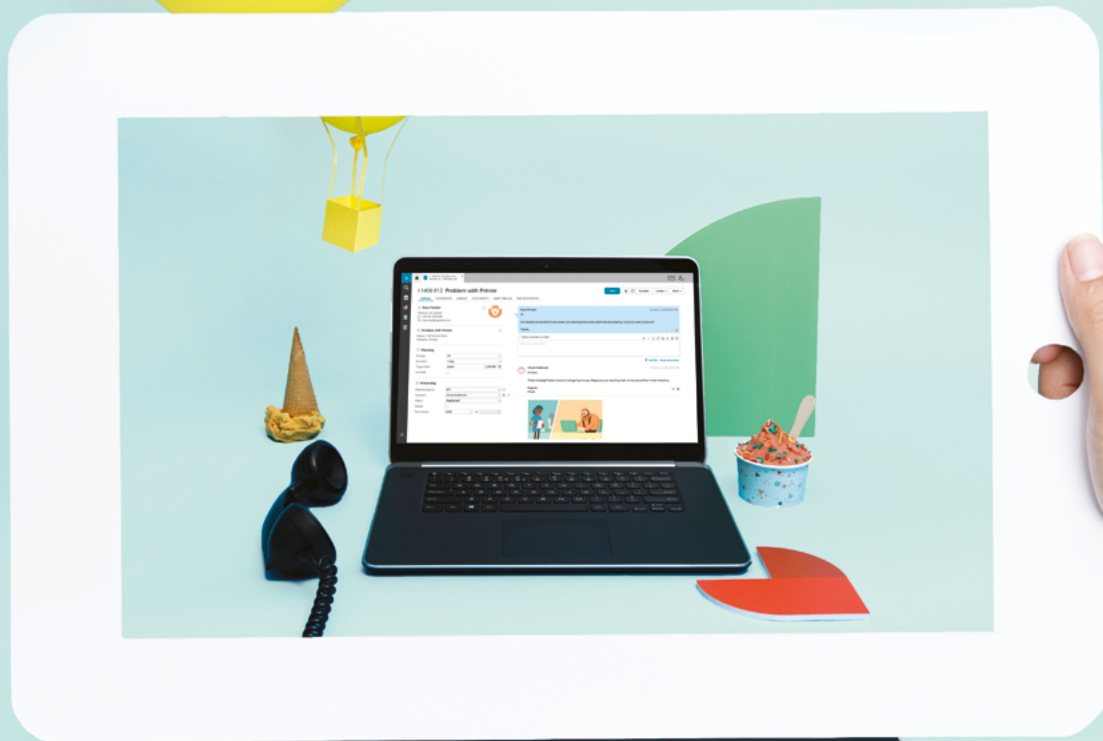




Discover your
journey to better
service management



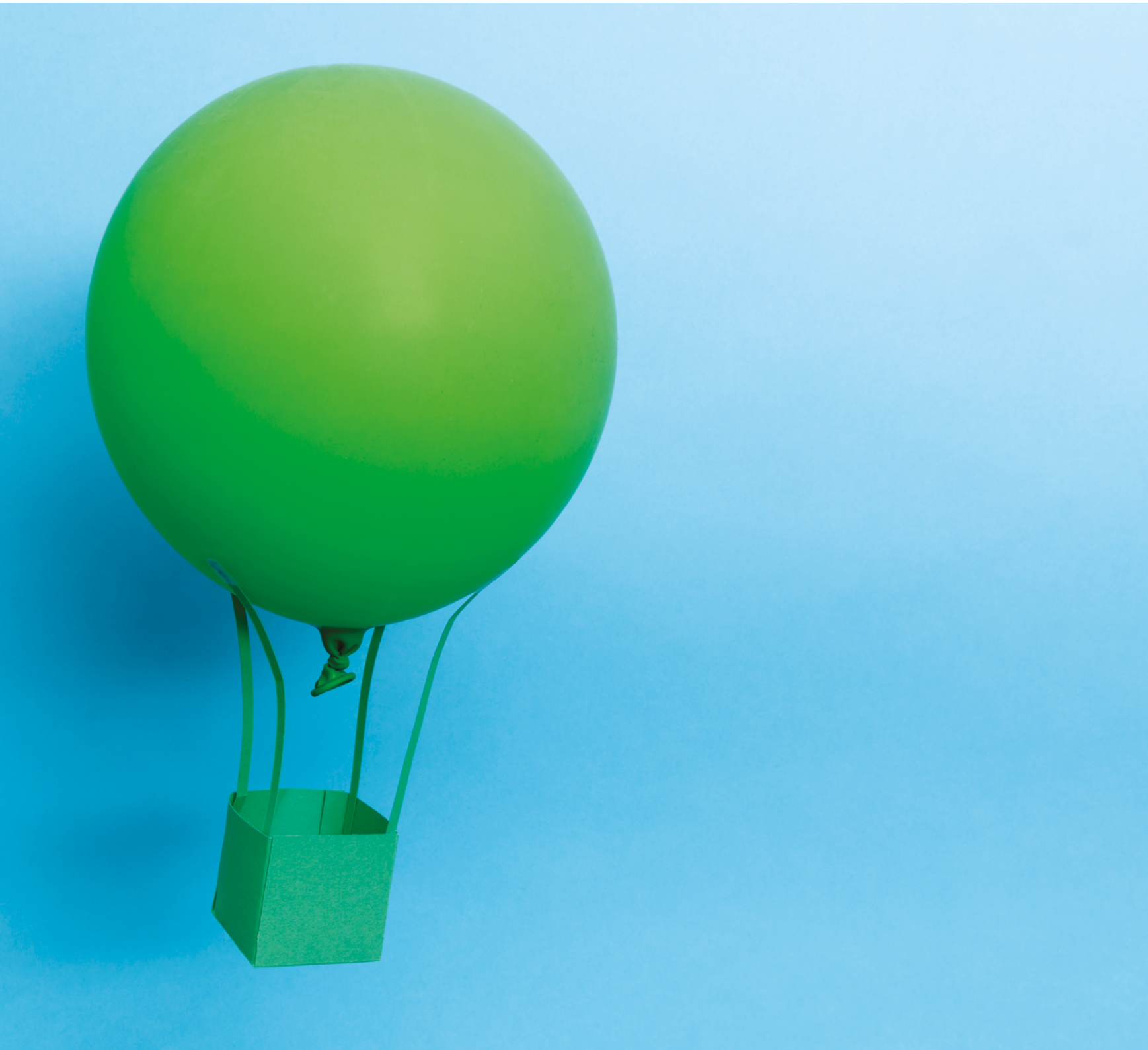


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About TOPdesk

At TOPdesk, we help you on your way to service excellence. Whether you want to get your ticket flow under control or are looking for more advanced ways to increase customers satisfaction like self-service and knowledge management, TOPdesk has your back, every step of the way.

But what has our own journey been so far? It started in the nineties: two students, Frank and Wolter, started TOPdesk in a little attic in Delft, the Netherlands. Their goal? Helping other companies improve their service management.

TOPdesk employees have the freedom to come up with their own ideas and assemble the teams and resources they need. This focus on freedom and shared responsibility has brought us where we are today: TOPdesk has over 700 employees working across the globe to improve the lives of over 4500 customers worldwide, who give us an average rating of 4.7 out of 5 on [Gartner Peer Insights](#).

How did we get where we are now? Well, we mentioned the freedom and responsibility. Our values show up in the way we do our work. Our software is standard and ready-to-use, but you're free to customize almost everything. And thanks to its modular structure, you have the freedom to pick and choose what your organization needs. Want a little help getting started? Our consultants set everything up exactly how you want it. And they'll teach you how to make changes yourself so you're all set for the future.

If you've got more questions along the way, our support teams feel responsible for making sure that TOPdesk works for you. So you won't just get a recorded set of answers or a scripted conversation. We have an online knowledge base of course, but all support calls are answered by our own support agents who can help you solve your specific questions.

Are you ready for your next step towards better services and higher customer satisfaction? Jump into this brochure and let us be your guides to service excellence.

What makes TOPdesk unique?

- 99% of implementations with TOPdesk consultants stay within budget
- 90% of new TOPdesk customers are live within 3 months
- ROI within 6 months, based on [Total Economic Impact](#) research by Forrester

TOPdesk as an employer

[Glassdoor](#): (May 2018)

- 4.9/5 rating (based on 105 of reviews)
- 99% would recommend TOPdesk to a friend
- 99% approve of CEO (79 ratings)



