

# OUTSOURCING YOUR USER HELP DESK

Near Shore POC,  
Performance  
& GDPR Compliance



WHITE PAPER



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# 01

**CHAPTER**

## INTRODUCTION

The pressure on IT teams continues to grow: an explosion in tickets (+30 to 40% since the widespread adoption of remote working) [1] & [2], demands for 24/7 availability, a proliferation of tools, and increased responsibilities in terms of data protection.

At the same time, the regulatory framework is tightening (GDPR, NIS2, cybersecurity) and budgets are under pressure [3] & [4].

In this context, outsourcing your Help Desk via a well-defined POC is a strategic option for combining performance and compliance.

This white paper offers a detailed approach, with step-by-step instructions, responsibility matrices, indicator models (SLA/KPI), GDPR/CNIL compliance checklists, and practical appendices (processing register, reversibility plan, RACI, Art. 28 contract template).

# 02

## CHAPTER

# THE MARKET AND ITS CHALLENGES

- French Help Desk market: ~€1.5 billion [5]; estimated annual growth of 5-7%. [6]
- Major constraints: talent shortage (more than 10,000 vacant IT positions) [7], rising labor costs, internal team saturation, and service quality requirements. [3] & [4]
- Changing expectations: omnichannel (phone, chat, email), self-care, conversational AI, demand analytics, continuous user experience. [8]
- Regulatory framework: GDPR (Art. 28 – processors; Art. 32 – security; Art. 33/34 – notification; Art. 44-49 – transfers outside the EU), DSA, NIS2, CNIL doctrine.

# CHAPTER 3

## INTERNAL CHALLENGES FACED BY IT DEPARTMENTS

- Growing backlog and pressure on SLAs (15 minutes to 4 hours depending on criticality). [9]
- Fragmentation of the IS and multiplicity of tools (ITSM, MDM, SSO, supervision).
- Rare skills and high turnover in N1/N2 positions. [7]
- Heterogeneous documentation, insufficient knowledge capitalization.
- GDPR compliance could be improved: incomplete register, missing contractual clauses, untested PRA/PCA.



# KEY STAGES OF A PILOT PROJECT (POC) –

## DETAILED PROCEDURE

### CHAPTER

# 4

### Step 1 – Framing & understanding (2–3 weeks)

- Mapping flows and channels (calls, email, chat, portal).
- Defining the scope (e.g., 5 FTEs, 2 languages, 7 days a week).
- Analysis of historical tickets (volume, seasonality, priorities, root causes).
- Implementation of the processing register (GDPR Art. 30) and security measures (Art. 32).
- Legal framework: draft amendment Art. 28, standard contractual clauses (Art. 46) for transfers outside the EU.

### Step 2 – Solution design (2–4 weeks)

- Sizing (N1/N2/N3), ITIL processes (incident, request, problem, change).
- Staffing model and time slots (Follow-the-Sun if necessary).
- Definition of SLAs/KPIs (SLA, FCR, MTTR, CSAT, backlog rate, cost/ticket).
- Path design (scripts, knowledge bases, automation, ITSM integrations).
- Security plan: access control, MFA, logging, testing, PRA/PCA, breach management (art. 33/34).

### Step 3 – Pilot/Trial Phase (3 months)

- Gradual rollout (batch 1: N1, batch 2: N2; geography A then B).
- Weekly committees: operational monitoring & compliance (GDPR/CNIL), areas for improvement.
- Monthly audit: quality, security, documentation, deviations vs. SLA; action plan.
- Capitalization: enrichment of the KB, standardization of resolutions, macro-automation.
- Go/No-Go with objective criteria (shared dashboard).

### Step 4 – Ramp-up & transition to nominal

- Scalability: +FTE, range expansion, N2/N3 skills development.
- Regulated transfers outside the EU (SCC Art. 46) and privacy by design (Art. 25) in new areas.
- Transition to run mode: committee schedule, continuous improvement plan (PDCA).

# CHAPTER 5

## WHAT CAN BE ENTRUSTED TO THE (AND HOW)

### Level 1 (L1)

- Reception, qualification, initial diagnosis, standard resolution (passwords, VPN, messaging, M365, printing, workstation).
- Tools: ITSM (ServiceNow, GLPI, Jira Service Management), CTI, KB, remote assist.
- Level 2 (L2)

### Level 2 (L2)

- Complex incidents, business applications, patches, workstation MDM, advanced M365, SSO/IdP.
- Coordination with internal teams and publishers.

