knowledge16

Experience the Service Revolution



Password Reset for Non IT-Savvy People

GABRIEL GARCÍA MONDRAGÓN
END USER EXPERIENCE TEAM LEAD
Grupo Bimbo

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servicenow

Agenda

Grupo BIMBO

The Challenge

Grupo BIMBO’s Password Reset Calls Flood

A Shiny New World (how we solved it)

Driving Adoption

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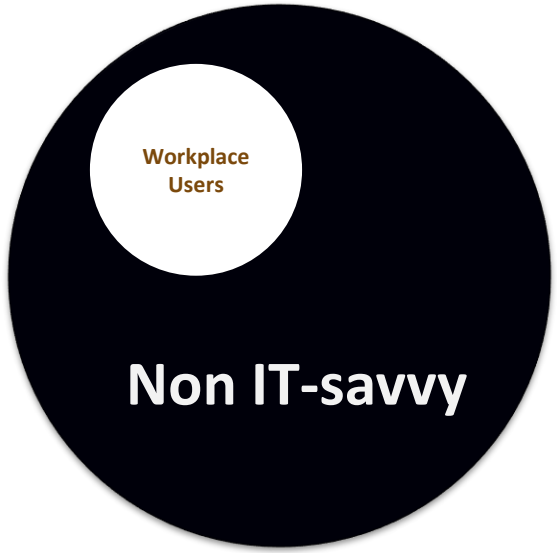
- Today is the most important Baking Company in the world
- Presence in 22 countries
- More than 130,000 associates
- More than 100 brands



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The Challenge

- 130,00 associates, 22 different countries
- Only 20 % of the associates are workplace users:
  - They use a computer and have an Active Directory and ServiceNow account
- 80 % of the community is non IT-savvy people:
  - They do not need a computer or email account to perform their core activities (manufacturing, field sales)



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Grupo BIMBO's Password Reset Calls Flood

- Early 2014 was a disaster
  - Password Policies changed for the HR system
  - The HR system is used by the whole company, including the 80 % of non IT-savvy
- More than 10,000 calls a month
- Our Service Desk was not able to handle such number of calls

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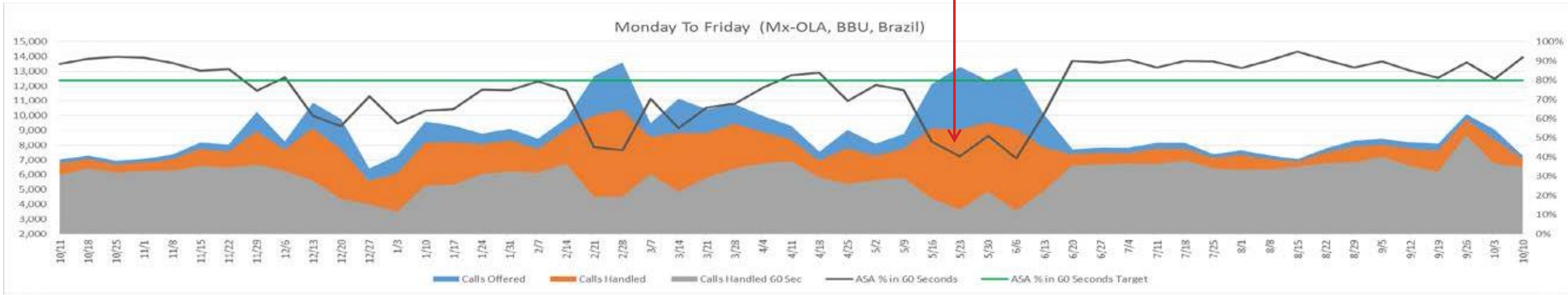
Grupo BIMBO's Password Reset Calls Flood

- Thousands of frustrated users across the board
- Our Service Desk could not support other types of issues or requests (more important than a password reset)
- Very high abandon rate, impacting the user experience