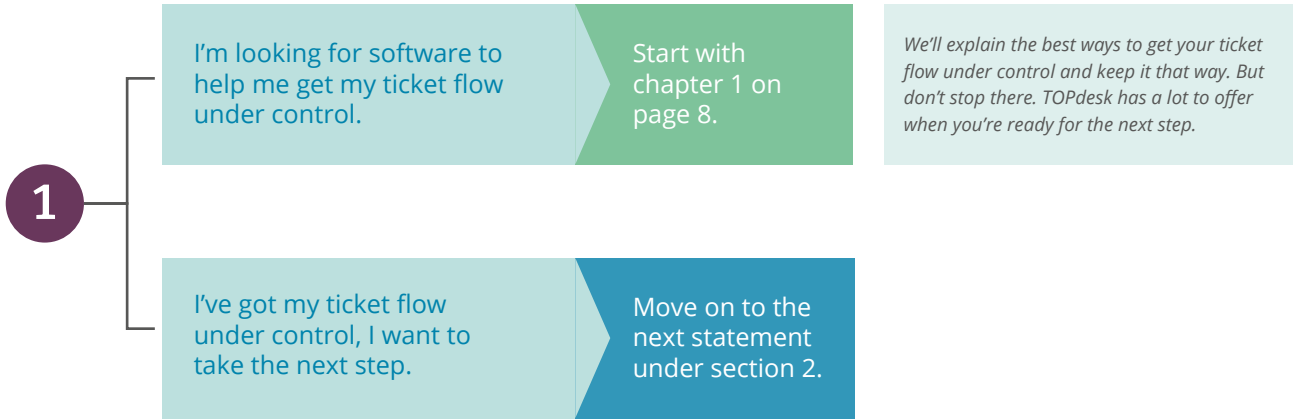
Our relationship with TOPdesk is very good. I know that whenever I've got a problem or an issue I can reach out and someone will sort it out for us in no time.

Uyi Uhunmwagho, Service Desk Manager at Arts Council England

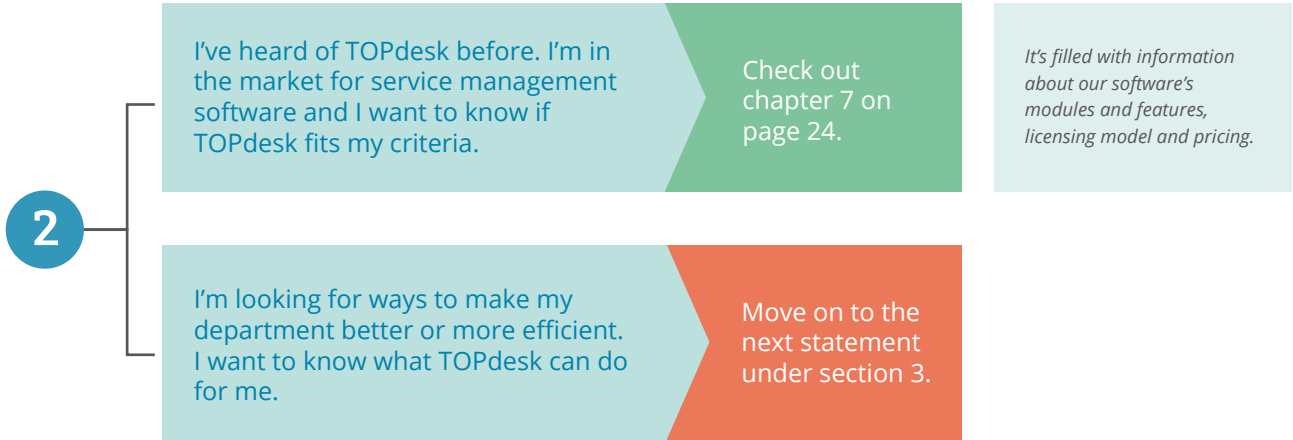
What can TOPdesk offer me?

TOPdesk's got a lot to offer for any service department. Whether you're just looking for simple ticketing software or want to make more advanced improvements, TOPdesk's flexible software grows along with your department. In this brochure you'll find TOPdesk's solutions for everything from ticketing and efficiency gains to self-service and chain integration. Not sure where to start reading? Let the flow chart below be your guide to service excellence.

