knowledge17

WORK at LIGHTSPEED™

Operations Ticketing: Unifying Cross Divisional Service Delivery through Enterprise Service Management

DAN LACUREZEANU
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Swiss Re

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servicenow

Speaker Introduction



NAME: Dan Lacurezeanu

TITLE: Senior IT Product Manager, Assistant Vice President

FUNCTION: IT Product and Project Management

COMPANY: Swiss Reinsurance

EXPERIENCE: 2 years in as a Senior IT Product Manager in Swiss Re, 11+ years of experience in the IT industry leading delivery teams and key projects, Experience in Entrepreneurship

EXPERTISE: MBA, PMP, Agile, DevOps, Process Improvement

ACHIEVEMENTS: Operations Ticketing (concept and delivery), ServiceNow Operations (process design and optimization), Solution Design and Delivery

CURRENT PROJECTS: Customer Service Management portal, Operations Ticketing Phase 2, Cognitive ContactOne

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Speaker Introduction



NAME: Roland Stixenberger

TITLE: Head of Service Operational Processes, Director

FUNCTION: Process Owner for Incident, Problem, Knowledge Management

COMPANY: Swiss Reinsurance

EXPERIENCE: 30 years experience in IT in various roles

EXPERTISE: Solution and Process design, Process Governance

ACHIEVEMENTS: Setup and Operation of global Major Incident Management, Introduction of SNOW based Customer Communication solution, Process Design for ContactOne, Business Lead Operations Ticketing

CURRENT PROJECTS: Cognitive ContactOne, Knowledge Base redesign, Ticketing redesign and alignment, Process awareness building

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Session Overview



Objectives

- Context, Challenges and Objectives
- The Solution, including Demo
- Next steps
- Top takeaways
- Q&A



What You Will Learn

- Potential pitfalls companies may encounter when embarking on the ESM journey
- How to blend process, platform and organizational aspects to deliver a transformational outcome

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Context, Challenges and Objectives

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Swiss Reinsurance at a Glance – Leading Global Reinsurer

- Founded: 1863
- Headquarters: Zurich, Switzerland
- Industry: Reinsurance, Commercial Insurance
- Revenue (2016): $43.78 billion
- Net Income (2016): $3.6 billion
- Number of employees (2016): 14,200
- Number of countries (2016): 25
- Number of locations (2016): 77



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Our ServiceNow Journey: 8 Years of Successful Collaboration

Simplify and Improve Customer Experience for Services Requested from Operations

2009	2010	2011	2012	2013	2014	2015	2016
• Proof of concept • Incident & Problem Mgmt	• Service catalogue • Software catalogue • Access Mgmt	• Change, Release & Deployment • Knowledge Base • Software quality assurance	• Configuration Mgmt • Application Portfolio Mgmt	• Enhanced Access Mgmt • Recertification • IT Exceptions Mgmt	• Service Portfolio Mgmt • Employee on-boarding and off-boarding • Orchestration Mgmt	• **ContactOne** • HR Ticketing • Enterprise Comms	• **Operations Ticketing** • Service Commitments • Standard Changes

17 SM processes, 53 major releases, 35 applications, 5’700 distinct user sessions and 820’000 transactions per day, 40’000 catalogue items, 20’000 emails per day

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Step One: ContactOne

Customer pain points

- **What** services are offered by Operations?
- **How** to request them efficiently?
- **Who** is the right person to contact?
- **Where** to ask for support?
- **How** to raise complex requests delivered by more than one Service Delivery Unit?

ContactOne vision

WHAT

Make customers' lives easier by giving them quick and easy access to Operations services so that they don't have to figure out who to contact for a question or to place an order

HOW

Establish a single point of contact for Operations services, all available via

- an intuitive and personalized service portal that is also available on mobile devices
- **one global support number**, which is operated by a dedicated cross-divisional Service Desk

Inquiries raised since go-live	1.28M	Average daily volume	2.8k	Catalog items	40k	First contact resolution rate	71%

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Our Challenges After the ContactOne Go Live



Service Desk Overloaded



Divisional Collaboration



Fragmented Reporting



Mindset



Division Specifics

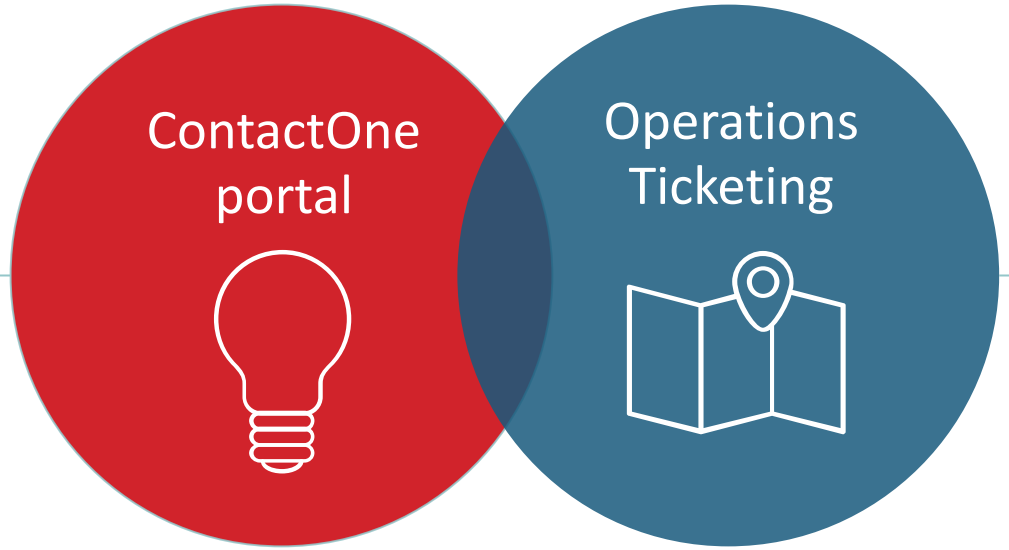


Reliability

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The Portal is Just One Piece

Customer experience



Delivery efficiency for partners

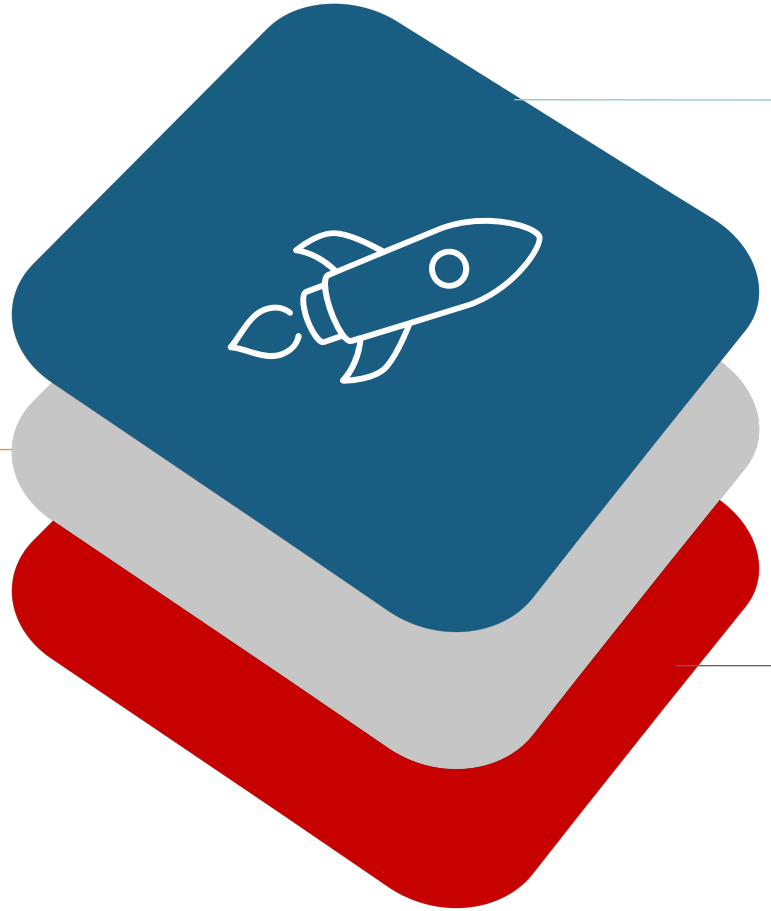
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High Level Objectives for Operations Ticketing

Onboard a new division in a matter of weeks

Improve Service Desk efficiency and align KPIs reports

Ensure a reliable and consistent end-to-end experience



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The Solution

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Two Options in Terms of Design with Pros and Cons

Manage everything through IT Ticketing

KEY POINTS

- High maintenance costs
- High security and stability risks
- Away from out of the box



Unify out of the box applications in a cross divisional Operations Ticketing concept

