



TIKIT
CASE STUDY



TLC MARKETING REPLACES ON-PREMISE SERVICE DESK WITH CLOUD-BASED MICROSOFT TEAMS TICKETING SYSTEM

TLC Marketing is a global provider of customer engagement and loyalty programs along with a proprietary rewards platform. With 14 offices worldwide, TLC partners with some of the largest organizations to revolutionize the consumer experience by replacing discounts, sweepstakes and physical rewards with experiences tailored to each consumer vertical.

HQ: London, UK

Company Size: 370

Agents: 18

Founded: 1991

Website: www.tlcmarketing.com

Industry: Marketing

Challenge

As a cloud-first organization with communication centralized in Microsoft Teams, TLC needed to migrate away from their on-premise service desk platform and into a cloud-based option that integrated seamlessly with their organization's preferred cloud tool set.

Outcome

- The successful implementation of Tikit to replace System Center Service Manager improved employee adoption of support tools due to ease of use and resulted in higher employee satisfaction due to faster ticket resolution coupled with streamlined processes to ease the agents' workloads.

Company-wide On-Premise Purge

In 2020, the TLC Marketing team was evaluating their current IT stack for opportunities to shift from on-premise tech to more modern Cloud solutions. Having partnered with Cireson on Microsoft Service Management solutions since 2016, the TLC team approached Cireson to learn about their cloud strategy. SCSM met the needs of the TLC team for many years, but as the nature of the workplace began to shift in 2020 – like so many other businesses – the TLC team began to shift focus to more agile IT solutions.

- **“ We started with Service Manager and that’s where Cireson came in because Service Manager can be a bit restrictive. It was hard work, but Cireson made it more usable. But, it’s still on-premise, ”**

- Richard Gilbert,
CTO at TLC Marketing

A SaaS Solution on the Rise

In 2020, TLC learned of a product under development from the Cireson team aimed at being a cloud-based ticketing solution built for Microsoft Teams. Launched in 2021, Tikit has since evolved into a fully functional IT Service Management (ITSM) solution built for the Microsoft 365 (M365) ecosystem.

The TLC team has been an integral part of the development and maturity of Tikit. Partnering with the Cireson team for feedback, regularly contributing to the roadmap of Tikit and one-by-one replacing SCSM functionality with Tikit as new features are released.

“As we get more features on Tikit, we can work towards a full decommission of Service Manager which would be great because it’s one less system to manage,” said Nick Manjoo, Head of IT Operations at TLC Marketing. Adding, “At this point the only thing we use Service Manager for is the automation of user accounts in Active Directory.” A feature that Tikit has recently launched and will enabled TLC to completely migrate off SCSM moving forward.

Improving the End User Experience

With SCSM, TLC's support model was outside of the organization's main source of daily communication and collaboration, Microsoft Teams. This created friction for end users and service desk agents alike.

"We would get DM'd directly from so many people who are essentially skipping the IT process. Or we also used to get 'Oh I can't log into Service Manager, so I'll send you an email,'" said Nick. "With Tikit's feature of being able to right-click a chat message and it creates a ticket and puts it in the system, this has been really useful."

Now with Tikit in place, the TLC team is able to account for the numerous chats and emails that were being sent to IT outside of the proper ticketing channels. Enabling them to get proper analytics and reporting data they previously missed. Additionally, end users get an improved experience not being directed to go submit a formal ticket in a separate system, in turn disrupting their flow of work and ripping them from Microsoft Teams.

"If you use Teams, why would you want to use anything else?" interjected Richard. "The user adoption and experience is so much better for them now. They actually don't mind opening a ticket now."

Intuitive Setup and Easy to Use

When it came to implementation, the TLC team found it to be a simple process.

"Setting up was pretty intuitive," said Richard. "It was certainly a lot quicker than Service Manager getting up to speed."

Partnered closely with the Tikit team, TLC was able to successfully implement Tikit to their organization without business disruption or friction.

"With every new piece of technology rolling out, there is training and the need to raise awareness," said Nick.

Throughout implementation, the Tikit team was able to provide necessary training, support and resources to the TLC team to ensure success across the organization both during and post-implementation.

"The team did a very good job at guiding us and helping us get set up and hand holding that transition across systems to make sure we got off on the right foot," said Richard.

Increased Adoption and Greater Visibility into Issues

With such an easy-to-use system, the TLC team has noticed an uptick in tickets and requests from end users. With approximately 370 users across 12 offices, there are a lot of IT issues that can arise.

"People are far happier working with Tikit Virtual Agent. It's a much better experience," said Richard.

Due to the nature of the previous system, some of these issues went unresolved or escalated to much greater problems over time. In some cases, issues simply went unrequested.

Now with the increase in ticket volume, the IT team is able to snuff out issues before they escalate into business disruptions while simultaneously improving the overall conditions and experience of the end user.

Because it's so easy to use, there is actually an increase in requests coming in. Before, where there was a bit of a barrier of filling out a form and waiting for response, it was very focused online. Now it's pretty much open so users just ask a question or submit a request. It's encouraging them to submit more, rather than just living with issues because it's so easy.

- Nick Manjoo,
Head of IT Operations at TLC Marketing

What's Next?

As Tikit functionality has scaled to meet TLC's global needs, and with SCSM in their rearview mirror, focus shifts to scaling to other departments. While primarily used by the IT department, the TLC team sees the value in Tikit's Multiple Department feature that enables them to scale for non-IT related ticketing needs.

"I can see other departments making use of Tikit," said Richard. Nick adds, "It's a way of prioritizing workloads and allocation to the right resources."

Additionally, the TLC team is focused on continuing to build out more advanced reporting and automation functionality thanks to Tikit's Power Platform integrations such as Power BI and Power Automate, among others.



Discover how [Tikit](#) can refine your organizational ticketing and service desk functions. Watch this [demo](#) video and experience Tikit with a [14-day free trial](#). Confident in Tikit's prowess, we offer complimentary setup to maximize your trial benefits. Schedule your [free setup call](#) now.