

Grupo Moura uses BMC Helix to drive optimal user experiences

“BMC Helix has improved our ability to measure, manage, and improve the quality of the agreements and services provided to our customers.”

Péricles Nascimento | Systems Coordinator | DTISS



+3,800

users supported



182K

ticket volume managed



176

service catalog items

Business Challenge

Grupo Moura, a conglomerate corporation comprising manufacturing, real estate, and social entrepreneurship, has more than 6,000 employees and 80 distribution centers in Brazil, and serves more than 32,000 active customers per month. Due to the rapid digital transformation impacting all industries, the demands for innovation, standardization, satisfaction, and productivity have become increasingly important to Grupo Moura. The company's IT group also needed to meet the growing expectations of the business areas to add value, not only through technical expertise, but also by digitizing the main service management functions of the company, which had been largely manual and requested by email.

BMC Solution

After an assessment of the best market tools and analysis of Gartner's Magic Quadrant, Grupo Moura decided to start a partnership with BMC and implemented BMC Helix ITSM, and BMC Helix Digital Workplace first in its Argentina office and later in its Brazil locations. Currently, the company has 20 business areas offering digital services through BMC Helix ITSM, and BMC Helix Digital Workplace including its IT group. Grupo Moura estimates 15 more areas will adopt the solution in the next year.

Business Impact

BMC Helix ITSM has made it possible for Grupo Moura to align its services with the company's agile culture, professionalize the availability and delivery of its digital services, and obtain a significant improvement in user experience. The transformative power of BMC Helix ITSM, coupled with stakeholder engagement in seeking continuous process improvement and establishing good market practices, were key points for the project's success. Other notable achievements include:

- The company credits BMC Helix ITSM for the improvement in the satisfaction of internal users and customers with the services provided, including **making it possible to measure customer experience and business growth with a Net Promoter Score®, or NPS®**.
- Grupo Moura is now able to automate processes and services, **saving the company time and creating efficiencies** that allow employees to pursue higher-value projects.
- The end user now has autonomy in problem-solving with BMC Helix Digital Workplace self-service capabilities, removing dependence on intermediaries and **allowing greater flexibility in managing time and preferences**.
- BMC Helix makes it now possible to **identify, collect, and display data** (key performance indicators – KPIs) in a friendly way to managers and executives.
- The company is able to **identify service bottlenecks and act proactively** to resolve them as well as preventing similar problems in the future.



“ *BMC Helix was crucial in the search for excellence in service through digital transformation and standardization of processes.* ”

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Learn More:

 [Visit the BMC Helix ITSM page](#)



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CASE STUDY

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