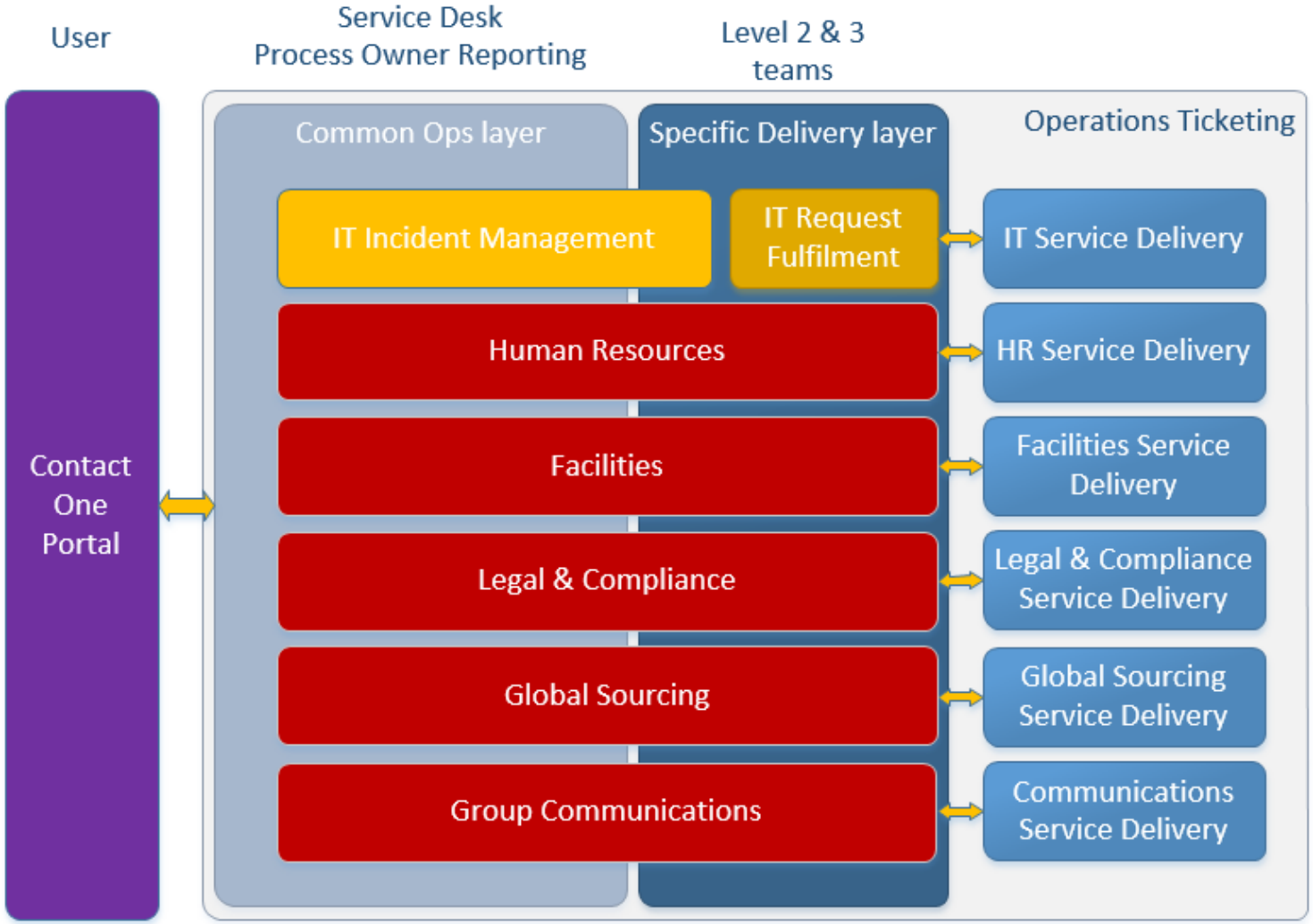
KEY POINTS

- Modular and scalable
- Separation of concerns
- Out of the box applications
- Commonality driven

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Operations Ticketing

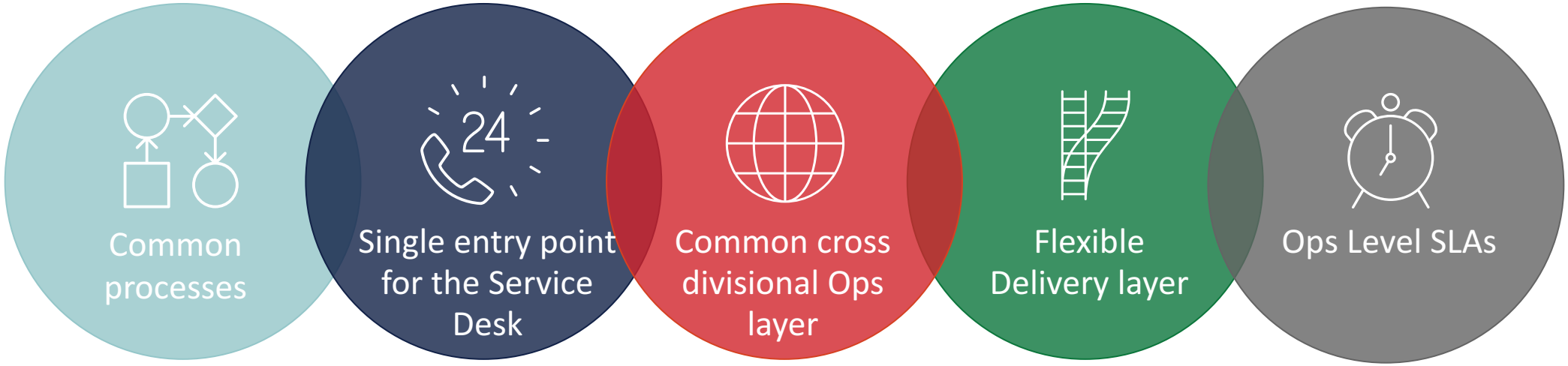
Unifying Cross Divisional Service Delivery through Enterprise Service Management



- What is an Operations Ticket?
- The design ensures minimal risks and impact for current Operations and Service Delivery teams
- Efficiency gains at the Service Desk because agents do not use 6 different modules

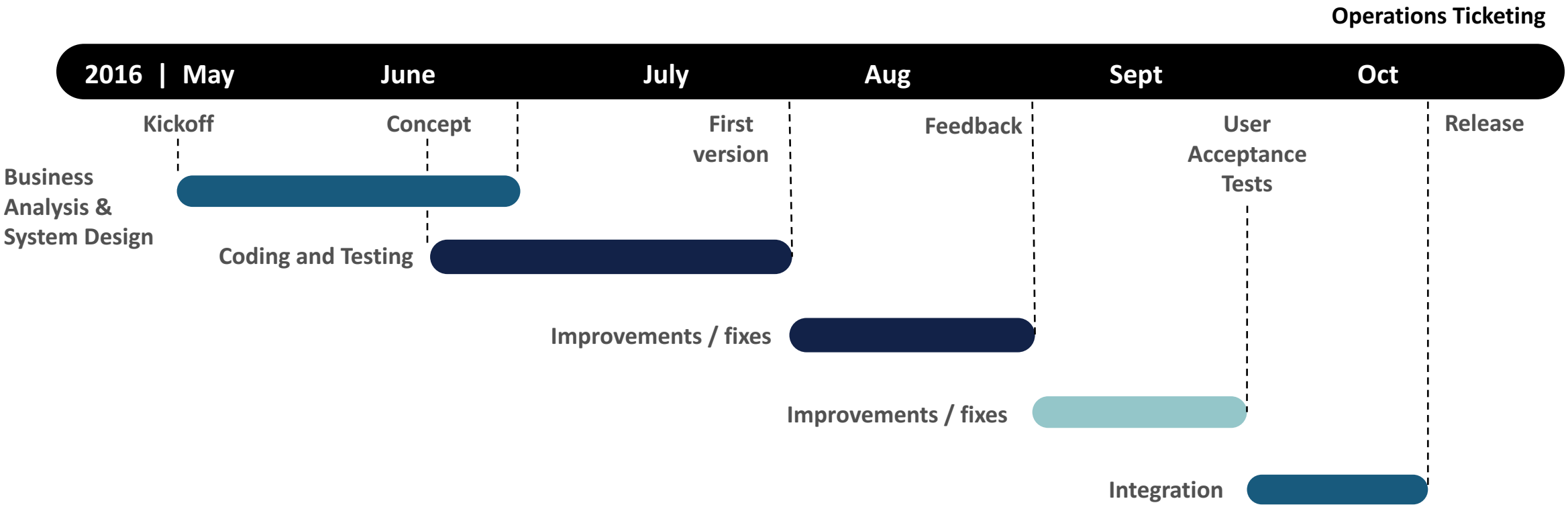
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The Solution – A Modular Approach



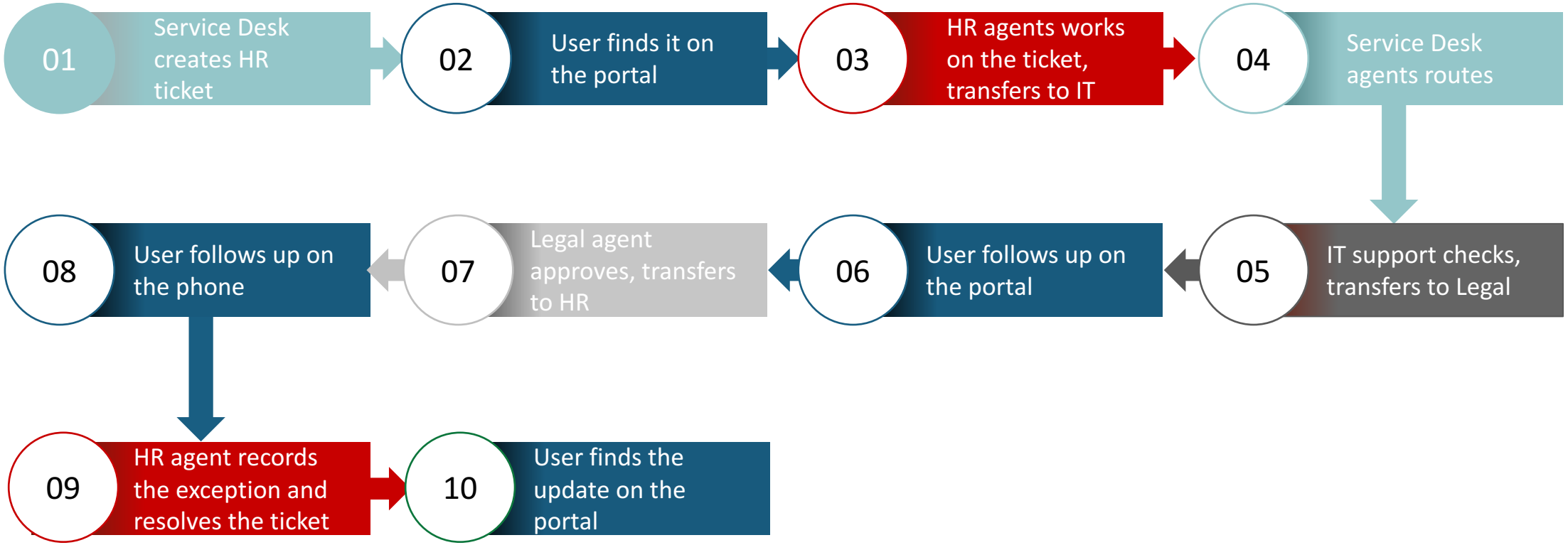
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Skip: High Level Timeline



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Solution Demo – Use Case 1



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SD

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AMXRAP

avigator

Self-Service

Operations Ticketing

- Create New Ticket
- User Look Up
- All Unassigned Contacts
- All Assigned Tickets
- Tickets assigned to me
- Tickets created by me
- All Transferred tickets

Incident

- Major incident Mangement Dashboard
- Create New Inquiry
- User Look Up
- New Inquiries
  - ITSD Emails and SSP Inquires (Open)
  - ContactOne Returned Inquiries
  - My Groups Inquiries (New)
  - My Groups Tasks (New)
- Ongoing Work

