



**EXPAND YOUR SERVICE
MANAGEMENT 'BEYOND IT'
TO EMPOWER YOUR DIGITAL
TRANSFORMATION JOURNEY**

As organizations go digital, it is but natural that processes across departments get automated for IT and to offer deeper support to business functions. Some business functions that can experience value faster by extending ITSM beyond IT are, customer service management, human resource delivery, project portfolio management, security operations, and facilities management, to name a few. These functions receive large numbers of requests, require quick responses, and are largely the gatekeepers of processes for the organization. With digitalization, these functions have the opportunity to consumerize user-experience, optimize processes, enhance productivity, offer greater visibility into the organization, and reduce costs. It, therefore, makes perfect sense for organizations, embarking on a digital transformation journey to align their strategy to expanding Enterprise Service Management and deliver transformational outcomes.

Organizations can begin their transition to service management beyond IT by first, intelligently leveraging shared resources for improved user-experience. Second, by transitioning to automation, machine learning, AI, natural language processing, chatbots, and augmented reality. While some organizations may prefer to go the whole hog and begin a large-scale and thorough revamp of processes across departments, this can be a time-consuming and expensive effort. Most prefer to expand beyond IT with limited processes, departments, and functionalities. Our industry experience points out that short wins – where in small processes are quickly automated and ROI is easily measured, make for a stronger business case for the progressive adoption of service management.

As part of their digital journey beyond IT, a giant retailer started with HR service delivery on the ServiceNow platform. In order to ensure user and sponsor buy-in, they rolled out a global payroll, salary planning app, and employee hyper care service portal. These were touchpoints across stakeholders and multiple systems and proved to be a game changer for HR service delivery and user satisfaction.

Continue reading this point of view to learn more about common business functions that can be automated as organizations move further along the service management continuum.



Transforming along the service management continuum

Human Resource Service Delivery – The last 3-5 years have seen tremendous adoption of integrated HRSD solutions. 30% of all mid and large organizations are expected to adopt an HRSD solution by 2022. An effective HR Solution improves employee satisfaction and reduces administrative cost by ~30% - 40%. Automating user onboarding and off-boarding can track the joining process of new hires, IT, training, facilities, security, etc. and simplify exit processes too. It can empower employees by providing them with self-service capabilities and deliver a consistent end-user experience. Automation can also benefit HR case management by enabling easy assigning, managing, and tracking of HR records. An HRSD solution can ensure a personalized and highly available employee experience. For instance, in a medical emergency, an employee can call or SMS a number 24/7 and quickly get information such as their insurance number, name of the insurer, amount they are insured for, names of the hospitals they can access, etc. A chatbot can respond to further queries and policy documents can be mailed to the employee for swift decision-making.

Customer Service Management (CSM) – Digitalization includes ensuring external customers have an excellent service experience. To ensure this, organizations can extend their service management platform and provide a user-friendly, intuitive portal, for users to search and act on information themselves rather than queue up to talk to customer representatives. A solution along these lines has enabled several organizations to reduce calls to customer representatives. An Australian telecom giant built a guided assurance portal to improve customer service as part of its digital strategy. An intuitive, user-friendly portal was designed and integrated with 13+ systems. The solution provided agents with customer information on a single screen and enabled them to handle a call more efficiently, increase first call resolution rates by ~25%

and average handling time by ~20%. The CSM system was also integrated into field services and an appointment booking solution to manage end-to-end customer service delivery. Not surprisingly, annual costs to serve customers per episode reduced by over 60%.

IT Business Management – Digitalization is leading organizations to invest in capabilities that improve maturity of their business management processes in areas such as project portfolio management (PPM), application portfolio management (APM), service portfolio management, and financial management. Automation is introducing cost transparency and management of business spend. Organizations are adopting enterprise-wide PPM to manage end-to-end portfolio and project management lifecycle from idea generation to converting them to demand and then creating projects based on approval workflows. This is enabling organization to better manage and track projects, introduce standardization, visibility, and control on resources. Mapping projects to respective portfolios provide enterprise-wide visibility and control over organizational changes. Another area that is rationalizing applications and optimizing costs is APM. A global agri-business company used different tools for managing demands, projects, resource, tracking time, etc., this prevented them from accessing a single view of the demand pipeline, real-time project status, and enterprise-wide visibility on projects and portfolios. By implementing a single integrated platform for PPM on ServiceNow platform, they were able to adopt a single solution across the organization. This allowed cross-team collaboration, provided visibility into resource availability, improved planning and reporting, and enabled value-driven decision-making.