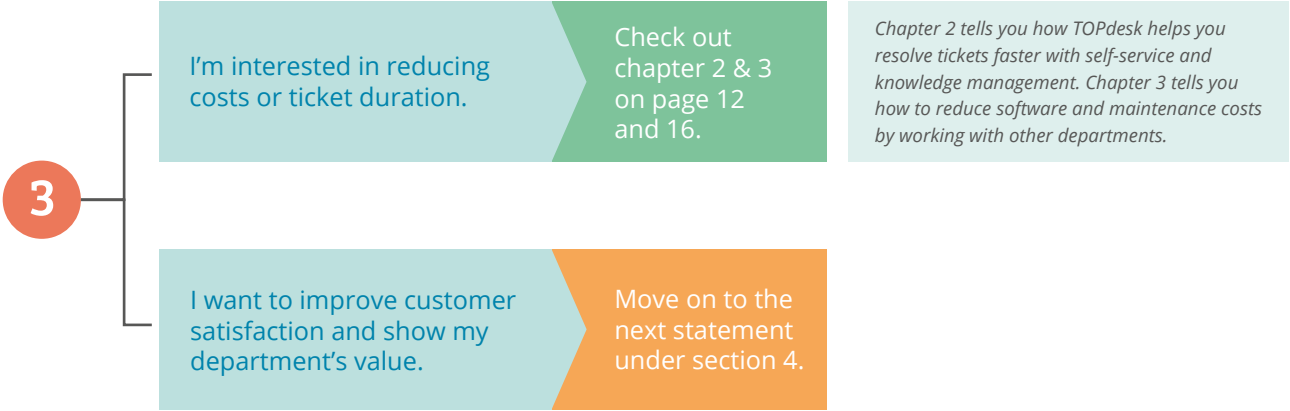
1: Just ticketing or are you next level?



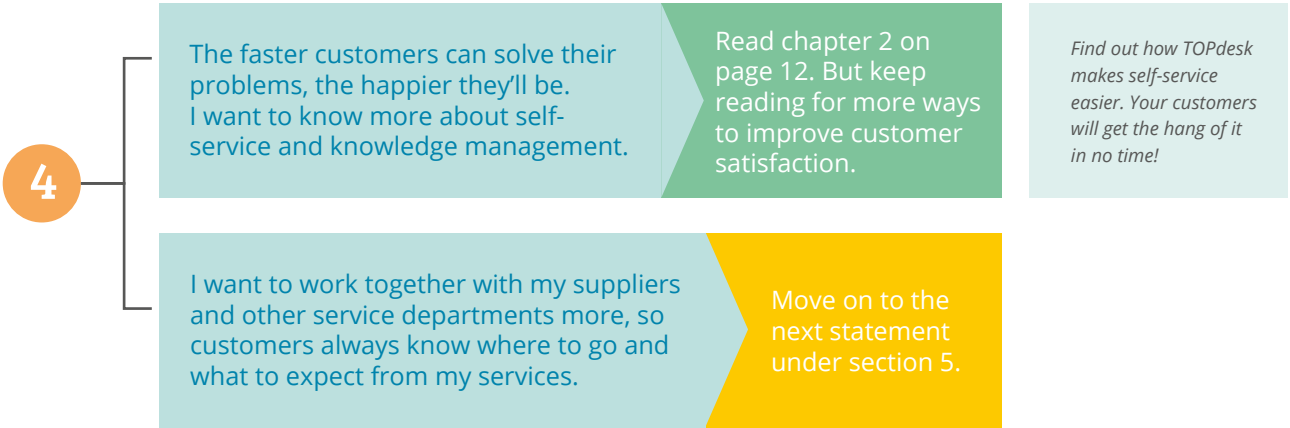
2: Do you already know TOPdesk?



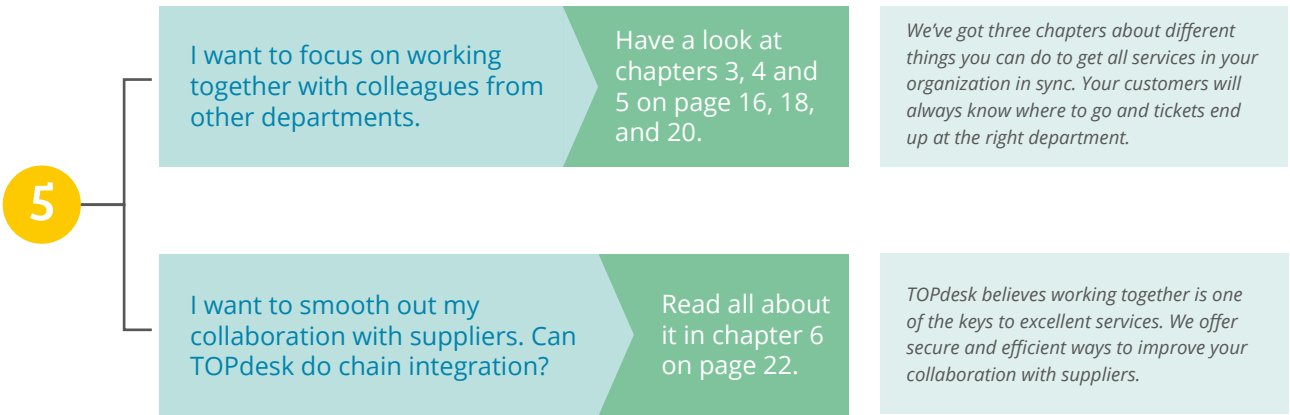
3: Lower costs or improve services?