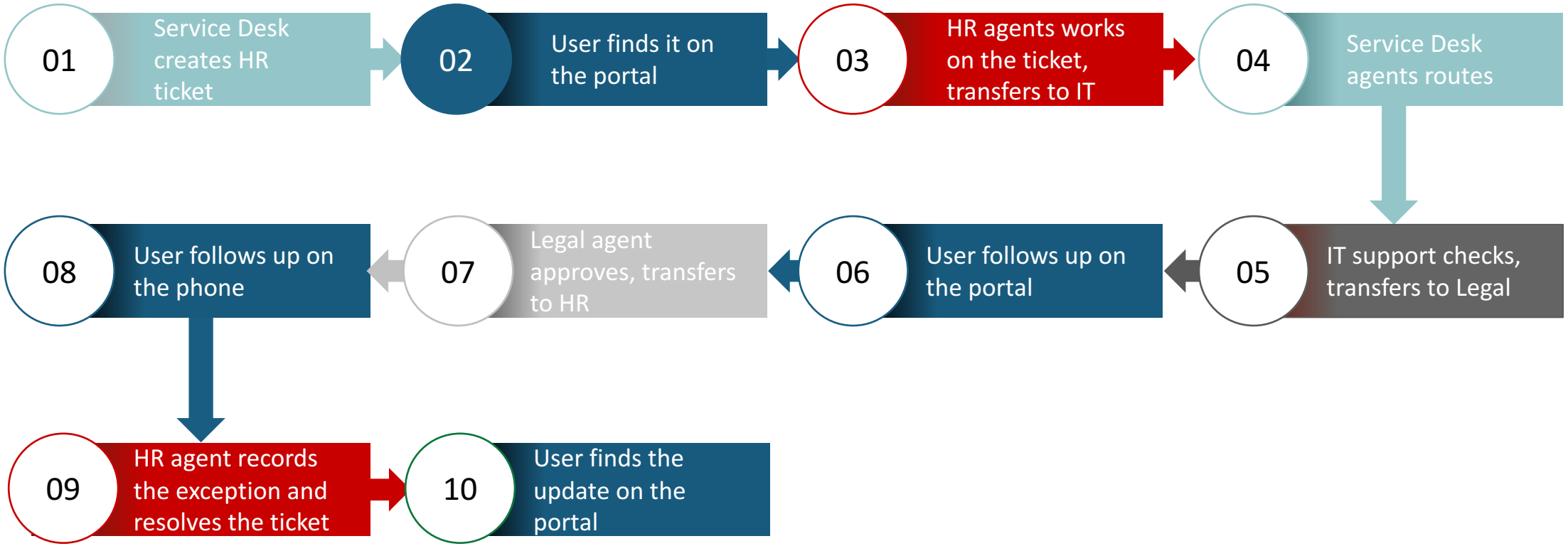
Operations Ticketing - OPS001511548

Create delivery ticket

* Opened for	S5QE7U	Operations ticket	OPS001511548
Name	Dan Lacurezeanu	Parent	
* Division	-- None --	Personal details	
* Service		Location	Zurich
Configuration item (CI)		Status	Open
* Assignment group		Watch list	
Assigned to		Stop notifications	
* Ticket type	-- None --		
* Channel	-- None --		
* Priority	-- None --		
Preferred way to be contacted			
* Short description			
* Customer communication	Only use this field to reply back to customer (triggers ContactOne notification)	Work notes	Use for documentation amongst support teams

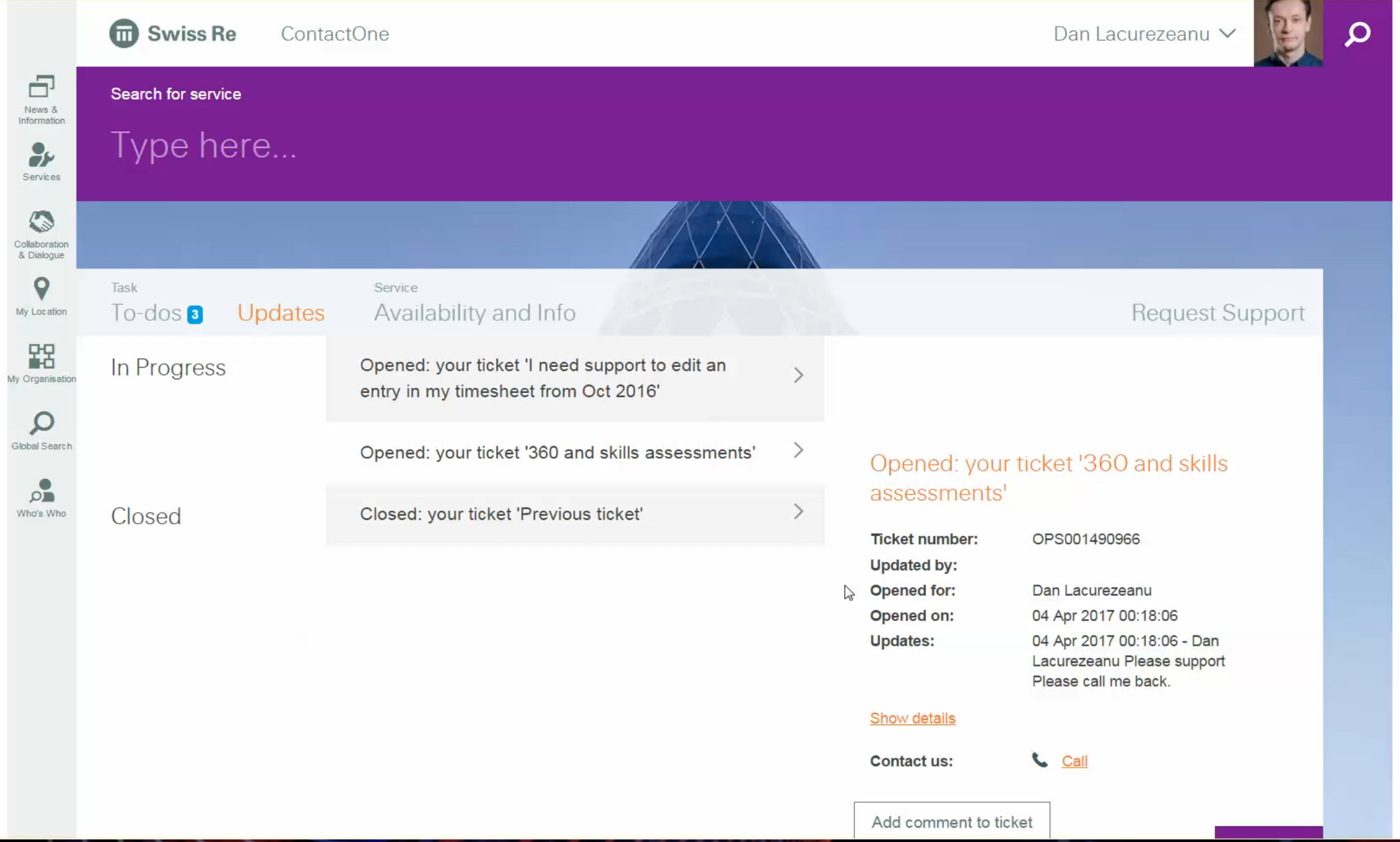
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Solution Demo – Use Case 1



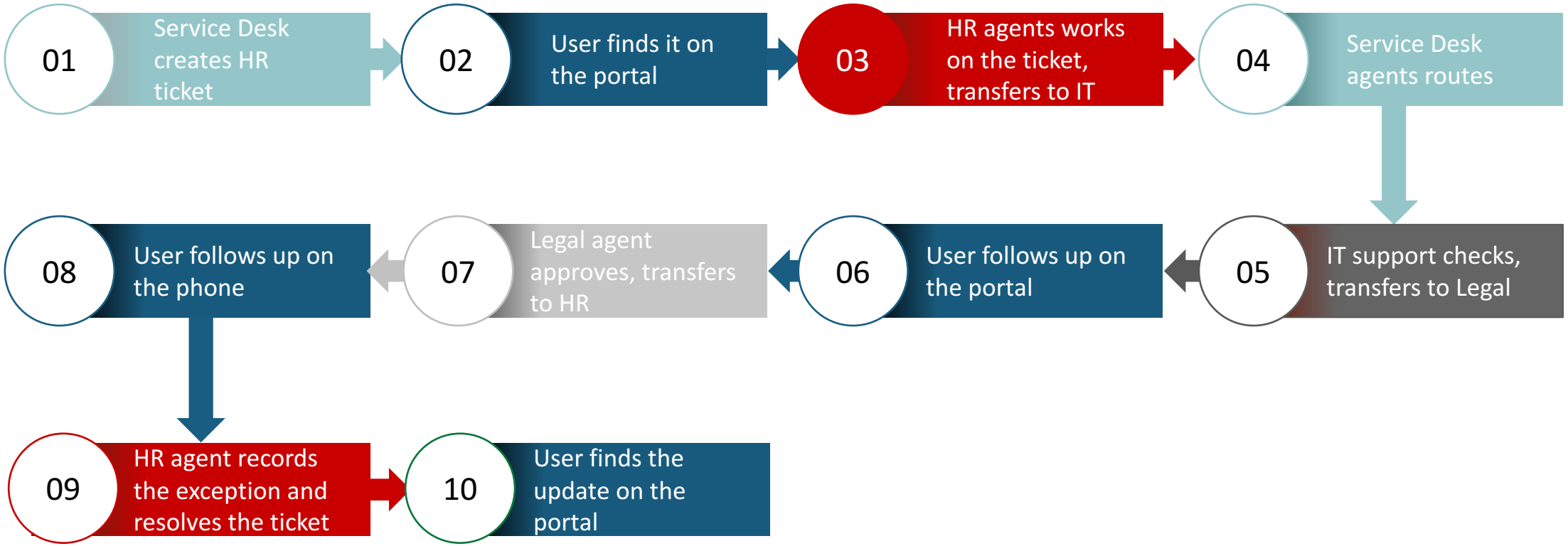
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User

