



A HEALTHY OUTLOOK

UCB maximises patient value and employee efficiency with one model for IT end user services for multilingual 24/7 Global Service Desk and Deskside teams in Europe and Americas

UCB's goal is to deliver maximum value to patients. To support its Patient Value Strategy, the biopharmaceutical company has partnered with Computacenter to deliver consistent IT end-user services to thousands of users around the globe. By transitioning to a single virtual service desk and improving resolution times, UCB will be able to empower its users to work more efficiently and enable users in a digital workplace.

Delivering patient value

UCB is inspired by patients and driven by science. Millions of people living with neurology, immunology and bone conditions depend on its medicines for a better quality of life.

"Everything we do is designed to help people suffering from severe diseases in our therapeutic areas," comments Anne Vincent, Head of IT Services at UCB.

To support this focus, UCB has developed a Patient Value Strategy that is founded on core principles, such as space with consistency, helpfulness and generosity. "Everyone has been trained on the principles of our strategy to ensure it's embedded across our global operations and behaviours," adds Anne.

As UCB's partner for end user IT services, even Computacenter's end user services teams will be trained in UCB's Patient Value Strategy. "IT end user services are critical to the productivity of our users; we want to ensure it remains aligned to our people's needs and our objectives."

Global end user services for a digital workplace

Computacenter's end user services teams partner with UCB on a daily basis to contribute the best IT experience to all UCB employees and external collaborators in more than 40 countries. "We have dedicated Computacenter teams that provide incident and request management across a range of devices and hundreds of business applications," adds Anne.

"We prioritise the adoption of new technologies and want to enable our people to work anywhere, anytime," adds Anne. "We are mobile first, and want to encourage new flexible workstyles in a digital workplace."

One model for space with consistency

Providing a consistent end user experience to its users as workplace technologies evolve is a key priority for UCB. "Space with consistency is one of the principles of our Patient Value Strategy, which means the IT end user experience needs to be excellent and adapted to the need of every user in every location," explains Anne.

To meet this objective, UCB needed to transform its distributed approach to user support. "We had three service desks and an ecosystem of providers delivering local support, which impacted efficiency and collaboration," explains Anne.



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**ANNE VINCENT,
HEAD OF IT SERVICES, UCB**

In June 2015, UCB started on a journey to provide one model for IT end user services. "We wanted to establish a global service desk and engage the same partner to deliver local support across Europe and Americas," adds Anne.



DELIVERING BUSINESS VALUE

- Maximises efficiency
- Supports innovation and digitalisation
- Meets patient value promises
- Reduces operational costs

ENABLING USERS

- Accelerates problem resolution
- Encourages self-service
- Improves employee productivity and satisfaction

ABOUT UCB

UCB is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 7 500 people in approximately 40 countries, the company generated revenue of € 4.2 billion in 2016. UCB is listed on Euronext Brussels [symbol: UCB].



40
countries



7,500
employees

Although ensuring a consistent approach was a priority, UCB recognised that user support would need to be adapted to local languages, time zones and cultures.

“We needed a global partner that was committed to improving the end user experience as well as driving ongoing innovation,” says Anne. In January 2016, Computacenter became that partner for UCB.

Ensuring a seamless transition

The two companies already had an existing relationship, with Computacenter providing support services in a number of European countries. “During the tender process, Computacenter demonstrated it had the best understanding of our strategy,” reveals Anne. “It also met our cost and governance requirements.”

Over a short transition period, users in different countries were gradually moved to the new service, which is delivered by dedicated agents based at Computacenter’s Global Service Desks in Spain and the US as well as by local support teams.

“The transition timelines were set in stone, so good governance was vital,” says Anne. “Computacenter established clear workstreams for the transition and collaborated well with the team at UCB.”

With the last countries migrating to the global model in October 2016, the focus for UCB and Computacenter is now on driving continuous improvement and maintaining communication with stakeholders and users.

UCB has already introduced a portal and mobile app to simplify the raising of support tickets, and is working with Computacenter to build a library of knowledge articles for common queries.

“By taking one global approach, we now have visibility of common issues and questions, which helps us identify and prioritise improvement opportunities,” adds Anne.

Driving innovation and digitalisation

“With a global model for end user support, we can unlock both efficiency and financial gains,” comments Anne. “The partnership with Computacenter enables us to maximise support resources and deliver a more consistent user experience.” Ensuring greater consistency will also help to drive greater user productivity and satisfaction.



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To find out more about our Global Service Desk and read more customer case studies, visit www.computacenter.com

