

ROI SHOWCASE

Gamestec Leisure Ltd.



Astea International Case Study Gamestec Leisure Ltd.

Leeds, England

Gamestec Leisure, a leader in the hospitality/leisure industry, develops, supplies and services both games and amusement machines across the United Kingdom.

Business Process Improved

Leeds-based Gamestec Leisure Ltd. is one of the United Kingdom's largest suppliers of amusement and gaming machines to the pub, club and leisure industry. Gamestec Leisure was in need of a solution for better managing the service of 45,000 machines at 20,000 locations throughout the country.

Until 2001, Gamestec maintained a

network of 28 offices with local databases to handle 2,500 service calls and radio dispatch of 280 field engineers daily. Approximately two-thirds of service calls are initiated by a remote machine monitoring and diagnostic system developed by Gamestec. Machine calls sent to the company's Leeds headquarters were subsequently routed to satellite offices by contact center staff.

The Solution

To reduce its cost base, Gamestec sought new automation that would consolidate customer databases and streamline service-call handling from a central location. The solution, built around components of the Astea Alliance

CRM suite, integrates contact center and field service dispatch with the Gamestec machine monitoring system.

All service calls—the mix of customer- and machine-initiated calls—now go to Gamestec's Leeds office for processing by Astea Alliance. Calls requiring field service dispatch are automatically assigned via GSM data communications direct to field engineers' PDAs. Most machine calls can be diagnosed, reported, prioritized and dispatched without human intervention.

The Microsoft Windows-powered PDAs incorporate mobile data stores synchronized to the centralized Astea Alliance database and logical screen progressions that allow Gamestec engineers to accept or reject assignments, access procedures, document work, and report problem

codes, parts used, time and expenses, and customer comments electronically.

The Benefits

Calls are assigned as they are received, replacing prior procedures of issuing daily job lists to engineers via radio. The elimination of manual processes and real-time control of service activities has improved response times and increased the number of calls each engineer can handle in a day. The dissolution of regional boundaries by consolidating local databases has also provided Gamestec with more flexibility for responding to emergency calls.

The Astea Alliance solution was quick to pay for itself well within its first year of deployment. 25 of the 28 satellite offices have been closed and service overheads reduced further from the streamlined business processes, improved mobile communications and electronic field reporting. The only difference detected by Gamestec customers is the higher level of service.

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