

Removing the Haze from ITSM: Three Ways to Improve Your Customer Satisfaction Scores Utilizing ServiceNow

Jennifer Addington, Solution Consultant

April 18, 2018

Biography ~ Jennifer Addington

Certifications

- ITIL v3 Foundations in 2014
- PMP (Project Management Professional) in 2016
- CSA (ServiceNow Certified System Administrator in 2017)

Work Experience

- IT journey began in 2002
- Previously Service Desk Manager for Carlisle Bancshares
- Administered several ITSM applications
- Joined InSource in February 2017



Agenda

About InSource

- Offerings
- Partners & Our Clients

Customer Satisfaction

- WIIFM?
- Business Challenges
- Demo
- Resources
- How Can InSource Help?



2017 Partner Award

InSource Receives “Highest Number of Deployments” PartnerNow Award for Americas Services Partners at ServiceNow Knowledge 17 Conference

May 9, 2017

INSOURCE

“Highest Number of
Deployments”
PartnerNow Award for
Americas Services Partners

knowledge17

May 7-11, 2017 • OC Convention Center • Orlando, FL

Leading ServiceNow partner recognized for exceptional professional services and commitment to growth

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GOLD SERVICES PARTNER

servicenow®

GOLD SALES PARTNER

InSource Offerings

- IT Service Management (ITSM)
- IT Operations Management (ITOM)
- Project & Portfolio Suite (ITBM)
- Customer Service Management (CSM)
- Security Operations
- Process Improvement Workshops
- ServiceNow Instance & Process Assessments
- Talent Acquisition
- Okta & Pure Storage Partner



Notable Customers



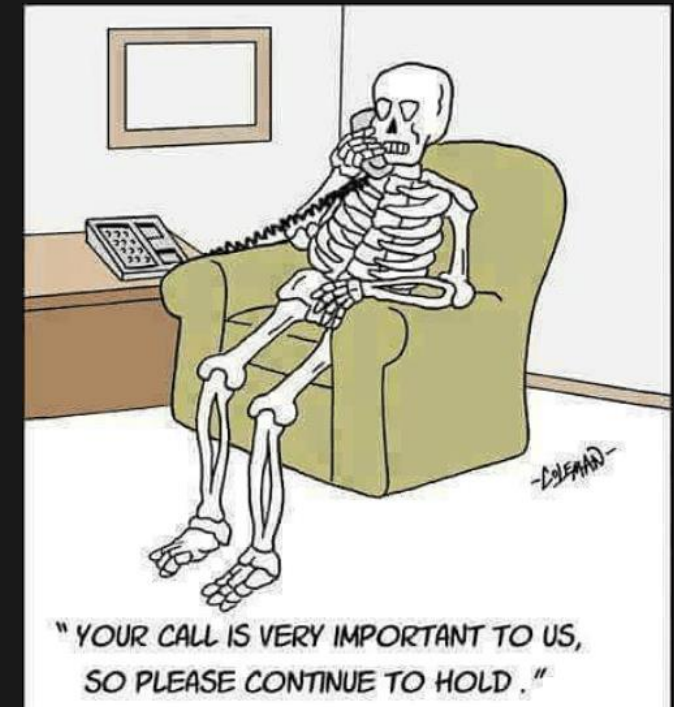
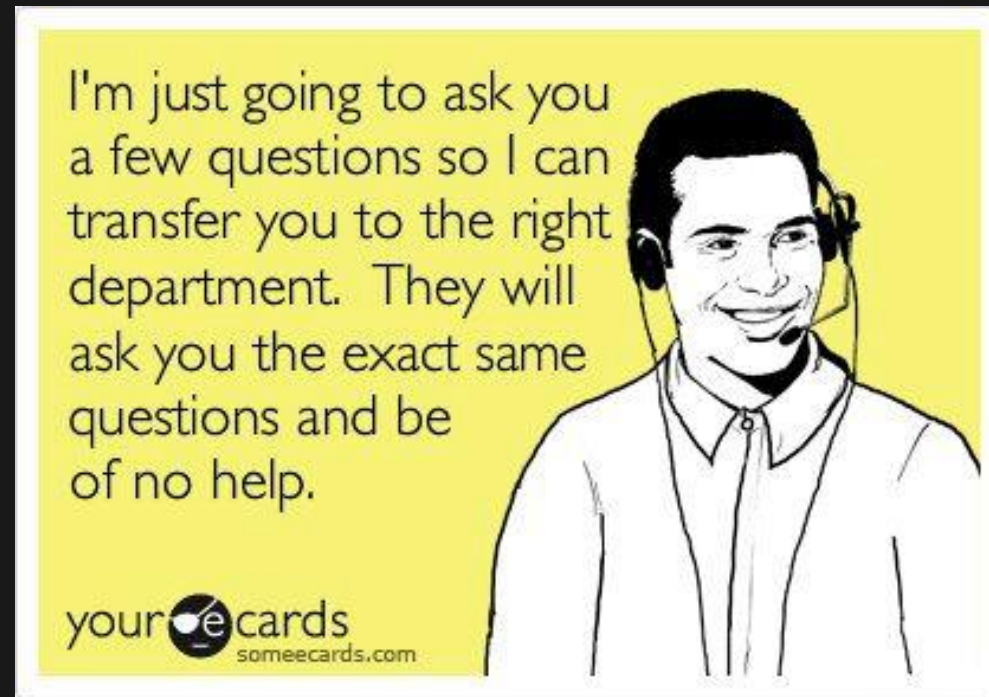


Customer Satisfaction: What's in it for me?