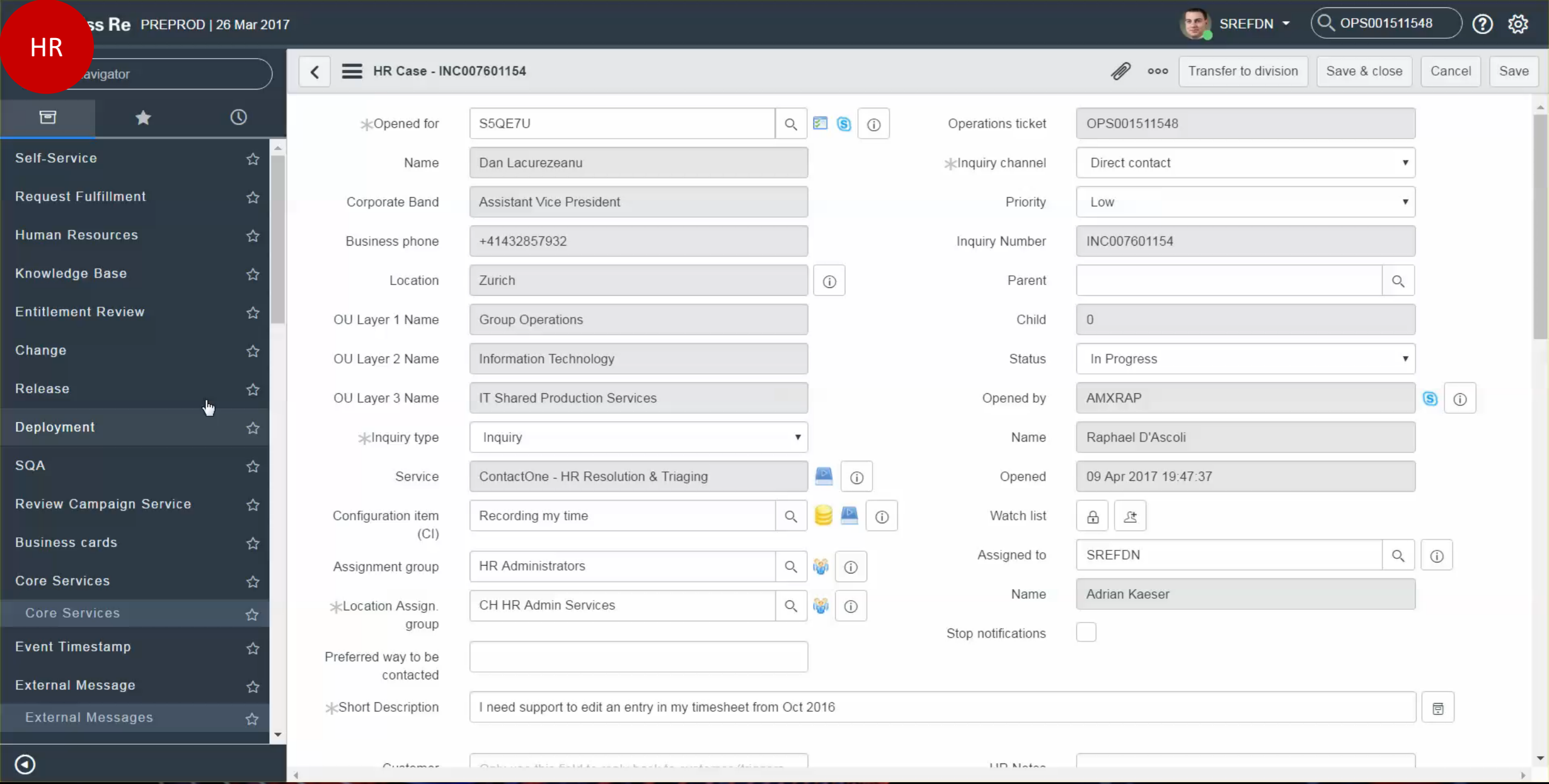


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Solution Demo – Use Case 1

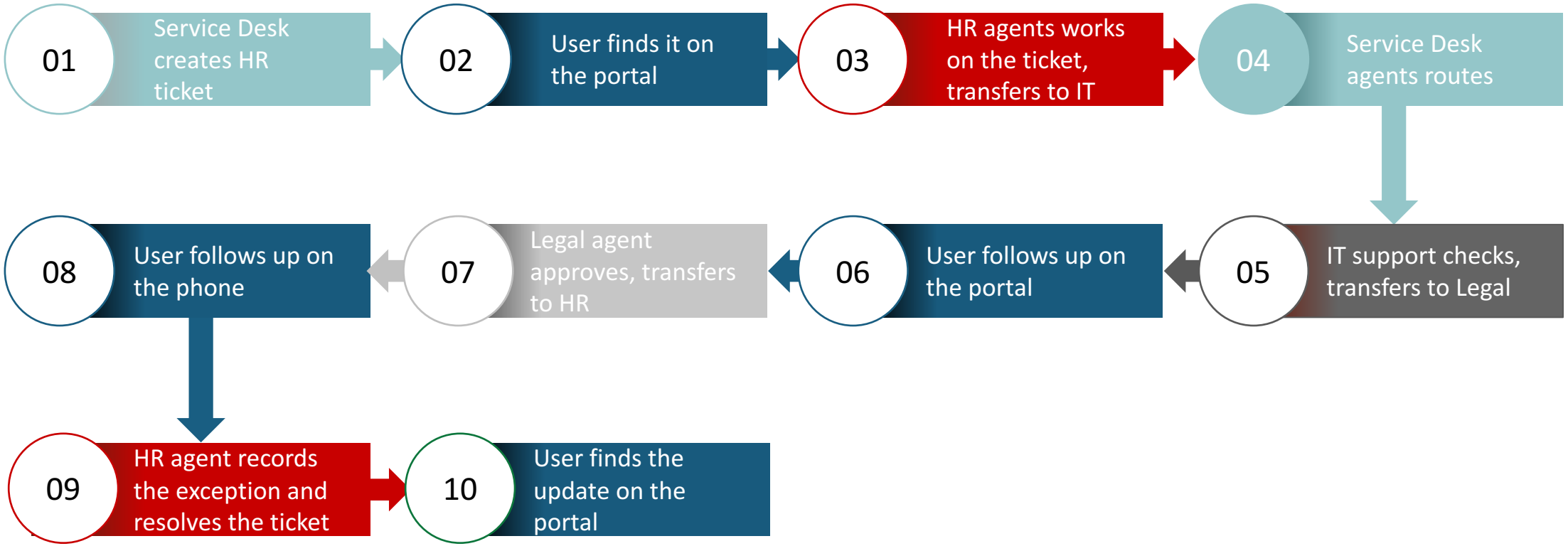


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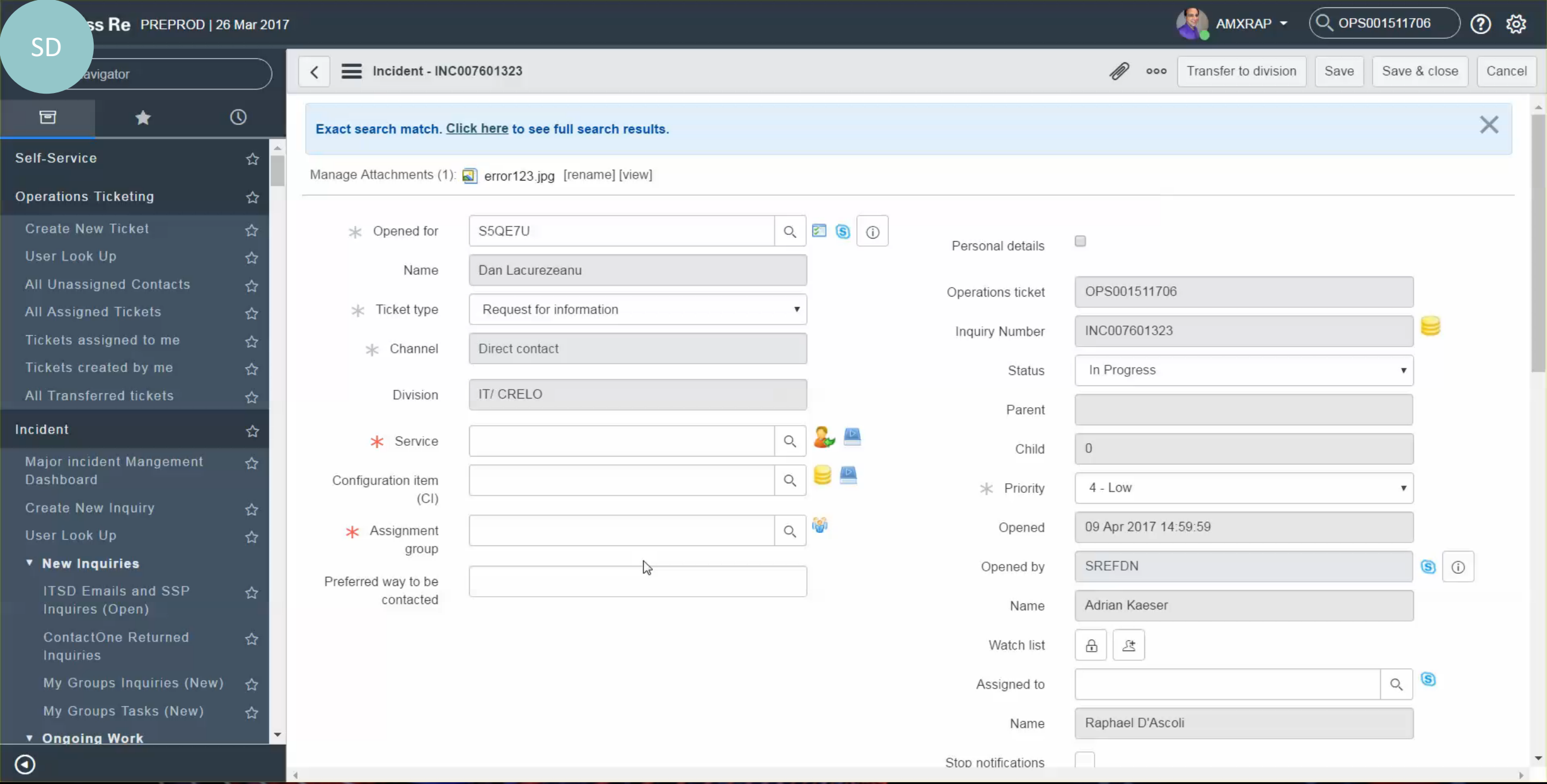