4: Self-service or shared service?



5: Internal or external collaboration?



1. Just another day at the service desk

It's Monday morning. Your service desk employees find several requests from other departments in their inboxes. Then, someone from finance stops by to ask if somebody could reset her password please. One of the service desk employees quickly makes a note in an Excel file. Somebody else is putting up sticky notes with tasks they have to remember. And there's a phone call: a request to purchase a software licence, so both IT and Finance have to provide their approval. The two departments have different ways of keeping track of tasks, so collaboration doesn't always go smoothly.

All day long, calls keep coming in via telephone, email or colleagues from other departments that stop by the service desk. Which call should get the highest priority? And how do you show your value for the company if you haven't got the statistics and reports to back you up?

TOPdesk offers a more efficient way to get your service management on track.

HELLO?!
HELLO?!
HELLO?!
HELLO?!
HELLO?!

” TOPdesk impresses by usability and flexibility and ensures that Service Management is fun.

Edmund Holzberger, fischerwerke GmbH & Co. KG

Get organized

The right software helps you improve your services and makes your service desk team's work much easier. Your customers submit calls and requests in one location: TOPdesk's self-service portal. Your service desk employees have all open calls and corresponding priority levels in one overview. Calls are resolved in the right order and usually on time.

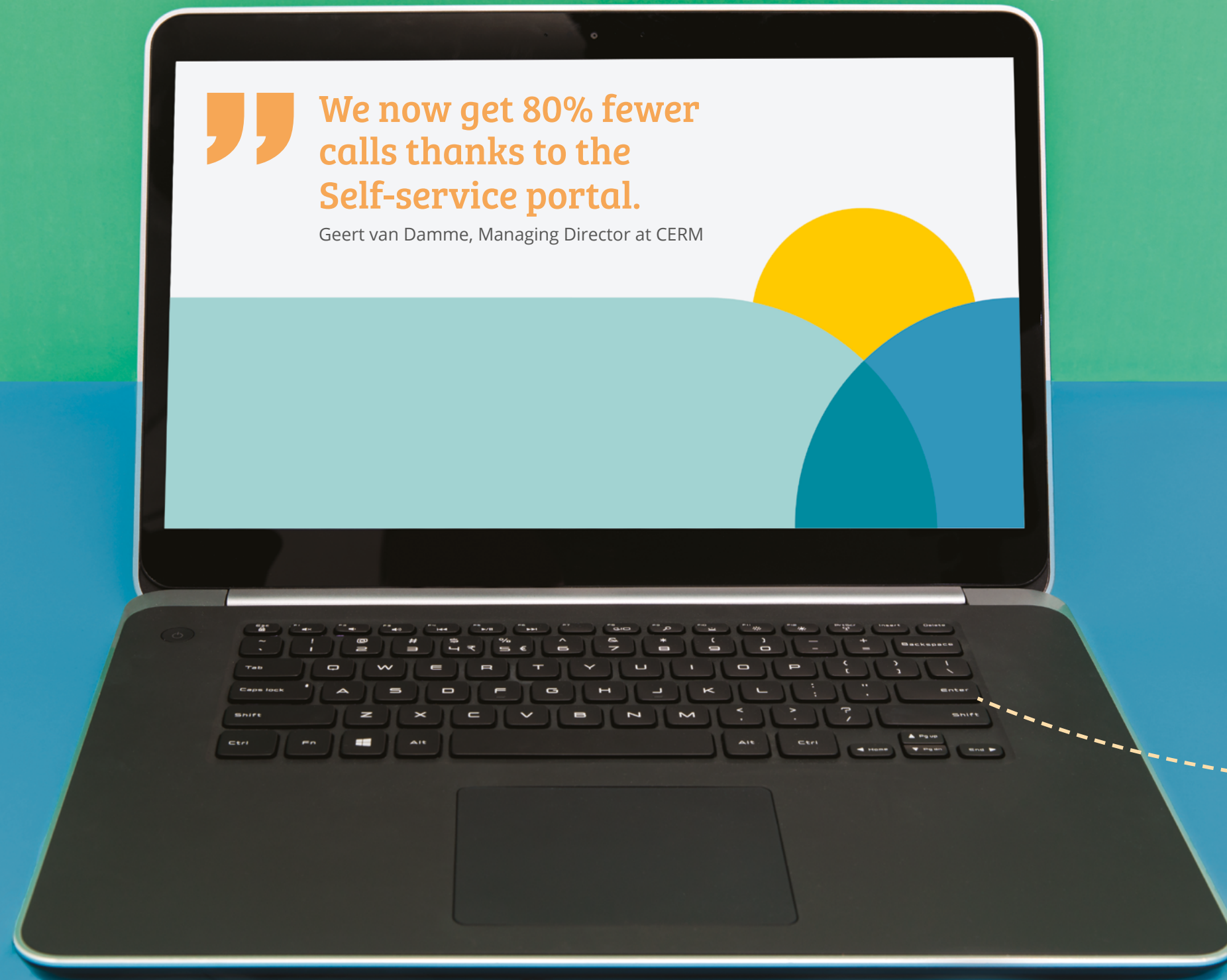
Another benefit that will make your customers happy: they can check the status of their call whenever they want. And you can use the self-service portal to publish answers to frequently asked questions, quick fixes and other solutions that make your customers more self-reliant.

