

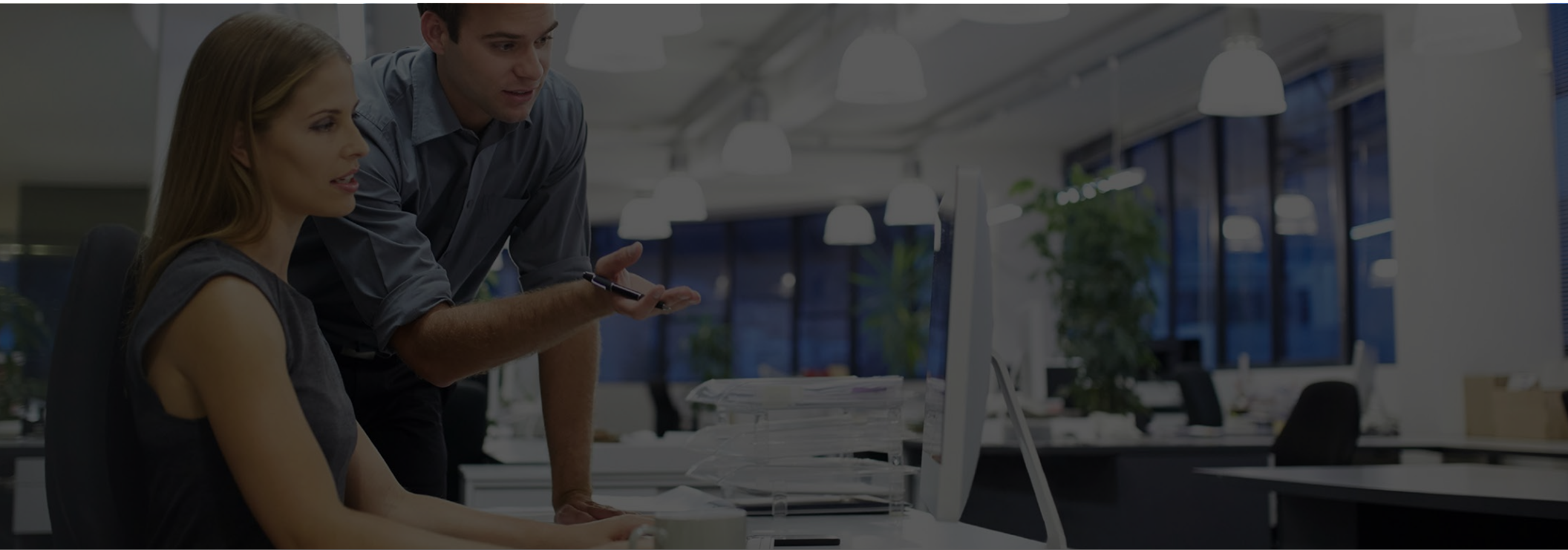
# How to Overcome Today's Top ITSM Challenges

A blueprint for building an IT Service Management environment you can be proud of



# What obstacles are keeping your IT service delivery team from succeeding?

Click on the four challenges below to learn how to transform yours.