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Solution Demo – Use Case 1

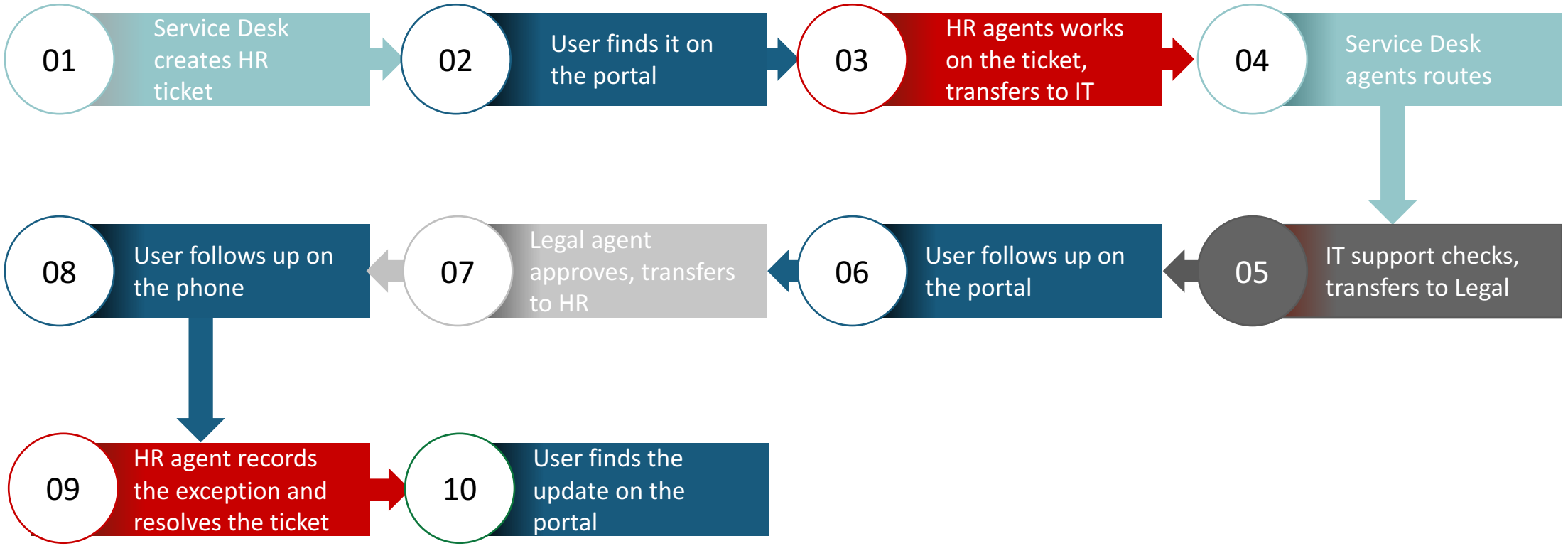


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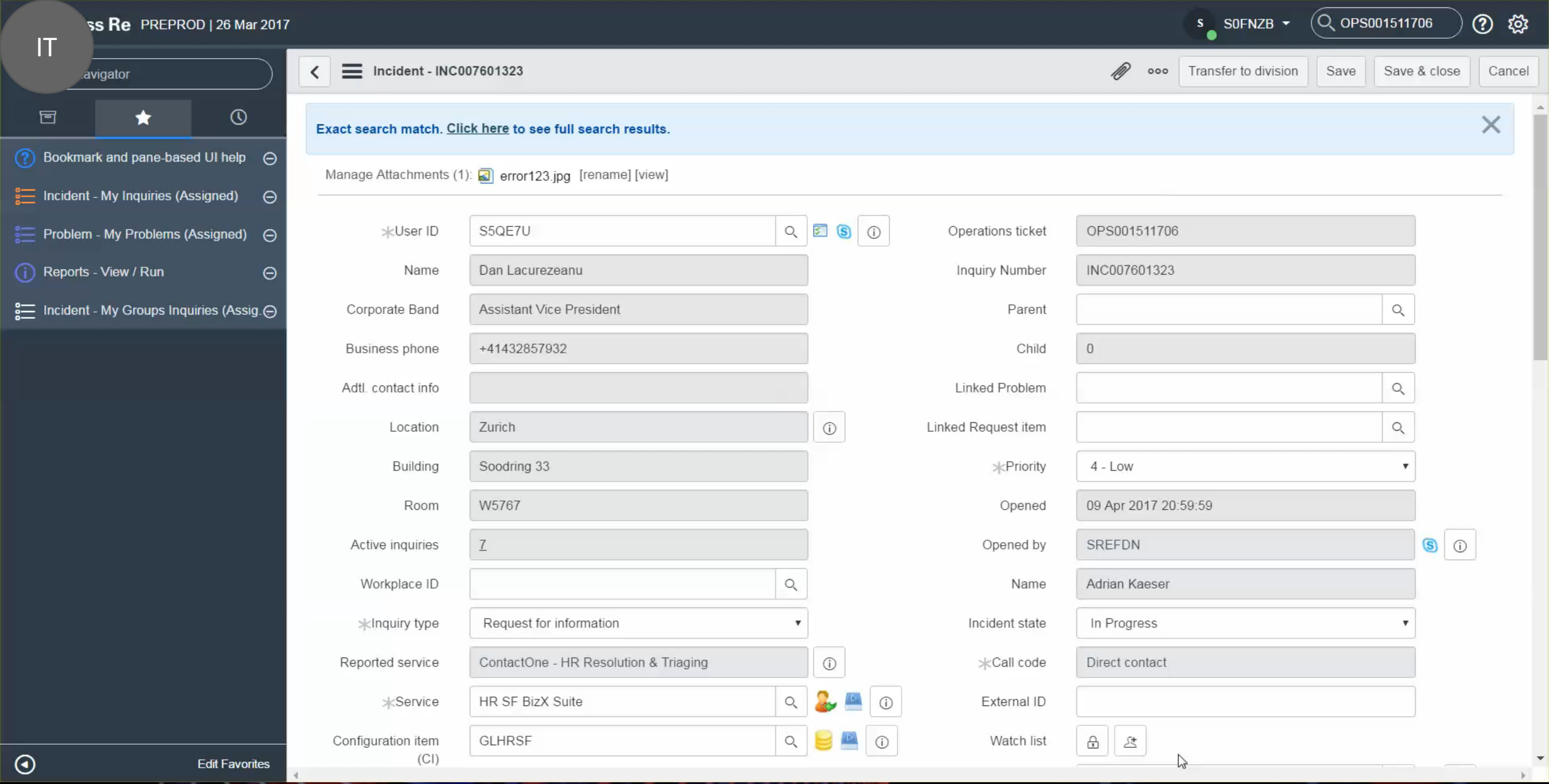


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Solution Demo – Use Case 1

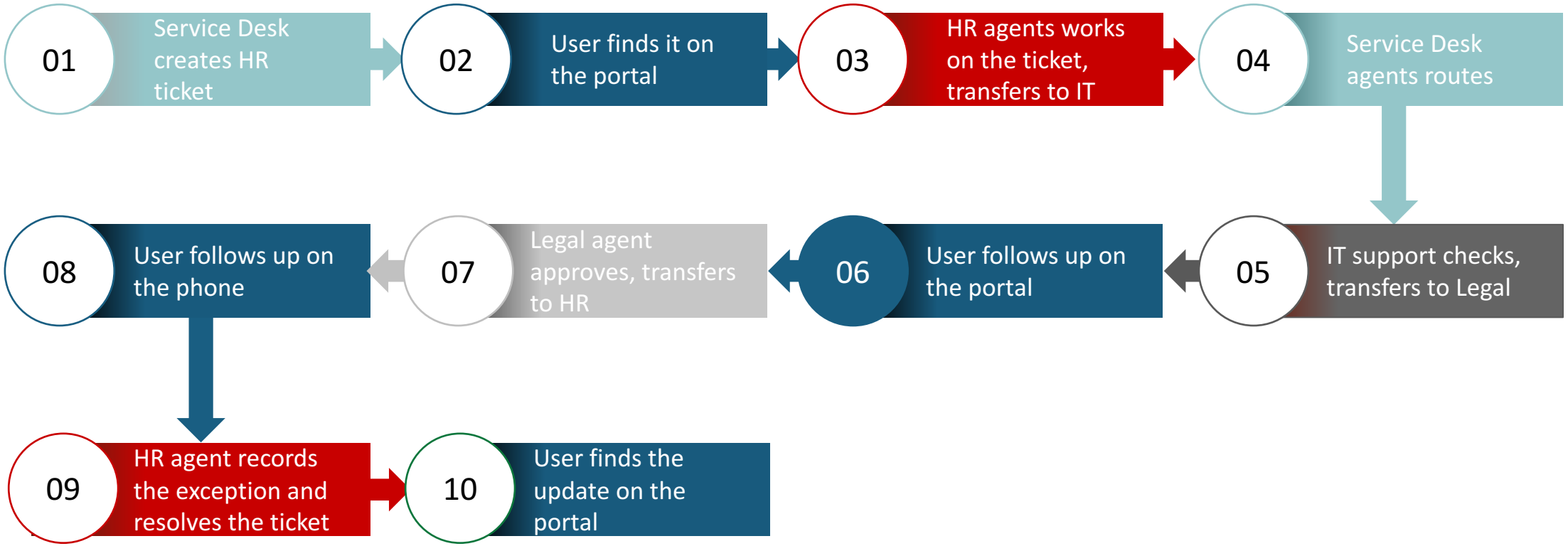


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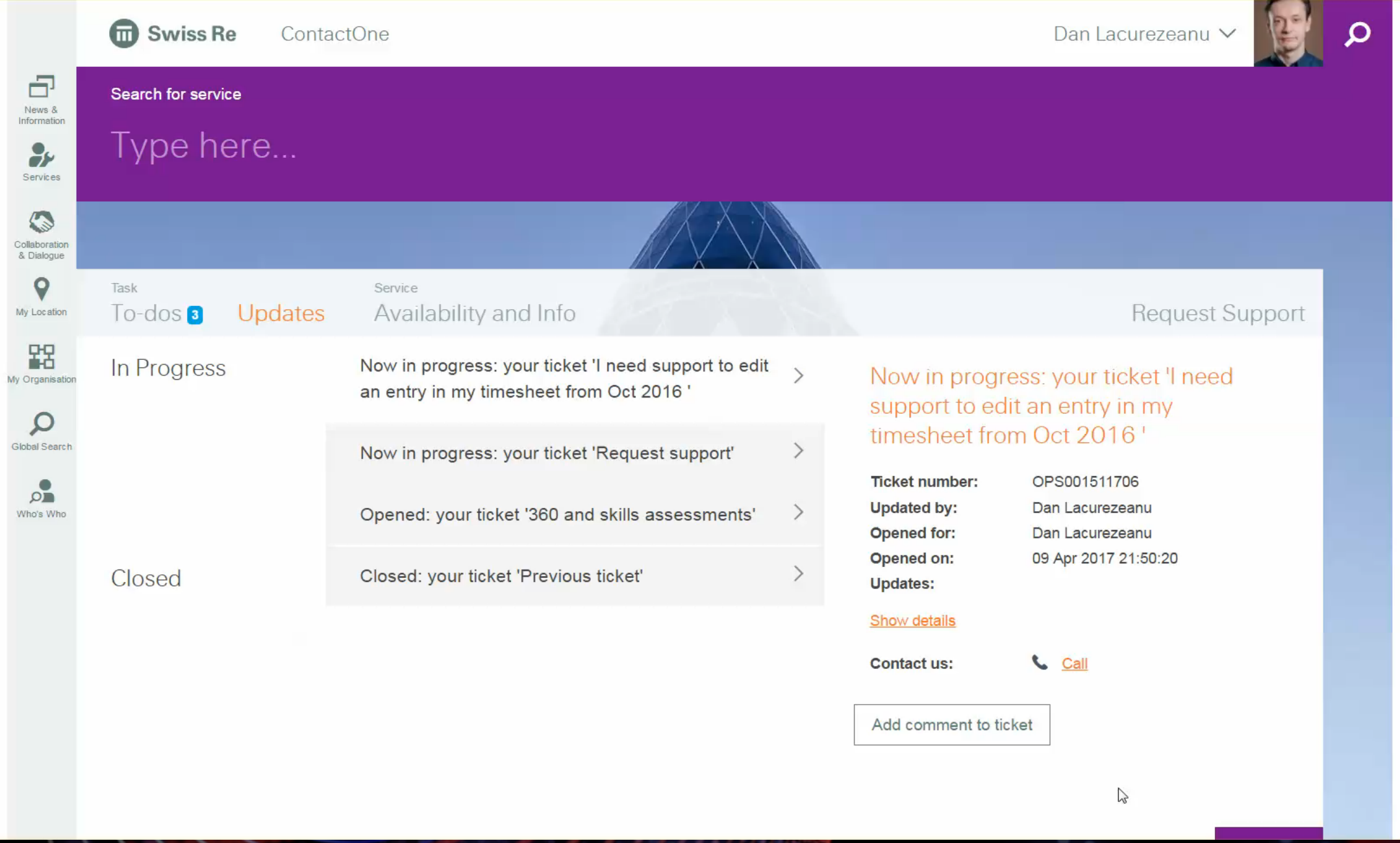
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Solution Demo – Use Case 1



