency Centers worked with RightAnswers' Client Success Team to develop a multi-phase strategy, which included an email campaign, bulletins, and “Lunch and Learn” classes for all employees to participate in. “We coordinated these classes in order to demonstrate to our end-users exactly what the RightAnswers Unified Knowledge Suite was, and how it could help them on a daily basis,” explained Mr. Cole. “These workshop-type lunches were well attended, especially by upper management, which signified the importance of this new capability.”



Challenge

- Implement a self-service system to assist with resolving common support requests

Applications & Services

- RightAnswers Unified Knowledge Suite

Key Benefits

- Ability to deflect common requests to self-service
- Improved first call resolution rate
- Ability to share knowledge among users
- 24/7 support
- Increased customer satisfaction
- Decrease overall support costs

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Solution

With the RightAnswers Unified Knowledge Suite in place, Regency Centers has the capability to deliver a 24x7 online support channel to employees. The company changed its help desk workflow to encourage employees to search the self-service portal first, and this has significantly reduced the number of service requests.

"RightAnswers has changed the way our department does its business," said Mr. Gano. "It has really improved so many areas of our department – there are definitely less calls coming into our help desk, which allows our technicians to focus on more complex issues and projects. In addition, the product has improved the internal perception of the help desk as we have more time to market ourselves and interact with employees on a personal basis."

Regency Centers has 10 support technicians and sees more than 2,500 support tickets created per month. In terms of expanding the knowledge-base, Regency Centers has added more than 80 pieces of customer content into the system since going live. The company has plans to enter another 200 articles over the next few months.

"The solution has really been a positive experience for all of our users," added Mr. Cole. "Our employees think it is a great system and a fantastic tool as it gives them an added layer of support to troubleshoot and resolve issues on their own, whenever they need it."

Driving Adoption

In the first month of deploying RightAnswers Self-Service, Regency Centers achieved a 15% adoption rate. Since the deployment, Mr. Cole and his team surveyed users on their experience with, and the adoption of, the new self-service tool. Below are some results:

- 83.1% of employees say the support portal was easy to use
- 74.6% of users say that the knowledge base has improved their overall support experience
- 93.1% of users say they will use the knowledge base again to solve future issues

"The high adoption rate during the first month was a pleasant surprise as we did not expect users to warm-up to the system so quickly," said Mr. Cole. "When we realized that people were really adjusting to this new tool, we started sending out surveys and found that a high majority of our employees found the product easy to use and helpful in solving their problems."

According to Mr. Cole, 70% - 80% of issues entered in the help desk are preceded by a search in the RightAnswers self-service portal. "In the past, employees would call, stop-by or email their issues to the help desk. Now, with RightAnswers, we are able to defer them to the self-service portal, where their issues will be resolved without ever having to make a phone call or send an email. This is the true benefit of self-service." ■

Getting Self-Service Right

Chris Cole, Help Desk Manager at Regency Centers, Shares his Thoughts on Self-Service

What Have You Learned From Implementing Self-Service?

One of the most important things when implementing Self-Service at your company is to get immediate buy-in from upper management; getting them to use the system provides an influential endorsement across the company that this is an important project for everyone to participate in.

What Is the Most Important Aspect of Self-Service?

Self-Service provides users with an "empowering mentality." In the past, our users would simply pick up the phone or send an email to get their problem solved. Now, we are enabling employees to change their state of mind. We are giving them the ability to solve the problem on their own, and I think that is a very important aspect when it comes to the bottom line – people like to feel empowered.

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