Already got your ticket flow under control?

If you've already got your ticket flow under control, what else can you improve? Maybe you want to improve collaboration with other departments for a smoother customer journey. Or what about making customers more self-reliant with TOPdesk's self-service portal? TOPdesk can report on your department's performance, so you can easily tell where you can improve. Check out the rest of this brochure to discover your next step towards excellent services.



2. Enter the world of self-service





I set an initial target of going from 4% to 30% usage for the portal, but by the end of the first week, it was 40%. A year on, the figure's reached 75%.

Caroline Fernyhough, Service Desk Manager at London School of Hygiene & Tropical Medicine

In our everyday lives, we're used to having access to services anytime, anywhere. We find our way anywhere in the world with satnav systems. And if we have questions or problems we turn to Google to find the answer. We use search engines and apps to make our lives easier, so let's start doing the same thing at work.

With a self-service portal, you make your customers more self-reliant. And they don't need to figure out which department to go to with their question, because the self-service portal is the starting point for all your service departments.

The rise of customer independence

Do you want to go the extra mile to empower your customer? Allow customers to solve their problems before they even submit a call. Use TOPdesk to easily create a knowledge base to share your department's expertise with customers and first-line service agents. This is called Shift Left, because you shift the solution closer to the customer, so their problem can be solved more quickly. TOPdesk makes it easier for your service agents to share knowledge with each other and with

customers whenever they solve an issue. With second-line knowledge available to first-line agents, it becomes easier to diagnose problems and decide on the right solution.

You can even bring solutions directly to your customers in the self-service portal. Got a recurring ticket for a PC issue that simply requires a downloadable software update? Share step-by-step instructions in your self-service portal so your customers can do the update on their own. Your solutions will automatically be suggested to customers when they search the portal or fill out a submission form. Your customers can get on with their work much faster, and your teams have more time for innovation and improvements.

Communication is key

TOPdesk doesn't limit your channels of communication. Your service desk agents can easily enter data into a new ticket during or after a phone call. But TOPdesk also enables you to support your customers via chat and email. The self-service portal is a two-way street as well: your customers can file their tickets through forms you create, and you can communicate major updates and incidents to everybody at once.



3. Be more in sync with other departments

Your department's work is under control, but working together with other departments still has its ups and downs. Service departments work in their own silos and register calls and assets in different systems. The result? More software to maintain, more registration for your staff, and separate systems hinder collaboration across departments.

Working together has never been easier

Say you've got a new employee coming into work in a few weeks. HR talks to them about their first day, but you need Facilities to provide a desk and chair and IT sets up a new PC with the right software. And does the new employee get a company laptop, smartphone or car? Getting a new colleague on board is a joint effort for service departments, but if you can't keep track of progress across the boards, how will you be sure your new employee will be all set on day one?

Bring shared tasks of different departments together in a single system with TOPdesk. You'll be able to pass tasks on to other departments faster, gain insight into joint projects and leverage knowledge provided by colleagues at a different department. Plus, if you also use a self-service portal, your customers will know which department has to take the next step to solve their call without feeling like they're being sent from pillar to post.