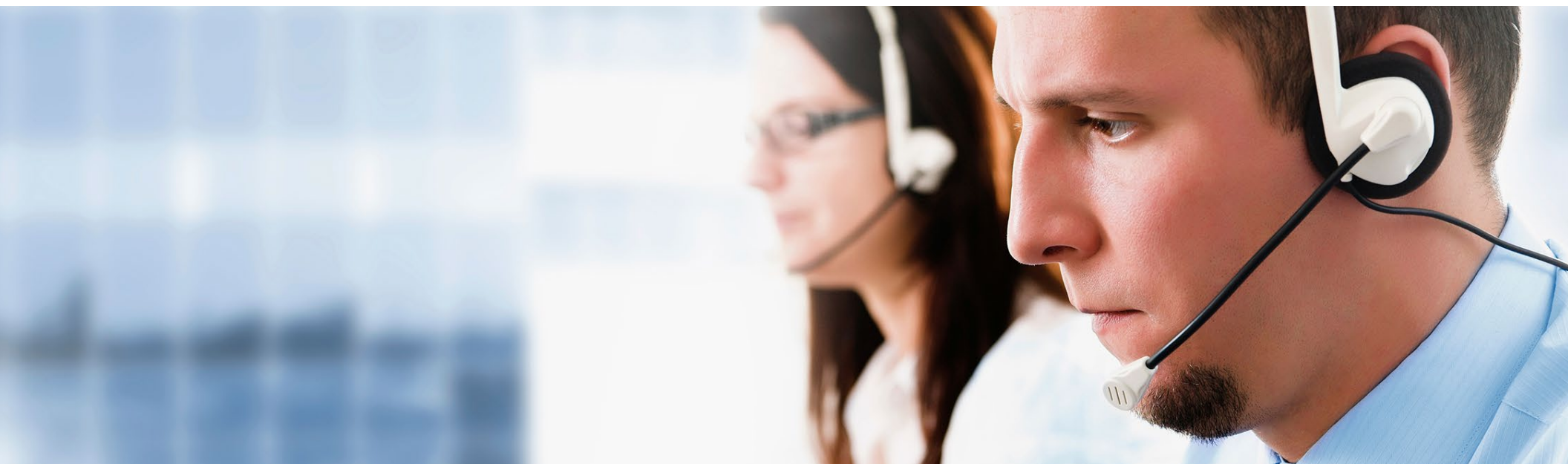


# Go from **Poor Support** to Customer Delight

**Poor support is characterized by major ticket backlogs and unhappy users.**

- Are you providing disconnected support – support that isn't available whenever and wherever work happens?
- Do your users complain your service portal is difficult to use driving down satisfaction and productivity?
- Is your outsourced call center trading quality for lower cost per call?
- Is your service management team losing the battle against a growing backlog of tickets?

***If so, your customers aren't happy.***





# Go from Poor Support to Customer Delight

## Self-service options and lower ticket backlogs lead to customer delight.

- Provide consistent user access from any device.
- Drive service management quality *and* lower costs.
- Deploy self-service and automation to drive down ticket backlogs.



*Gatwick*  
AIRPORT

### Before IT service automation

A survey spearheaded by Gatwick Airport's CIO revealed that users felt let down by the quality of the outsourced IT service desk.

"They [the outsourced help desk] wanted to resolve calls quickly, but we wanted the calls to be resolved well."

### After IT service automation

Once Gatwick began running its own IT service desk, the team noticed remarkable improvements. In addition to saving money, approval ratings rose dramatically.

"With the implementation of this IT operations center, we will likely save about 15 percent of our OPEX costs year-over-year for the next seven years."

"In addition, the service desk's Net Promoter Score (NPS) rose from a low of -70 with the outsourced operations to +47 with our own people and an automated service management system. That's an almost unheard of seismic shift of customer satisfaction increase."

*Anthony Lamoureux, IT Transition Leader,  
Gatwick Airport*

# Go from Poor Support to Customer Delight

## Self-service options and lower ticket backlogs lead to customer delight.

- Provide user access from any device.
- Drive IT service quality *and* lower costs.
- Deploy self-service and automation to drive down ticket backlogs.



"When I took over a year ago, we had more than 500 open tickets with 300 tickets over 15 days old in our system. Today we have fewer than 50."

*Associate Director of IT Client Services, The Maschhoffs*



"The SaaS model and the basic characteristics of the application provide us an easy-to-use solution for our users to access from anywhere, at any time."

*EDP Group case study*



"Land O'Lakes was losing time and money with a legacy IT ticketing system, an enormous service backlog, and no way to optimize its sizeable ERP investment. The agricultural cooperative implemented ServiceNow, overhauling all company divisions and saving over \$2 million in just two years."

*CIO, Land O' Lakes*



# Go from **No Control** to a Predictable Experience

**An out-of-control help desk is characterized by incomplete reporting and users who are unsure where to get help.**

- Do your customers know how and where to get help?
- Can your customers easily see the status of their outstanding requests?
- Does your reporting show that your IT service delivery processes are under control?
- Do you have transparency and control over your outside supplier cost and performance?
- Do you have the analytics you need to optimize service and improve overall customer satisfaction?