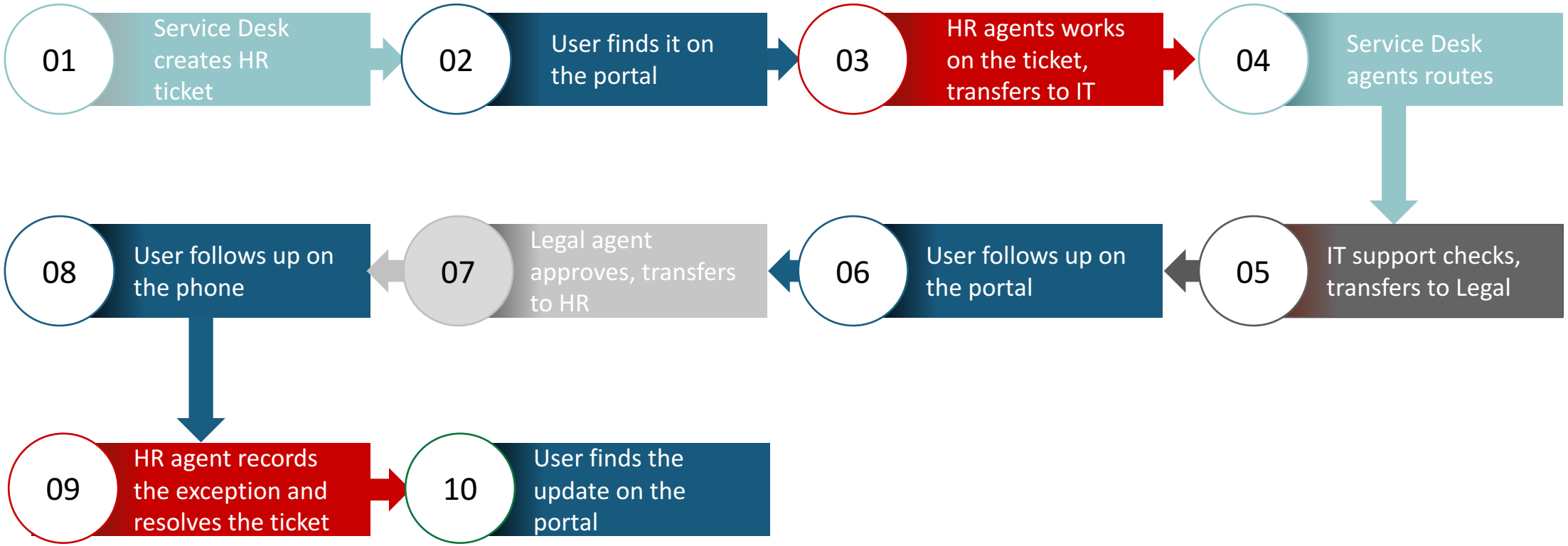
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Solution Demo – Use Case 1



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Legal

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S5HZT3

OPS001511706

Navigator

- Self-Service
- Incident
- Knowledge Base
- SQA
- Review Campaign Service
- Business cards
- Core Services
- Event Timestamp
- External Message
- My joiners/transfers/leavers
- Quality Type & Commitment
- Service Communication
- IT Exception
- Assignment Group Management
- Application Portfolio
- Software Portfolio

Legal and Compliance Inquiry - LGC000038644

Transfer to division | Save & close | Cancel | Save

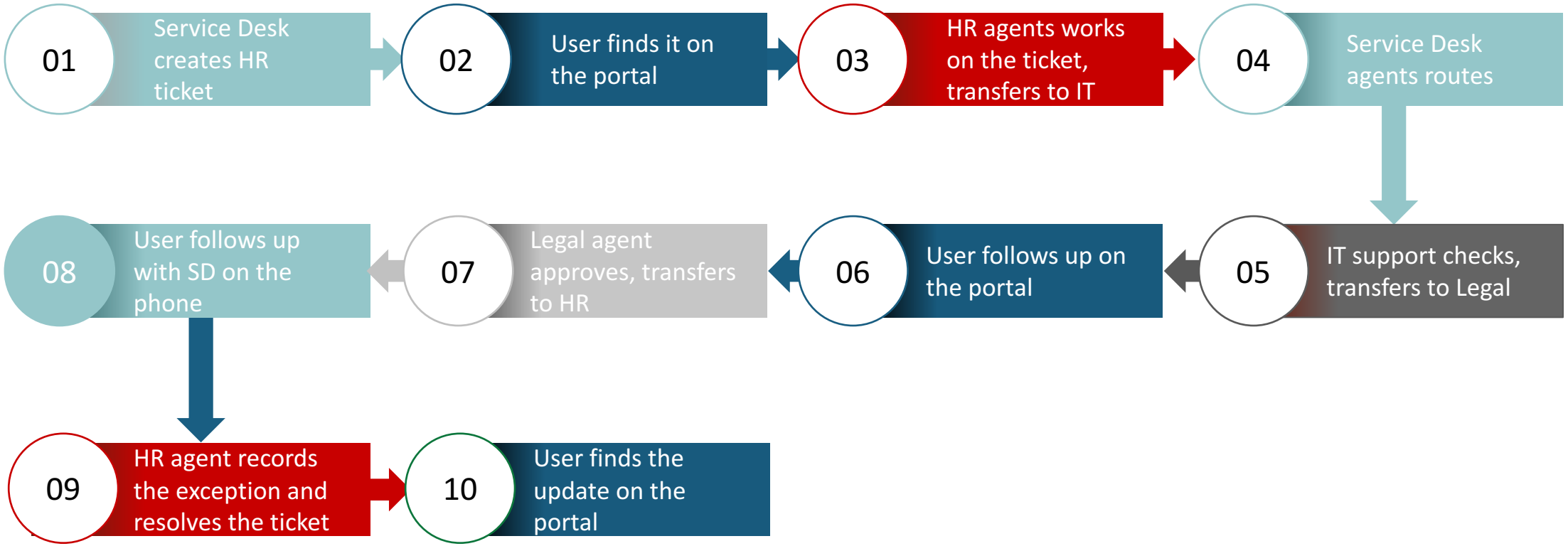
Exact search match. Click here to see full search results.

*Opened for	S5QE7U	Operations ticket	OPS001511706
Name	Dan Lacurezeanu	Inquiry Number	LGC000038644
Corporate Band	Assistant Vice President	Status	In Progress
Business phone	+41432857932	Priority	Low
Location	Zurich	Parent	
*Ticket type	Inquiry	Child	0
*Channel	Direct contact	Opened	09 Apr 2017 21:50:20
Service	ContactOne - Legal Resolution & Triaging	Opened by	S0FNZB
Configuration item (CI)	Signing legal documents	Name	Advaith Mohan
*Assignment group	Signing Legal Documents GENERAL	Watch list	
Preferred way to be contacted		Assigned to	S5HZT3
		Name	Maria Revezika
		Stop notifications	
		Legal entity name	

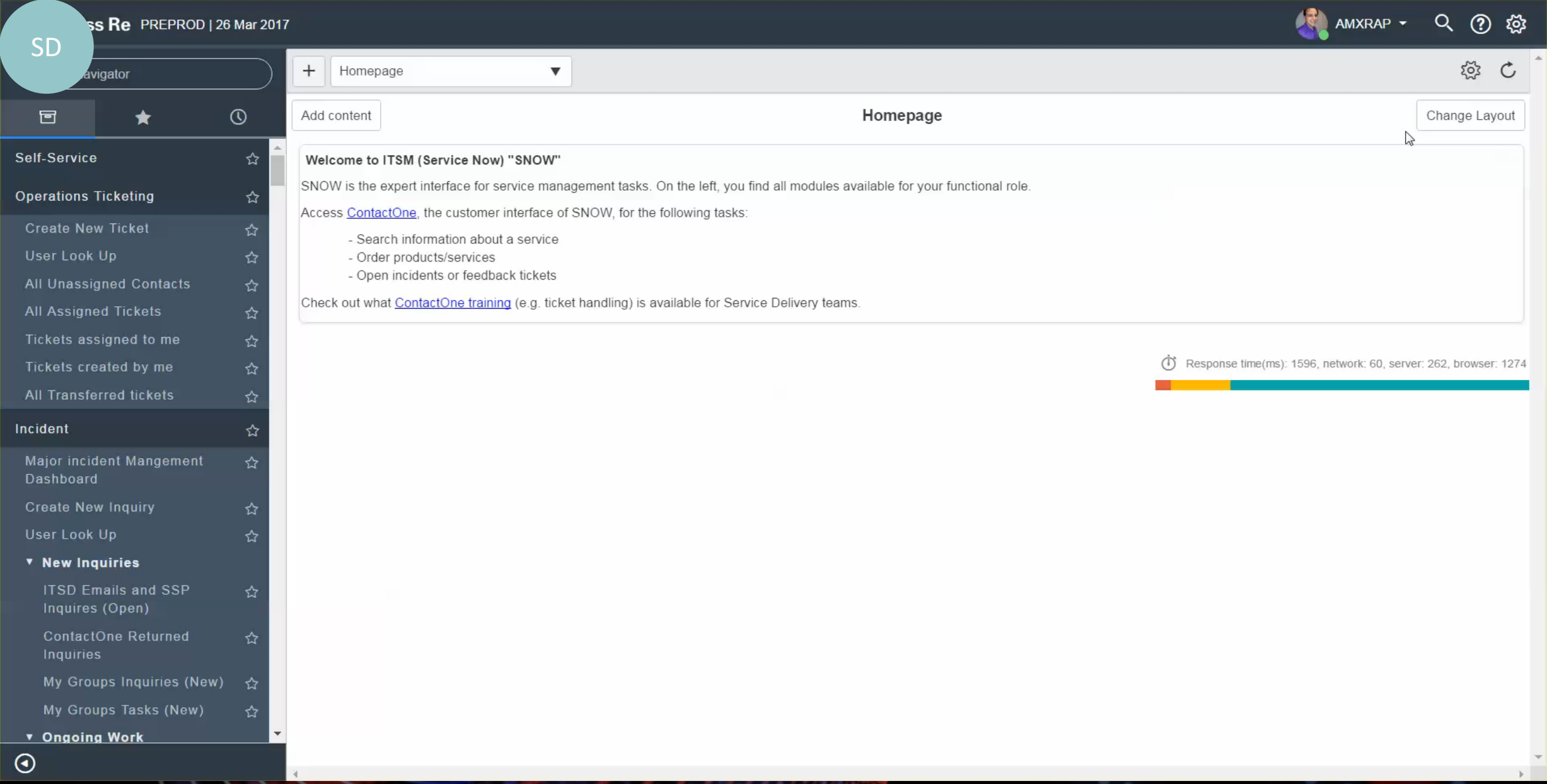
*Short description: I need support to edit an entry in my timesheet from Oct 2016