### Level 3 (N3)

- Expertise in systems, networks, cloud (AD/AAD, Intune, Exchange, firewalls, proxies, Azure).
- Major changes, automation, and architecture. Service Delivery Manager (SDM)
- Governance: SLA/KPI management, committee, improvement plan, GDPR/CNIL reporting, risk management.



# GOVERNANCE, INDICATORS & COMPLIANCE

- Steering committee: monthly (CIO, CMO, Security, Business), review of SLAs/KPIs, risks, security, compliance.
- Operational indicators: SLAs, FCR, MTTR, backlog, N1→N2 transfer rate, automation rate.
- Compliance indicators: up-to-date register (art. 30), CNIL notifications (72 hours - art. 33/34), audit results, multi-client segmentation (art. 32), PRA/PCA tests.
- Continuous improvement: action plans, design-to-cost, automation, assistive AI (privacy by design - Art. 25).

# CHAPTER 7

## CASE STUDIES – WITH GDPR/CNIL LAYER

### Software publishers

- N1/N2 outsourcing to absorb growth; run entrusted to partner; internal teams focused on innovation.
- GDPR: dedicated register, Art. 28 clauses (code confidentiality and user data), SCC if transfers.
- KPI: backlog -35%, FCR +18 pts, CSAT > 90% in 4 months.

### SME

- 24/7 and pooling without increasing payroll costs; delegation of operations, IT department focused on core business.
- GDPR: obligations under Articles 28/32, 72-hour CNIL notification procedure, semi-annual audits.
- KPI: SLA 95%, MTTR 2h30→1h15, cost/ticket -22%.

### ETI

- Scalable system with ISO 27001 disaster recovery plan, steering committees, monthly reporting.
- GDPR: detailed traceability, Art. 30 register, continuity tests, privacy by design for new automations.
- KPIs: N2 productivity +25%, escalation rate -30%, CNIL compliance audited.



## 08

# ADVANTAGES OF NEARSHORE OUTS EU (AND GDPR REQUIREMENTS)

- Savings: 50-60% vs. onshore; rapid scaling capacity (from 5 to 100 FTE).
- Proximity: time zone, service culture, French-speaking teams.
- Compliance: CNIL DPO, SCC (art. 46) for transfers, representative in France (art. 27), art. 30 register, art. 32 security, art. 33/34 notification.
- Security: XDR 24/7, PRA/PCA 2-5 hours, redundant sites, ISO 27001.



# CHAPTER 9

## WHAT ADVANCIA TELESERVICES

- Experience: 80,000+ interactions/month, multi-sector [Telecom, Construction, Media, Real Estate, Retail, Publishers]
- Certifications: ISO 27001, ISO 18295-1, ISO 9001; ISO 26000 CSR label.
- Governance: Dedicated SDM, committees, reporting, continuous improvement plans (PDCA).
- Security: 24/7 XDR, PRA/PCA 2-5 hours, firewalls and redundant links, workstation hardening.
- Proven tools: ITSM (ServiceNow, Freshdesk, etc.), Call Center As A Service & CTI (Nixxis), knowledge bases, automation.
- Reversibility: implementation support + 1 month free (training & service).
- GDPR: CNIL DPO, annexes for transfers outside the EU, processing register provided from the pilot phase.

# 10

CHAPTER

## CONCLUSION & CALL-TO-ACTION

Outsourcing the Help Desk via a POC secures the transformation path: SLAs improve, costs stabilize, user experience improves, and GDPR compliance is controlled through governance and documentation.

Advancia Téléservices offers a mature, certified, secure, and compliant nearshore framework.

**CTA:** support for initiating a secure POC with a processing log, including reversibility support (implementation + 1 month free).



Information document – non-contractual – does not constitute legal advice.

# APPENDIX S

## Templates & Tools “ready to use, working basis to be completed”

### Appendix A — POC roadmap (12 weeks, deliverables & GDPR)

#### Weeks 1-2 (Scoping & mapping)

Deliverables: POC charter approved ✓ | Flow mapping ✓ | GDPR register (Art. 30) initialized ✓ Criteria: scope, target volumes, SLAs, RACI roles signed.