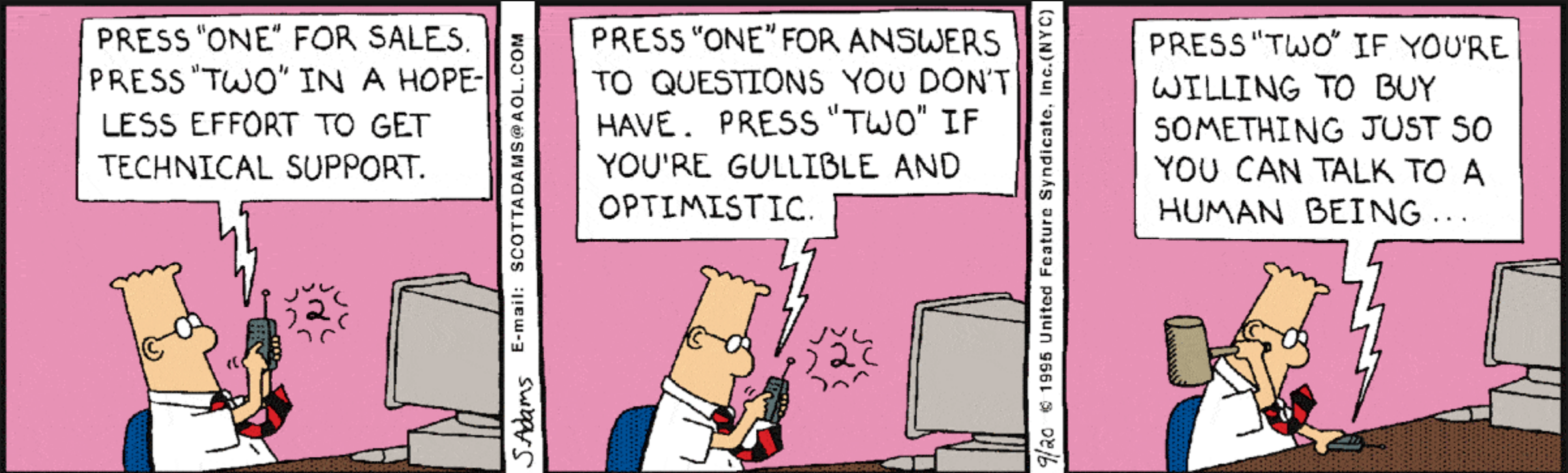
- ▶ Customer Retention
- ▶ Positive Referrals
- ▶ Career Growth

Business Challenges

- Inconsistent service
- Lack of self-help
- Non-centralized or undocumented knowledge
- Poorly defined processes
- No performance insight



BAD Customer Service



Evaluate Success with KPIs

- **Customer Satisfaction (CSAT)**
 - “How satisfied are you with your recent interaction?”
- **Net Promoter Score (NPS)**
 - “On a scale of 0 to 10, how likely are you to recommend us?”
- **Customer Effort Score (CES)**
 - “How easy did we make your recent interaction?”

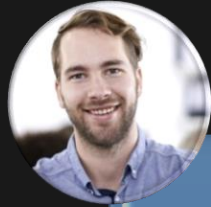
TURN ON SURVEYS & START MEASURING TODAY!

The Players



Beth

- Chief Technology Officer
- Requires insight to make strategic business decisions



Joe

- Needs help with his VoIP phone
- Self-serves from Service Portal



Jane

- Works on Service Desk
- Resolves Incidents
- Opens & tracks Changes

DemoNow

ITSM Solutions – Recap

1. KPIs/Metrics

- Surveys: CSAT, NPS, CES
- Supporting Metrics: SMART goals
- Service Level Management: SLAs & OLAs
- ServiceNow Performance Analytics

2. Self-Service

- Service Portal
- Knowledge Management: External & Internal

3. Process Automation

- Business Rules
- Workflow
- UI Actions



Results

- Remember to share improvements with customers
- Consistent service
- Well defined processes
- Documented & centralized knowledge
- Empower customers with self-help
- Performance insight
- Actionable data