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Solution Demo – Use Case 1

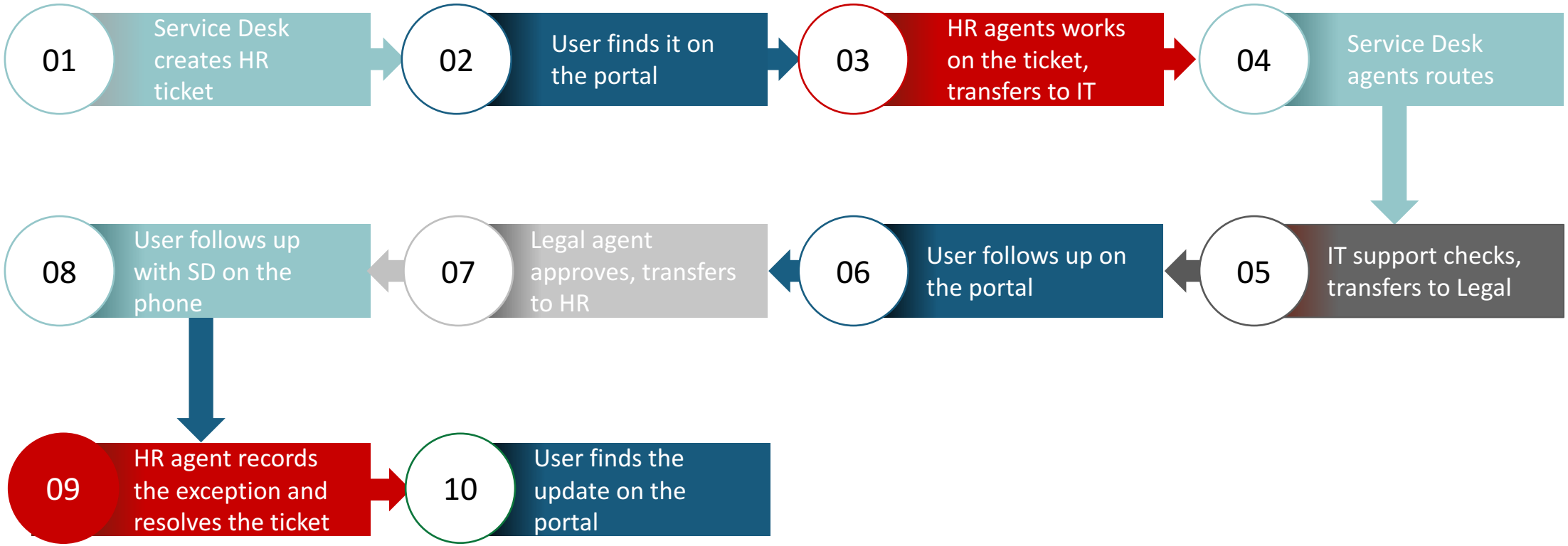


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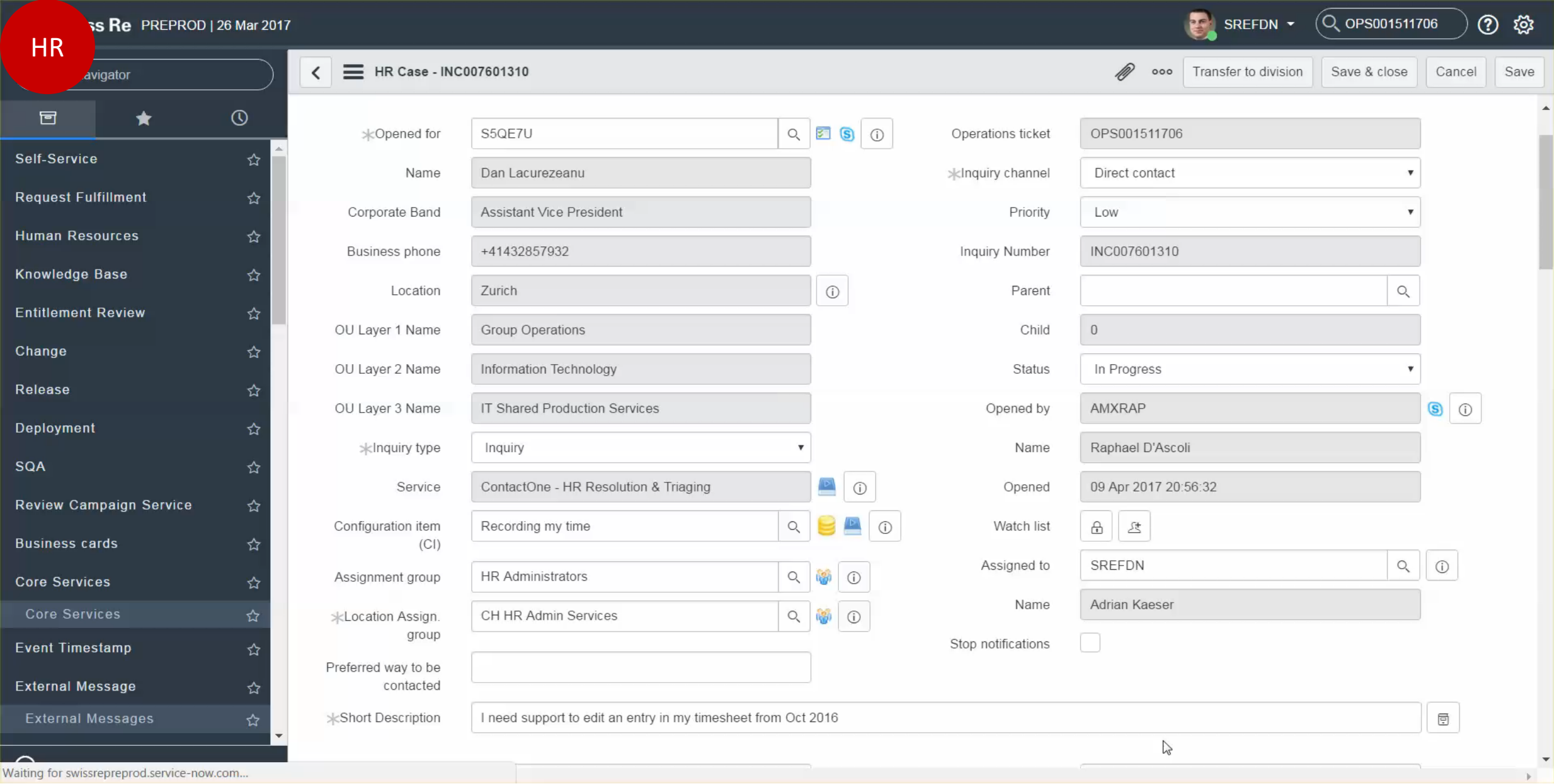