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Grupo BIMBO's Password Reset Calls Flood

Average Speed to Answer not reaching the SLA target



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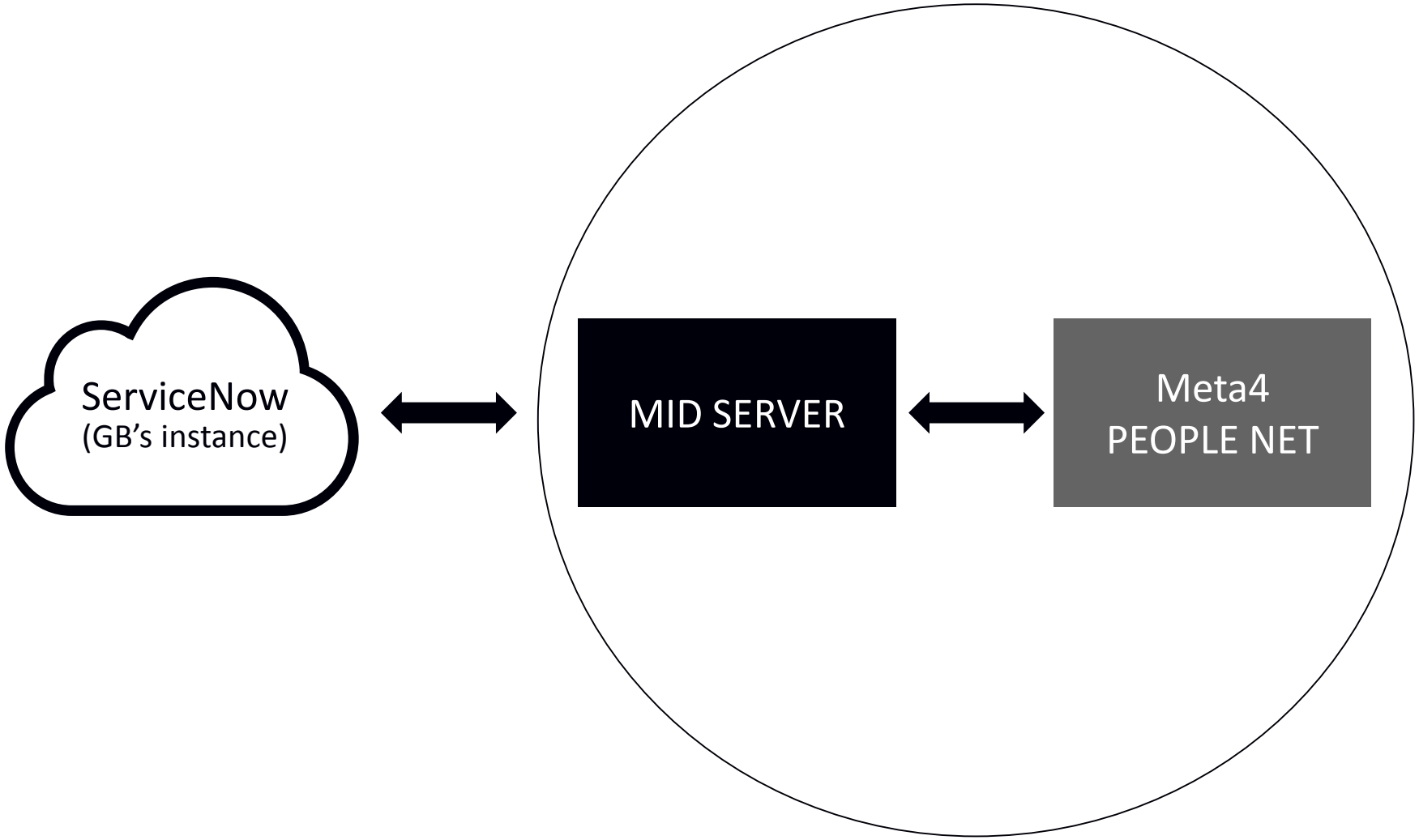
A Shiny New World (How We Solved It)

