



# IMPLEMENTING JIRA SERVICE DESK

**Case Study**  
TheTradeDesk



## CASE STUDY

# The Trade Desk

### The Client:

TheTradeDesk

### Highlighted Results:

- Successful Implementation of Jira Service Desk
- Dramatic improvement to customer satisfaction
- Deployment to all support departments

## THE CHALLENGE

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### The Client Services Department

The Client Services Department is the primary point of contact with the Trade Desk's advertising agency customers. Client Services reps are account managers and traders in the field who interact with customers, working with them side-by-side each day. For Client Services their issues were critical: slow workflows and process management could not keep up with growth.

### Siloed

Client Services was also siloed. It had no direct connectivity to the Engineering & Development team, which handles its technical issues. If a Client Services rep needed to escalate an issue, they had to send an email to an address at the Engineering team with no way to track the message. Emails were often missed or dropped.

"As we started to expand rapidly, the tools that we were using started to break down. It became a situation where we had account managers duplicating effort, working on the same issue, but not

necessarily coordinating or collaborating well," said West.

"Our customers were not realizing the customer service they were looking for. Worse yet, some of them were not getting the answers they needed at all. At the time, our average internal customer satisfaction rating was sub 60 percent, which is totally unacceptable for our organization."

"It was also adding friction to the growth we were experiencing. In some cases our product management teams were not even in the loop on trends that were occurring that might affect our platform."

The breakdown occurred in three areas: First, there was fragmentation between development teams that used one system, and one or more support teams that used a different platform to manage tickets or requests.

Second, there was no traceability. No system was in place to track the status of each request, or who was in charge to provide an authoritative and timely update to a request. This was exacerbated because customer service reps were logging customer requests into a ticketing system that had no integrated connection to the backend development environment, where the Development team was making relevant upgrades.

Thirds there was no analytics system in place. The Trade Desk is a data-driven company that uses automated technology systems to help its clients buy and place ads. Without analytics supporting the company's internal systems, they were unable to anticipate or predict change or demand that could affect future growth. The Trade Desk wanted to continue on the hypergrowth curve, but in order to do that, management needed a way to make informed decisions based on data.



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## THE SOLUTION

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### Implementing Jira

Cprime deployed Jira, Jira Service Desk and Confluence to manage all Support operations at The Trade Desk. Service Desk brings every participant in a request into a central tool, where they can work together on a single version of the request. This eliminates organizational and process fragmentation, and gives managers vision into each service agent's workflow.

All case communications are handled through Service Desk. Support ticketing and product management systems are seamlessly integrated. The ability to track the lifecycle of each request, and linked or related issues, vastly improves productivity and work quality.

In addition, Jira Service Desk automates data collection and analysis. It automatically reports status, volume, types of requests and other data. With automated data mining, The Trade Desk can evaluate the highest volume case types that come into all support delivery teams, and the average time it takes to resolve a case.

"We were seeing 300 of a certain type of request come through our process every month, and because we now have traceability and visibility, we were able to say, 'What if we added a feature to our platform that made it unnecessary for that request to come in anymore? The user of our platform could do it themselves,'" said West.

"We basically eliminated a recurring 300 cases every month, that I estimate took 300 hours. What would you do if you had 300 hours of employee time that you could reinvest? That's a big value we've gotten out of Service Desk."

### Additional Features

Cprime brought strategy to The Trade Desk to deploy workflow templates as part of the Jira Service Desk implementation, so that business processes can easily scale as the company continues to experience hypergrowth. Cprime created a variety of Service Desk workflow templates for The Trade Desk to deploy whenever a new department is ready to migrate to the Jira platform.

The Development team can assess a team's business needs and processes, look at what they're currently using as a workflow, and choose the appropriate template for them. The deployment usually takes only a week when a department uses a workflow template that doesn't need to be conformed.



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## THE RESULTS

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Cprime helped The Trade Desk build a connected service delivery team of over 150 service agents, and all 500+ employees are now active Jira Service Desk participants. "Through rapid collaborative delivery, Cprime transformed our implementation into an enterprise platform that is continually being adopted and expanded today", said Drew West.

"The rapid adoption and ongoing expansion of the Jira Service Desk system has enabled us to establish consistent process standards and high quality of service, and to expand our efficiency and productivity."

## ABOUT CPRIME

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An Alten Company, Cprime is a global consulting firm helping transforming businesses get in sync. Cprime is the partner of choice for Fortune 100 companies looking to achieve value and agility. We help visionary business leaders compose solutions, execute implementations, and exceed against business goals. With our key partnership recognitions, including Atlassian Platinum, AWS Advanced, and SAFe Gold SPCT partner, our industry-leading software and services work in synergy to deliver transformations.

**For more information:**

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