



## Merlin enjoys a wizard solution from Track-It!

With over 9 million visitors last year, the Merlin Entertainments Group is one of the leading names in location-based, family entertainment across Europe. Its brands, which include the London Dungeon, National Sea Sanctuary and Sea Life Centres, are renowned with 26 attractions in 8 European countries.

In order to ensure the best IT support function possible, Merlin Entertainments uses Intuit Track-It! from Intuit Information Technology Solutions.

As the IT Manager at Merlin Entertainments, Paul Sylvester is responsible for the provision of effective and efficient IT operations at some of Europe's top family entertainment venues. He faced a sizeable challenge as his team supported 1500 users and had just 2-3 engineers. Without a help desk system in place to log, manage and report user activities it was becoming impossible to provide the desired level and quality of service that is synonymous with the Merlin Entertainments ethos.

"We had no system in place at all," commented Paul Sylvester. "Previously, we would have been forced to complete a manual audit, however this was something we were never able to do because it would take a year just to get around Merlin Entertainments' premises! Manual auditing consistently came last in our list of priorities as there were always more critical projects to work on. What we needed was a proven, quality solution, which would meet our three main criteria; cost, functionality and the potential to collate management information. With these requirements in mind, we considered three different vendor solutions."

**Paul added, "Help desk solutions are often considered to be high budget purchases. We had a specific budget in mind and were determined not to deviate from this; with Track-It! we didn't need to!"**

We also carefully evaluated the functionality offered by all three vendors and considered how many of the features were required and how many were non-essential. Competitors offered additional functionality but we concluded it was not worth the additional expenditure when Track-It! provided everything we needed. Finally, we were also impressed at the level of management information that we would be able to extract; everything from performance indicators to justifying manpower requirements.

The Track-It! software was implemented in just two days and since then the IT division, as well as other parts of the organisation, have noticed a dramatic improvement in efficiency levels.

"We can now set Service Level Agreements for dealing with calls within a specific period of time," says Paul. "We can also use the software as a knowledge resource, enabling new help desk operatives to learn from the experiences of their colleagues. We can also demonstrate to the board when we are meeting or exceeding performance targets to justify manpower expenditure by demonstrating the volume of calls coming into the help desk." Feedback from users at Merlin Entertainments shows that they value the automated response system which acknowledges their request, gives them a job number and states how quickly the support team expects to provide assistance. And it's not only the users who are impressed.

**"It's widely accepted that Track-It! has greatly improved efficiency across the organisation", Paul stated. "In fact, speakers at our recent management conference referenced the significant advancements made by the help desk team since the software was introduced."**

Paul Sylvester set out to acquire software that would introduce increased structure within the help desk operation. He now enjoys some of the additional functionality that was not on his original 'wish list'.

"The asset management functionality delivered by Track-It! is a great bonus for us. We use it to track all equipment; both hardware and software. We're able to check whether machines require servicing, track property and keep a much tighter rein on software being downloaded by members of staff. We have completely eradicated the problem of illegal downloads."

Paul Sylvester is in no doubt that Track-It! has played a key role in revolutionising the IT support function at Merlin Entertainments. He concluded,

**"We are known as providers of great customer service within the leisure industry. Now, with the help of Track-It!, we deliver support to internal staff to the same high standards."**

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