***If not, your IT processes may be out of control.***



“We call ServiceNow an ITIL suite, but for me it’s like a foundation tool. It comes with processes already built in and preconfigured, but you can do whatever you want with it. I think that’s the fun part.”

*Michael Glenn, Director of Architecture, Agropur cooperative*

# Go from No Control to a Predictable Experience

**A predictable experience is a positive one for users, with a single point of engagement and clear, integrated status reporting and analytics.**

- Deliver a single, streamlined point of customer engagement.
- Give users an integrated view of request status to avoid redundant inquiries.
- Select an IT service management (ITSM) platform that gives management real-time reporting and analytics without requiring time-consuming and costly integration.
- Implement knowledge management to provide users insight and faster ticket resolution.
- Provide embedded analytics for current and actionable information.



## **Before IT service automation**

Before ServiceNow, Touchbase used a combination of open source tools and legacy homegrown systems. The challenges they faced included a lack of automated routing and escalation, and outdated and non-integrated tools.

## **After IT service automation**

In less than 30 days, Touchbase was up and running. “The easy initial setup and quick implementation is a big plus,” said Matt Wilkenson, COO at Touchbase. “ServiceNow has given us control of our ITSM toolset, and will allow us to build a scalable managed services business.”

*Matt Wilkenson, Chief Operating Office, Touchbase Global*



# Go from Managing **High Costs** to Demonstrating High Value

**High costs stem from redundant systems and applications, management of multiple vendors and tools, and sluggish service delivery.**

- Are you living with a sprawling of IT data and applications? If so, you may be:
  - Paying for unused licenses
  - Underpaying for licenses, risking true-ups and compliance issues
  - Training staff on multiple products that provide similar functions
- Is your team spending an excessive amount of time managing different, overlapping tools and vendors? If so, you may be:
  - Spending more time operating your ticketing system and less time solving customer issues
  - Experiencing cost overruns and deployment delays
  - Using your budget to run in place instead of moving your business forward





# Go from Managing High Costs to Demonstrating High Value

**High value is achievable with one set of applications and clear reporting delivered through easy-to-use dashboards and analytics that provide business insight.**

- Consolidate redundant data and tools with a single system of record for IT to reduce the effort required to manage IT service delivery.
- Use built-in dashboards and analytics to measure service quality, responsiveness, service-level agreement (SLA) attainment, and customer satisfaction.
- Leverage this insight to prioritize your resources when responding to trends in work demand.

“By reducing manual processes, providing real-time reporting and self-service options, ServiceNow has increased customer satisfaction and improved team productivity.”

*Steve Kopp, IT Specialist, Zinpro Corporation*



# Go from **Rigid** to Agile

**Rigid systems are time-consuming to manage, often unable to connect with other systems – and nearly impossible to change.**

- Do you have a hard time keeping up with business demand because your service management environment is too complex?
- Would you like to transition to a new system, but can't without impacting service delivery?
- Do you need flexibility to accommodate outsourcing or manage mergers and acquisitions (M&A) integrations, but find your service management system is inhibiting progress?



# Go from Rigid to Agile

**An agile system is a highly responsive one based on an adaptable framework, with easy-to-manage integration processes.**

- Leverage automation to prioritize events and automatically remediate issues and prevent outages.
- Confirm you can stand up applications quickly and bring services online over time.
- Select a service management solution that can adapt to different business models. This may involve:
  - Finding support for insourced, outsourced, and hybrid service models
  - Making sure your service management solution can be deployed



“With ServiceNow, we are transforming IT support. We deliver a better user experience, and our helpdesk staff now have time to solve critical issues – rather than being swamped with mundane support requests.”

*Gabriel Garcia, End User Experience Team Lead, Grupo Bimbo*



Customer  
delight

Predictable  
experience

High value

Agile

## Be Proud of Your Service Management Environment Again.

Turn your service desk into a business function you and your company can be proud of – one that delights your customers with superior support, delivers a predictable user experience, and provides the agility to help you get ahead of the needs of your business.