- We leveraged our Service Desk's ticketing tool migration to ServiceNow
- It became one of the migration to ServiceNow drivers
- We used ServiceNow's integration capabilities
  - MID Server
  - SOAP – Web Services
  - No enrollment process
- ServiceNow – Meta4/PeopleNet



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A Shiny New World (How We Solved It)

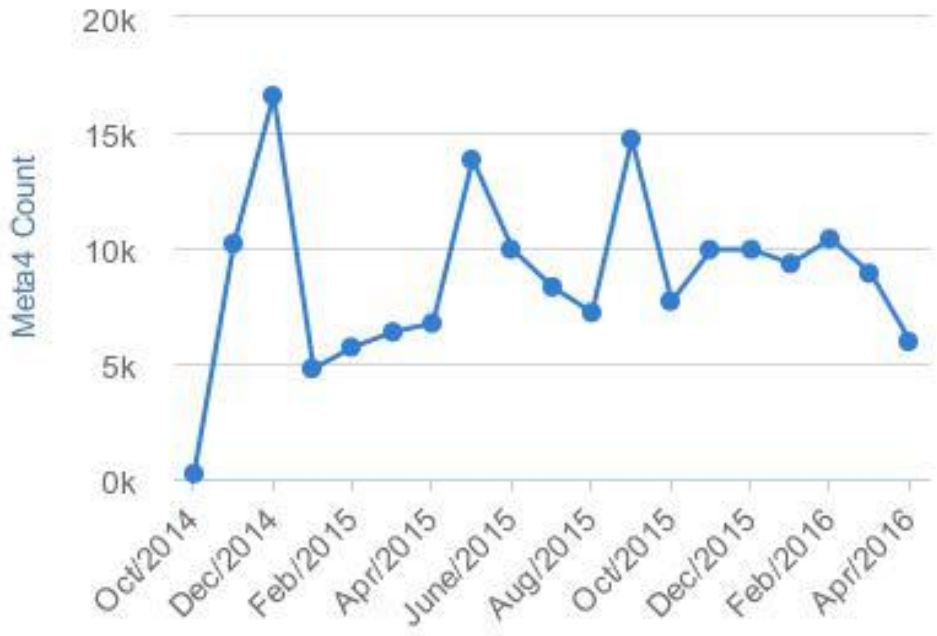


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A Shiny New World (How We Solved It)

RESULTS:

- Total (since Oct 2014): +166,000 transactions
- On average, we cut down 9,000 password reset calls



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A Shiny New World (How We Solved It)

RESULTS:



User Satisfaction



Self service Use



First Call Resolution %

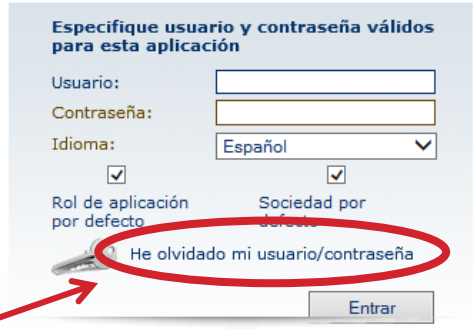


Call Volume (Password Reset)

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Driving Adoption - Simple, the Right Simple

- Make it a Calm Technology:
  - Less attention from the users
  - Simple and easy to use
- Communicate Effectively
- Implement creative mechanisms
- Find the right balance between security and experience



PORTAL PARA EL PERSONAL
GRUPO BIMBO

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Top Takeaways

1. Get to Know your User Mix
2. Integrate using reliable mechanisms (Web Services)
3. Make it Simple, the right Simple

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Take the Survey

Please take a moment to complete a session survey in the Knowledge16 app.

Thank You

Gabriel García Mondragón

End User Experience Team Lead

Grupo Bimbo

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