

### Case Study Clinton Cards

#### Background

Clinton Cards is the largest specialist retailer of greetings cards, plush merchandise (soft toys) and related products in the UK. From its modest beginning in 1968, the company is now publicly traded and has grown to over 1000 shops.

Providing quality IT and operational support is a key goal for Clinton Cards. With operations spread throughout the UK, a centralized support system is essential to communicate and keep operations running efficiently.

#### Situation

Managing over one-thousand stores with more than 3000 point of sale registers, Clinton Cards utilized a support application to log all problems and queries, however the existing software did not meet their growing needs. With only basic functionality, it did not monitor helpdesk agent performance to identify which stores were having major problems. It was very hard to find out whether someone has edited a ticket as it did not give a clear date and time stamp as to when the ticket was amended. The limited reporting did not determine trends or whether certain problems kept occurring, and because it was constantly freezing up, it was keeping the store managers on the phone longer than necessary.

#### Strategy

Clinton Cards clearly needed to look for another application with stronger features to manage their internal support. As a growing company, they needed a support program that could not only meet present needs, but future needs as well. In addition to highly customizable administrator features, powerful reporting was needed to improve operations. After looking at several help desk solutions, Clinton Cards selected the Novo Help Desk Enterprise.

#### Results

Novo's web based platform allowed for a speedy implementation, as opposed to the former software that was located on each pc. Flexible administrator settings allow Clinton Cards to setup an alert service which has resulted in major problems being identified quickly. Using the reports generated from Novo application, the company helpdesk now has monthly reviews which have improved helpdesk agent performance. This has resulted in a reduction of the total numbers of open tickets.

Clinton Cards states that the best feature of the Novo software is the 'custom rule' function. They have used this to implement service level agreements to the stores, allowing them to be aware of major problems as they occur. In addition, the use of 'user defined fields' has helped Clinton Cards design form templates to the specific needs of their users and departments.

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### **Case Study Clinton Cards continued**

The Clinton Cards helpdesk performance has improved substantially since the introduction of Novo. Call times have reduced, and issues have been resolved more quickly. It has been so successful that they are expanding it internally to allow more departments to track their own requests, such as purchasing requests, HR requests, etc. "The Novo enterprise helpdesk has helped us improve the way the department operates and with their excellent support we have developed a system that matches our needs. I would certainly recommend Novo to everyone."