Share your software, save your money

A [shared service management system](#) is cost efficient. TOPdesk meets the needs of different service departments, so you don't have to maintain different tools for each department. Working in a shared system also prevents last-minute surprises, because all supporting teams know what needs to be done from start to finish. When your new employee comes in on their first day, you'll be certain that everything is in place to give them a flying start.

“ Over 80% of service desks identify the main benefit of forming a shared service is to improve the quality of service they deliver.

SDI report





4. The best of all worlds brought together

Are your organization's service departments working together, but customers still tell you they never know who to look for when they have questions? You don't want your customers to feel like they have to go on a quest to find the right department, so what's the solution?

Journey to the centre of your services

Besides working together with a single tool and a self-service portal, set up a physical shared service centre to make it easier for your customers to find their way. All services are in one place, so your customers no longer have to wander around looking for the right person to fix their problems. They simply submit their request or come to the service centre. And thanks to knowledge sharing and closer collaboration, multiple service agents can help, so your customer doesn't need to wait for one specific expert.

A quick meeting is easily set up when you're already sitting together, so customers don't have to wait for each department to perform their tasks separately.

At the shared service centre, it doesn't matter who's manning the front desk when a customer comes in with a question about the salary system. Even if an IT team member has front desk duty at the time, colleagues from HR and Finance are right there to take over. And they're together, too, so they can tackle all tasks at once instead of moving the call back and forth.

” Centralizing all our requests has led to a 98% increase in customer satisfaction for completed calls.

City College Norwich



5. Your processes perfectly streamlined

Are you ready for the next step towards service excellence? Great services aren't all about where you work and with what tools. It's about how you work too.

Reach new heights with better collaboration

Working together has become easier since you started registering calls in the same system, and you're already getting higher customer satisfaction scores as a result. Maybe your service departments even sit together at the office to improve collaboration. But some calls still get stranded when they're transferred from one department to the next. Or communication with the customer grinds to a halt because your colleagues at the other department have different rules for how to inform customers. How do you fix those last little bumps in the road to service excellence?

Streamline processes between different departments to create an even smoother experience for your customers. Calls at other departments go through the same

steps, so it's easier to create reports that cover the goals of multiple departments. And because processes line up, calls have a smooth journey from start to finish, no unnecessary detours.

Service excellence expertise

Getting different departments on the same wavelength can be a challenge, so how do you go about it? There are best practices to improve and share processes across departments. The right software is only the beginning. Our consultants will help you set everything up to fit your organization's need. And they're not just trained to help you make the most of our product. TOPdesk consultants are there to help you make the most of your service delivery. And they're happy to share their expertise with you. You won't need to call in a consultant every time you want to change your TOPdesk environment. Our consultants make sure you have everything you need to make your service management more successful, now and in the future.

”

TOPdesk's consultants are friendly and helpful. They implemented the tool quicker and easier than expected. We've never had a deployment go as smoothly.

Derek Galipeau, DSBN

6. Dive into the world of your suppliers

The end of possession

Do you still buy DVDs and CDs? If so, you're becoming a rare breed. More and more people are turning to streaming services like Spotify and Netflix for their entertainment fix. And purchasing services instead of products is happening in the business world as well. Facilities departments have been outsourcing services like catering, cleaning and security for ages. And in the IT world? It's becoming easier to get software packages and even servers from the cloud.

With all these service suppliers, your service delivery is no longer confined to the walls of your organization. What if something goes wrong with the mail server that's hosted by an external party? It's a safe bet that your customers will be knocking on your IT department's door, asking you about the status of the problem.

Make your service chain transparent

If you want your customers to experience excellent service, it's important to work smoothly with all your service suppliers. How? By making the service chain as transparent as possible.

A good road towards transparency is integrating your service management systems. Now, instead of sending emails back and forth, you can track your supplier's progress in the system. You'll know what's going on, and you can quickly ease your customer's mind. In the end, improving the relationship with your supplier will benefit everyone relying on your services.

Better supplier communication with Worcade

TOPdesk offers a feature that makes working with your suppliers extremely straightforward. Worcade is an open platform where you can chat with your suppliers about current issues and tasks. It's as easy as instant messaging. With Worcade you can:

- share call details with suppliers from within your TOPdesk call cards
- stay on top of each call's progress thanks to supplier chat
- attach documents like work orders for discussing tasks and time spent

And the best thing about Worcade? Your supplier doesn't need to use TOPdesk, because Worcade is fully independent. Ultimately, Worcade will improve the transparency with your supplier.

7. Let's look at the nuts and bolts

You've got an idea what TOPdesk can do for you, but what does the software package do? What are the features, and what are the benefits of TOPdesk's subscription model?