ITSM on the ServiceNow Enterprise Cloud

195%
AVERAGE ROI

\$4.1M
INFRASTRUCTURE
COST SAVED

User Experience



Incident, Problem, Change
Management



Configuration, Asset
Management



Knowledge, Dashboards &
Benchmarks



System of Action

NONSTOP CLOUD



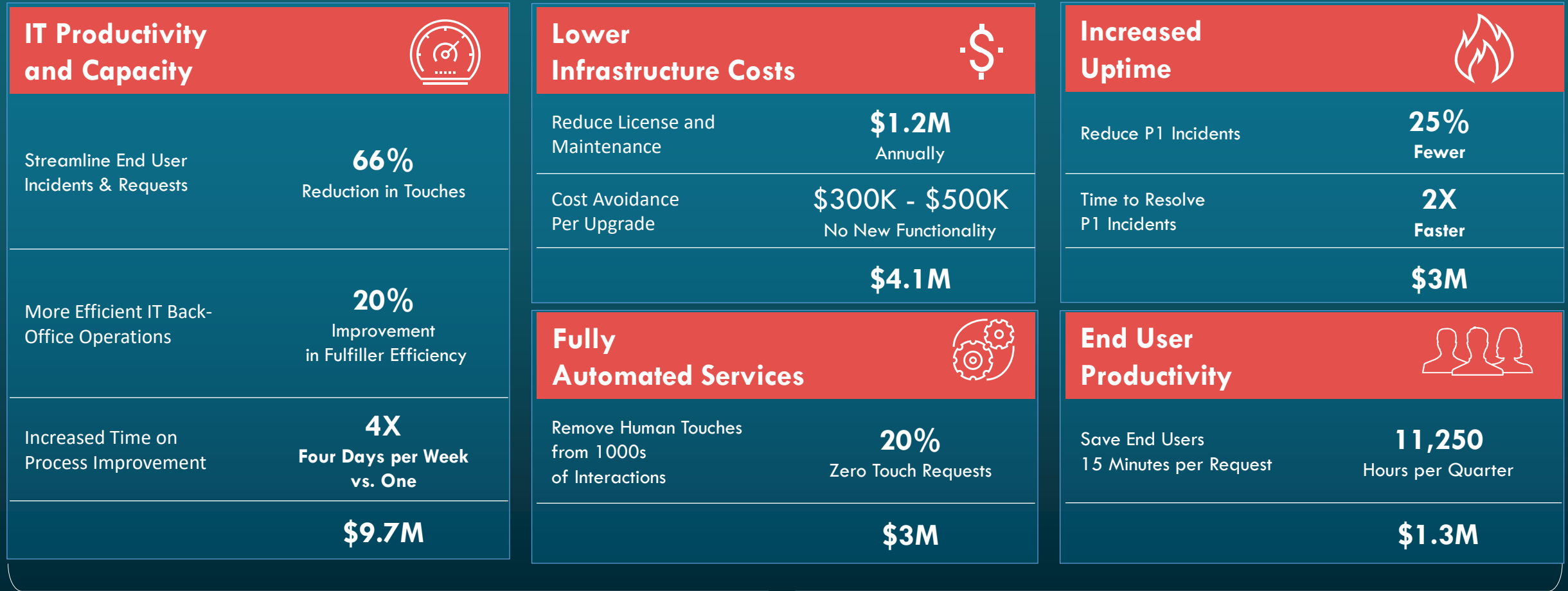
Source: Forrester, "The Total Economic Impact™ Of ServiceNow"
A commissioned study conducted by Forrester Consulting on behalf of
ServiceNow April 2017



INSOURCE

ServiceNow IT Solutions Increase IT Productivity by 20% and Reduce P1 Incidents by 25%

Forrester Study shows 195% ROI on the ITSM, ITOM and Performance Analytics Solutions



Present Value over 3 Years | Participants: Centene, Covance, Maritz Travel, Northern Trust, Oshkosh, Statoil, WestJet, Anonymous

Resources

- **ServiceNow Conversations:** [Modernize IT Service Management](#)
- **Product Info:**
 - [IT Service Management](#)
 - [Performance Analytics & Reporting](#)
 - [Knowledge Management](#)
 - [Service Level Management](#)
- **ServiceNow Docs:**
 - [IT Service Management](#)
 - [Performance Analytics & Reporting](#)
 - [Knowledge Management](#)
 - [Service Level Management](#)
- **ServiceNow Community:** [Measuring Success: Get Common KPIs & Tips](#)
- **Your Sales Teams:** ServiceNow & InSource

How can InSource help?

- RoadMapping
- Health Assessments
- Process Consulting with industry experts
- Implementation
- Custom Training
- Licensing
- And much more!



Questions?

Feel free to contact us:

Product & Capabilities:

Jennifer.Addington@insourcenow.com

Sales & Licensing:

ServiceNowWebinar@insourcenow.com



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A woman in a dark tank top and light shorts stands on the peak of a large, reddish-brown rock formation. Her arms are raised in a celebratory gesture. The background is a bright blue sky with wispy white clouds. The foreground shows more of the rugged, layered rock formations.

**Join us for our next
webinar!**

Let's talk ITIL:

Incident vs Request

What's the Big Diff?

May 30th, 2018



Thank You!