IT Operations Management (ITOM) – Allows enterprises to monitor and maintain the health of IT infrastructure and eliminate downtime. Key aspects of ITOM are event

management and monitoring solutions, application performance monitoring, discovery and service visualization, and automation. To ensure enterprises have a strong grip on their ITOM, organizations can access a comprehensive solution from discovery, event management, operational intelligence, orchestration, service mapping, to cloud management. Users optimize service operations through a cloud-based platform and machine learning to pinpoint disruptions and causes. A US-based automotive parts manufacturing major used orchestration to automate application and workstation deployments for end-user computing delivering 30% reduction in manual effort and close to 100% tracking and accuracy of orchestration workflows.

Industry Business Process Automation – With rapid digitalization, it is inevitable that organizations synergize business processes and optimize productivity with automation. For industries such as retail, pharma, manufacturing, insurance, financial services, hospitality, and others, it makes strong business sense to build business intelligent apps that help employees be more productive and enable organizations to have better management, transparency, and control over functions. For instance, a large automotive manufacturing company built a single platform as an enterprise software library to ensure standard software across corporate offices and remote plants. The application provided real-time visibility of the licensed unused software with easy deployment. This met software compliance and significantly reduced cost. A large retail company enjoyed similar cost benefits when they automated their new retail store setup up and management process using ServiceNow at the front end and then automated it to other systems like inventory management etc. at the backend.

ML, AI, Chatbots, and AR are making their way into ITSM beyond IT

To offer increasingly better service management experience in IT to an expanded set of functions, organizations are turning to ML, AI, chatbots, and augmented reality. These technologies are automating functions and ensuring 24/7 service availability besides insights to management. AI is not only making its way into ITSM, but IT operations management, CSM, and security operations management, too. AI is doing this by facilitating auto-categorization for quick resolution of issues and increasing self-service portal adoption for reduced tickets. Here, virtual agents powered by AI enable connected chat, identify vulnerabilities through predictive analytics, assist monitoring teams with improved visibility into processes, and co-relate events to reduce noise. McDonald's, the global fast-food company is one example of how a combination of AI and NLP drove customized service experience. Virtual agents, automated routing, smart recommendations, and predictive analytics reduced call volumes, mean time to resolve tickets, and reduced support costs.

Deploying ServiceNow offerings to handle service management issues beyond IT

Enterprises are able to uncover deeper value from their service management effort by adopting a three-pronged approach, namely, plug and play apps that ensure the system is up and running quickly, engage in deeper automation through AI, and leverage a one-stop solution for IT and beyond. A good service management vendor offers an end-to-end solution from requirement gathering to deployment planning and rollout. They have accelerators to hasten deployment and have the experience and the expertise to manage deployments of every size. Having built our service management solution, Enterprise Service Management (ESM) Café for IT and beyond on the ServiceNow platform, Infosys has these capabilities and more. We also have 40+ plug and play apps for enhanced convenience which can help to reduce the implementation timelines by 40-50%.

Conclusion

The benefits of taking service management beyond IT can hardly be overstated. It enables organizations to deliver personalized services, eliminate redundant tools and technologies, and offer both external and internal users a unified experience. In a scenario where competition is stiff and margins are under pressure, service management beyond IT offers an opportunity for significant cost benefits as well. And as most organizations begin their journey of digital transformation, here is a way to accelerate the process, even while offering new capabilities.



About the authors



Gaurav Dutt Uniyal

Industry Principal, North America Practice Lead, ITSM and ServiceNow, Infosys

Gaurav has been part of the IT infrastructure industry for over 15 years, and has spent over seven of these leading large scale ServiceNow transformation programs for global organizations. Author of over ten industry publications, his area of expertise includes global ServiceNow deployments, ITOM, AI for ServiceNow, and implementing ServiceNow for non-IT functions.



Himani Tewari

Principal Consultant-Service Management and Product Manager- Infosys ServiceNow, Infosys

Himani Tewari has over 15 years of experience in the area of Service Management. She has lead multiple large scale transformation program across different ITSM platforms including ServiceNow, BMC and HP. She is the Product Manager for Enterprise Service Management (ESM) Café, Infosys, a Service Now accelerator, which focuses on IT, Beyond IT process and new trends like AI, automation, and industry process automations,

For more information, contact askus@infosys.com



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