The building blocks for excellent services

Whether you work at a big corporation, a small office, or a managed service provider offering specific services, TOPdesk's modular software ensures you get exactly the features you need. And that's also all you pay for. Need more features as your department grows? TOPdesk's modules fit together seamlessly, so you can purchase new modules whenever you want.

TOPdesk is ready to go!

We make standardized software, which offers many benefits: it's easy to implement, and gives you the best value for money. You don't have to get programmers in to set up the big stuff. But we also understand that each customer is unique. Different modules provide the features you need for different tasks. You can customize things like forms, required fields and your self-service portal in a few clicks—no need to tinker with the software's code.

Our software in a nutshell

- Modular software means you get exactly the features you need.
- Ready to go from the start. No coding needed.
- Thanks to Software as a Service, TOPdesk is always up-to-date.
- Easy integrations with your other software applications.

Always up-to-date

TOPdesk provides Software as a Service. Why? So you're always working with the latest and most secure TOPdesk version. Our updates are delivered through continuous deployment: you get every update as soon as it's ready. With SaaS, you don't have unexpected maintenance cost, and you don't have to deal with the downtime that comes with large update packages.

So you can keep growing with TOPdesk. The sky is the limit!

Easy integrations

At TOPdesk, we believe in doing what you do best. We want to be your go-to tool for service management, but we also know you rely on other tools to do your work well.

TOPdesk offers integrations with well-known business software like Skype for Business and Active Directory, as well as with system management tools like SCCM and Lansweeper. Can't find the integration you want? The TOPdesk API lets you make simple integrations yourself and share them on our [marketplace](#).



“User feedback's been overwhelmingly positive. Our reports for customer service are always high, with over 90% reporting a great experience, which always comes down to the dedication and commitment of our team.”

Kent Community Health

“ The modular nature of TOPdesk products allows us to only use the features we need. Additionally, the licence model gave us increased opportunity with who can use the products.

Kroenke Sports and Entertainment on Trustradius



- Customers rate TOPdesk 4.7 out of 5 stars
- 93% would recommend TOPdesk to their peers (May 2018)



Customers rate TOPdesk with 8.0/10. TOPdesk's easy-to-use software and excellent support help service desks raise their customer satisfaction.

What are TOPdesk's prices based on?

TOPdesk prices are based on two things. First, there's the modules you want. You only pay for the features you need. Besides modules, you pick what else you want your price to be based on: your number of callers, or your number of agents. We're flexible that way, so you get to pick which licensing model benefits you the most.

Service excellence

Are you ready to begin your journey towards happier customers, better collaboration and more efficient knowledge sharing? Let us be your guides! Become a real business partner for your customers and improve your service management every day. That's what service excellence means to TOPdesk.

It doesn't matter which step you want to take first, TOPdesk is here to help.

Maybe you want to start Shifting knowledge left and making customers more self-reliant with your very own self-service portal. Or would you rather improve collaboration across departments and report on what you bring to the company together?

If you're not quite ready for self-service or shared services yet, the first step is to organize your tickets and smooth out your workflow.

Whichever path you're taking to improve your services with TOPdesk, we've got your back. Let's achieve service excellence together.

Check out www.topdesk.com for more information. And before we forget, read the next page to learn more about TOPdesk's licensing model and find out which modules and features the TOPdesk software has to offer.

➤ Features for better service management

Change and Release Management

Easily manage workflows and changes within your organization

Asset Management

Register and keep track of your configuration items

Dashboard and Reporting

Measure your users' satisfaction and department's performance

Incident Management

Register and process all complaints, wishes and requests

Kanban board

Easily prioritize and assign tickets the agile way

Self-Service Portal

Your customers can log and track calls and find answers 24/7

Operations Management

Stay on top of your operational activities

Problem Management

Pinpoint the underlying causes of structural problems within your organization

Request Fulfillment

Manage service requests and support your users from any location

Resource Management

Stay on top of your employees' availability and workload

Knowledge Management

Increase self-service by publishing FAQs and standard solutions

Service Catalogue Management

Easily manage the overview of services you provide

Chat Functionality

Quickly get in touch with customers and suppliers online

Supplier Service Level Management

Register agreements to safeguard the quality of your services

Graphical Plan Board

Edit and keep track of timetables for your department

Property Management

Efficiently register all your buildings and rooms

Reservations Management

Reserve rooms, services and assets with ease

 **Your journey starts today**

www.topdesk.com