

LAUSD Embraces xRM to Build Powerful Employee Help Desk.



Overview

Customer Profile:

LAUSD, the second-largest district in the US, educates more than 1.07 million K-12 & adult students in Los Angeles, California.

Situation:

LAUSD struggled to serve 68,000 employees with a dated system for tracking and resolving employee payroll issues. The district needed to implement a new solution that could meet the needs of its employees accurately, efficiently, and affordably.

Case Study

Organization Profile:

Los Angeles Unified School District (LAUSD), the second-largest district in the United States of America, has a truly colossal job: educating more than 1.07 million K-12 and adult education students at 1,065 campuses and centers around Los Angeles and neighboring cities in an area covering 710 square miles. The enormous challenge of educating a large and diverse student body requires the efforts of 68,000 employees and more than \$5 billion annually.

Situation:

LAUSD is large and complex, similar in size to many Fortune 500 companies, and robust solutions are needed to keep the system functioning. LAUSD faced a creeping challenge familiar to many large and growing organizations: an IT solution that no longer met its needs.

The district was using an outdated help desk system for fielding and resolving help requests from employees regarding issues including payroll, benefits, retirement, taxes, vacations, and insurance. The volume of help requests from 68,000 current employees and 24,000 retirees had become cumbersome and unmanageable using the existing system. It needed to modernize the way help requests were tracked and processed but faced the dual hurdles of the prohibitive cost of generating a new proprietary system from scratch and an extremely challenging economic period of drastic budget cutbacks and potential lay-offs.



LAUSD's new flagship campus: Robert F. Kennedy Community Schools in Los Angeles, CA

Solution:

LAUSD partnered with xRM.com to leverage the power of the xRM concept and Microsoft Dynamics CRM to create a new Employee Help Desk without expensive, proprietary line-of-business software.

Benefits:

- More resources put back into the classroom
- Security and stability of enterprise-level xRM solution based on Microsoft® Dynamics CRM 2011
- More efficient processing of employee questions and requests
- Greater tracking and accountability of service requests
- Tremendous cost savings over in-house developed solutions
- Simplified interface to encourage user adoption
- Highly scalable feature set
- Powerful platform for developing future applications

LAUSD needed a new employee help desk solution that could meet the needs of its employees accurately and efficiently, be robust at any scale, and be economically feasible.

Solution:

LAUSD needed a robust solution that could grow and evolve as the district's needs change. The extensibility and flexibility of Microsoft Dynamics® CRM made it the perfect platform on which to build a flexible, affordable, and future-proof xRM solution. Ron Chandler, LAUSD's Chief Information Officer, explains, "The LAUSD is a massive, complex organization responsible for educating hundreds of thousands of students every day. Supporting its operations requires systems that are agile and robust, enabling us to problem solve quickly and focus on the business of helping our students succeed." xRM.com showed Mr. Chandler and his team how adopting a best-in-class, enterprise-level xRM solution based on Microsoft Dynamics CRM would enable the district to build the kind of powerful and flexible line-of-business applications that the district needed and to do so more quickly and more cheaply than is possible with proprietary software developed in-house.

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CIO, LAUSD

After meeting with LAUSD's personnel to learn about the department's practices and requirements, xRM.com quickly created a new pilot Employee Help Desk based on the xRM concept. In the first phase of the project, the xRM.com team removed unutilized modules in Microsoft Dynamics CRM, customized entities to reflect the terminology used in the district's old employee service application, built plug-ins to expand the functionality of Microsoft Dynamics CRM to handle the processing of employee payroll issues, and designed an adapter that generates support cases from incoming faxes, the district's primary line of support for employee issues.

Benefits:

By deploying an employee service solution based on Microsoft Dynamics CRM, LAUSD has achieved its two primary goals: improving service to the district's employees and conserving resources that are desperately needed in the classroom. LAUSD's new Employee Help Desk allows the district's employees to initiate service requests by phone, e-mail, or fax and to get answers to their questions more quickly than was possible using the old employee service application. The Employee Help Desk also improves service by enhancing the tracking and management of support tickets, increasing accountability, and enabling managers to analyze the handling of cases.



LAUSD students at work in a smart classroom.

The xRM.com team and LAUSD can continue to leverage the district's investment in the platform, deploying new applications without the expensive programming from scratch that plagued the old employee service application. Switching to an xRM solution based on Microsoft Dynamics CRM provides LAUSD with a tremendously flexible and powerful platform on which to build functionality in the future, a power that the district lacked with the service application it developed in-house.

The xRM platform provided by Microsoft Dynamics CRM, one of its most powerful characteristics, enabled the xRM.com team to customize the entities in Employee Help Desk to match the entities in the district's old employee service application. By mimicking the old system's entity names, the xRM.com team helped to smooth the transition of LAUSD's employees from the old service application to the new solution, reducing the amount of training required and increasing user adoption. xRM.com also streamlined the interface by hiding unused features and removing screen clutter in order to reduce training and increase user comfort, an important consideration for an organization with users of varying technical skill levels.

Learn More:

To learn more about Microsoft Dynamics® CRM or the xRM concept, please visit www.xRM.com or call (800) 836-5147.

During today's harsh fiscal reality, LAUSD has had to be more careful than ever with its limited resources. Every dollar spent on IT infrastructure has to produce returns. xRM.com understood this reality and designed a system that was responsible to the needs of the district's most important constituents: students.

“In these challenging economic times, we’ve had to learn how to do more with less. A strong and valuable partner to LAUSD, xrm.com worked with us to build a modernized, flexible system that allows us to meet the needs of thousands of District employees so they can focus on the business of educating our students.”

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Together, Los Angeles Unified School District and xRM.com plan to push the boundaries of what can be accomplished with the xRM concept, leveraging the district's current investment in software licenses to automate labor-intensive business processes and improve service.

During the initial phase of the project, xRM.com deployed the new Employee Help Desk to thirty-five employees for testing. In June, 2011, xRM.com and LAUSD began the second phase of the project: a massive deployment of nearly 70,000 licenses, the largest in the history of Microsoft Dynamics CRM.