#### Weeks 3-4 (Design & KB)

Deliverables: Solution plan (N1/N2), scripts, KB v1, security plan (Art. 32), Appendix Art. 28 (contract). Criteria: MFA enabled, active logs, PRA/PCA planned.

#### Weeks 5-10 (Progressive pilot)

Deliverables: MEP batch 1 → batch 2, weekly KPI reports (SLA/FCR/MTTR/CSAT), incident log & notifications (art. 33/34). Criteria: SLA ≥ XX%, FCR ≥ YY%, backlog ↓, 0 major GDPR deviations.

#### Week 11 (Go/No-Go)

Deliverables: POC review, deviations & action plan, SCC (art. 46) if transfers outside the EU.

#### Week 12 (Scaling up)

Deliverables: Scaling plan (FTE, schedules), committee calendar, updated GDPR register.

### Appendix B — RACI Matrix (example to be completed)

Process	IT	SDM Advancia	N1 Advancia	N2 Client/Adv.	RSSI	Business
Incident	A	R	R	R/C	C	I
Request	A	R	R	C	I	I
Problem	A	R	C	R	C	I
Change (CAB)	A	R	C	R	C	C/I
GDPR - Register (Art. 30)	A	R	C	C	C	I
CNIL notification (Art. 33/34)	A	R	C	C	R	I

**A** = Accountable | **R** = Responsible | **C** = Consulted | **I** = Informed

### Appendix C — SLA Matrix (quantified model)

Priority	Acknowledgment	Handling	Recovery	Examples
P1	< 15 min	< 30 min	< 4 hours	Global SSO, messaging down
P2	< 30 min	< 1 hour	< 8 hours	VPN service, partial M365
P3	< 1 hour	< 4 hours	< 24 hours	Printers, user workstations

KPIs: SLA %, FCR %, MTTR, CSAT %, backlog, cost/ticket.

### Appendix D — Processing register (Art. 30 GDPR)

Fields to be completed for each flow: Controller, Processor, Purposes, Data categories, Data subjects, Legal basis, Retention periods, Recipients, Security measures (Art. 32), Third countries & guarantees (SCC), DPIA (yes/no). Examples of flows: N1 tickets, CTI recordings, chatbot logs, user KB.

#### Appendix E — Compliance checklist (Articles 28/32/33/34/46)

- Art. 28 contract signed (purposes, duration, subsequent processors, reversibility)  SCC (Art. 46) if transfers outside the EU
- DPO appointed & EU representative (Art. 27) required, particularly in Near Shore  Logging & MFA active
- 72-hour notification procedure (Art. 33/34) t e s t e d
- PRA/PCA tested (evidence & reports)  Multi-client segmentation (Art. 32) v a l i d a t e d  Art. 30 register up to date

#### Appendix F — Reversibility plan (checklist & criteria)

- Exit governance (dedicated committee, exit RACI)
- Document transfer (KB, procedures, scripts)
- Double run 2-4 weeks & acceptance criteria
- Training of acquired teams + certificates
- Log & proof export | Data purge/return certification
- **Offered by Advancia: implementation + 1 month of service & training with a minimum of 5 FTE and a maximum of 10 FTE**

#### Appendix G — Training & skills development plan (4 weeks)

**Week 1:** onboarding, security, GDPR **Week 2:** applications & customer procedures **Week 3:** supervision, automation, quality **Week 4:** Level 1 autonomy; Level 2 transition (practical test)  
**Assessments:** security/GDPR quiz, coaching audit, error rate < X%.

#### Appendix H — Glossary of KPIs (definitions & formulas)

SLA, FCR, MTTR, ASA, AHT, CSAT, NPS, Escalation rate, Backlog, Cost/ticket.

#### References:

- [1] Gartner study "Impact of remote working on IT services" (2023)
- [2] BPCE Digital Transformation Observatory (2023)
- [3] INSEE data and Robert Half study on IT salaries (2024)
- [4] PageGroup/Michael Page IT salary survey (2024)
- [5] MARKESS by exaegis study, "The French IT Services Market" (2024);
- [6] IDC France report, "IT Services Market Forecast and Analysis" (2023-2024)
- [7] OPIIEC/DARES study, "Digital professions in France" (2023)
- [8] PAC/CXP Group study "Artificial Intelligence in Customer Support" (2024)
- [9] AXELOS – ITIL® Foundation: ITIL 4 Edition, 2019



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