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Solution Demo – Use Case 1

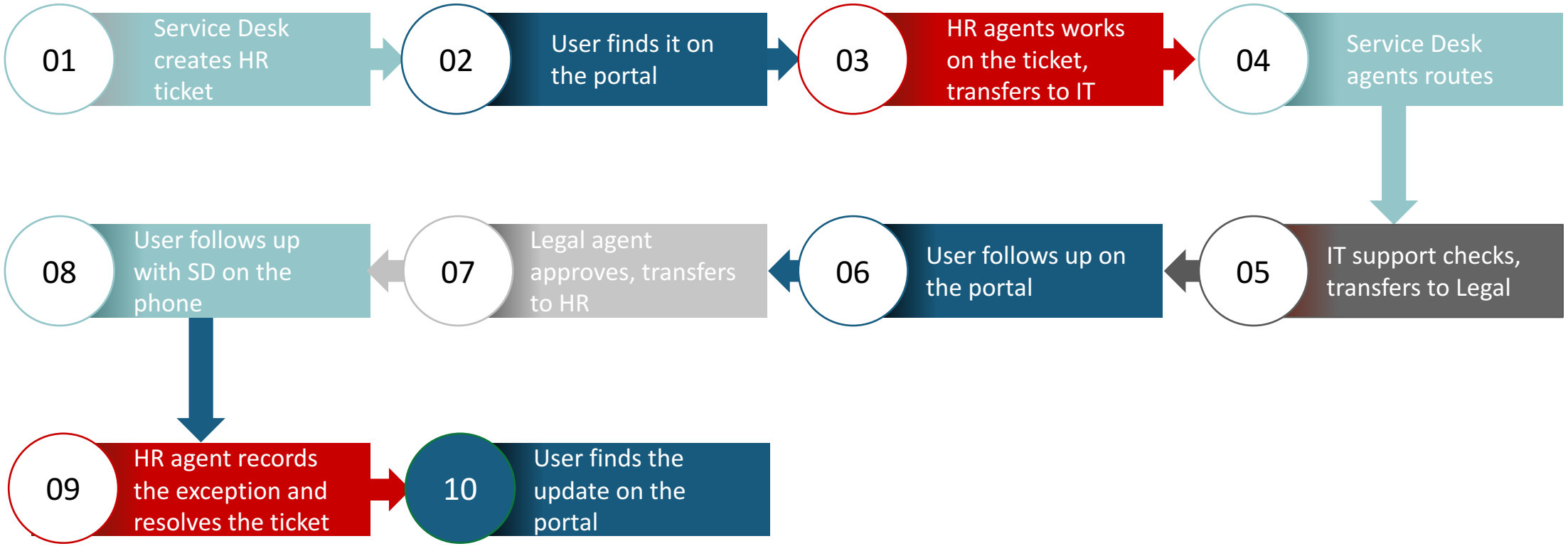


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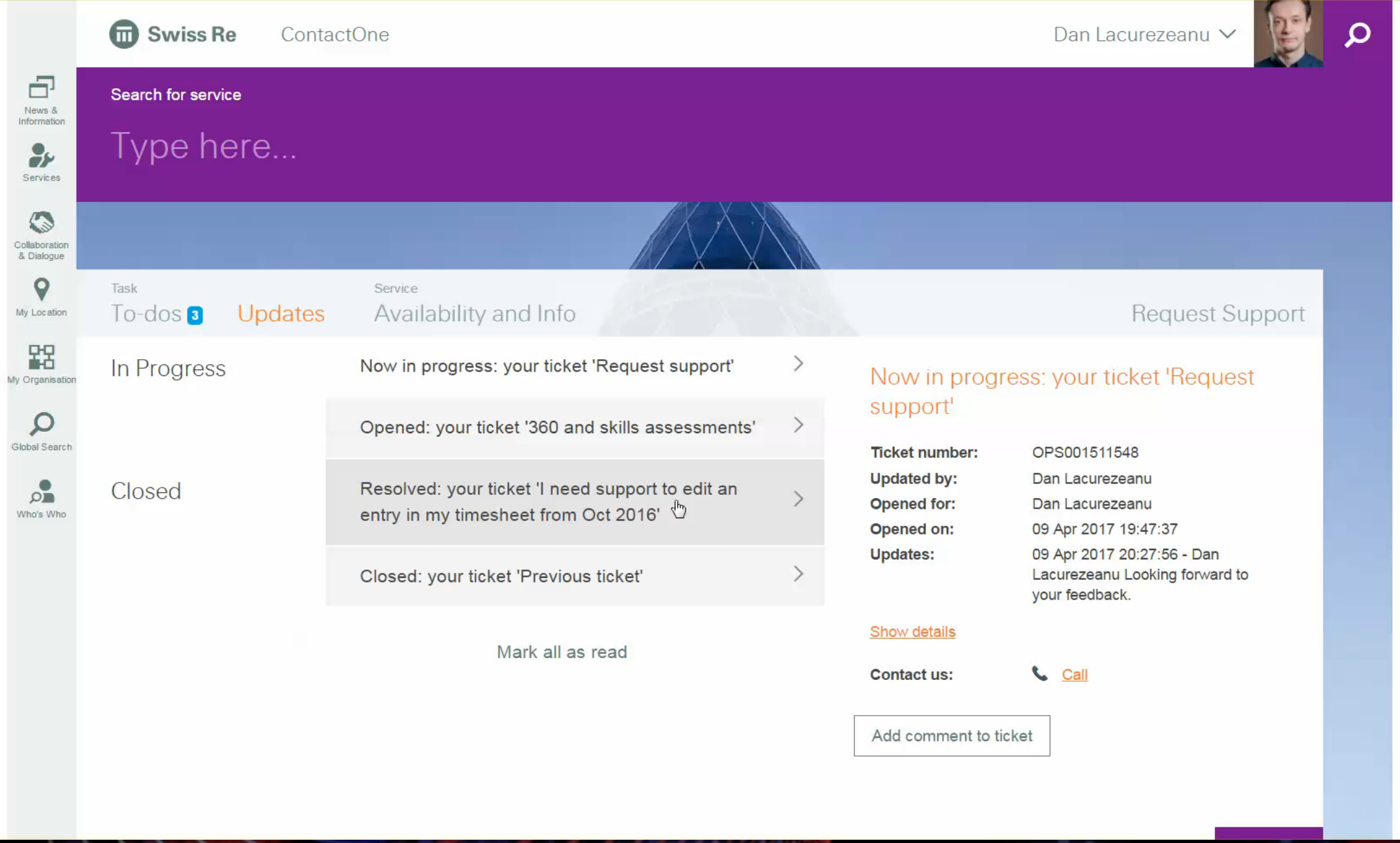
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Solution Demo – Use Case 1



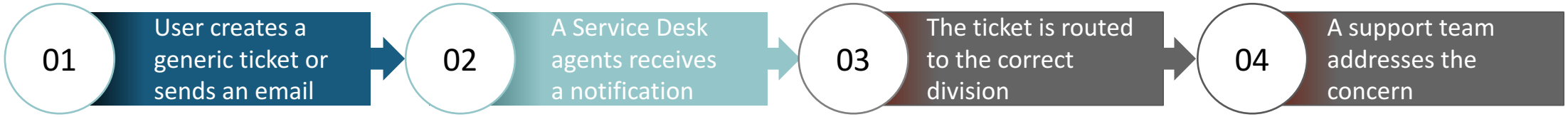
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User



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Solution Demo – Use Case 2

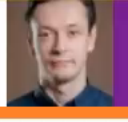


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User

Swiss Re ContactOne

Dan Lacurezeanu



News & Information

Services

Collaboration & Dialogue

My Location

My Organisation

Global Search

Who's Who

Home > Request support

Request support

Provide as many details in the form or call us on one of the numbers below.

Requesting support directly on a service page helps us to put you in touch with the appropriate agent. To do so please search for your topic.

Otherwise feel free to contact us by filling out this form, or give us a call (numbers below):

Is your request HR-related? No

Subject

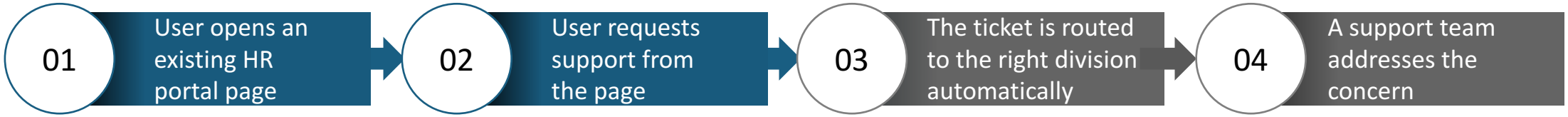
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Add attachment

Request opened for S5QE7U

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Solution Demo – Use Case 3

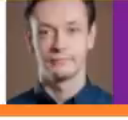


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User

Swiss Re ContactOne

Dan Lacurezeanu



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Otherwise feel free to contact us by filling out this form, or give us a call (numbers below):

✔ Your request has been submitted. Your Inquiry number: OPS001490959

Is your request HR-related? ⓘ No

Subject

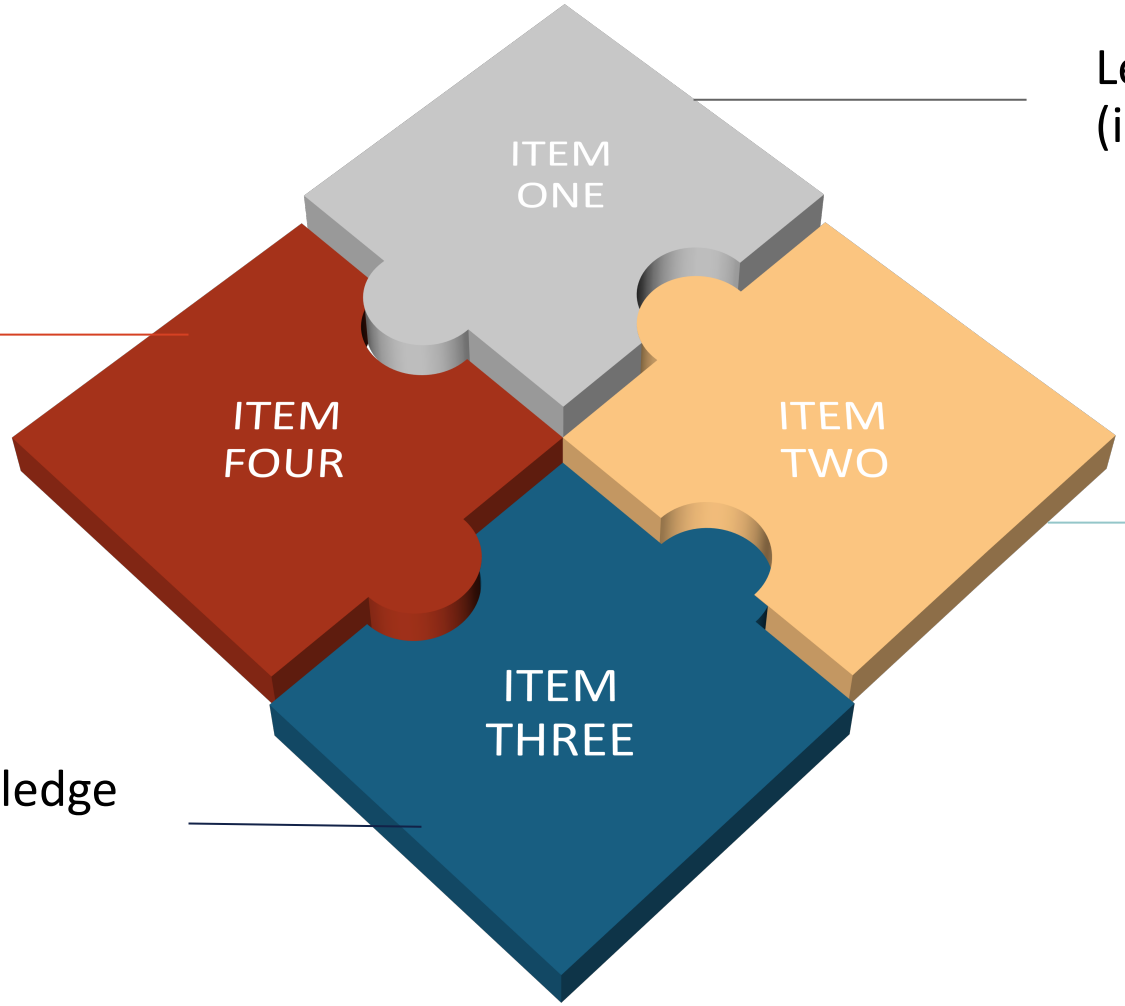
Description

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Next Steps

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New Challenges and Opportunities



Leverage existing data (insights, patterns)

Service Desk Operating Model

Ensure a consistent high quality interaction with customers

Provide the right knowledge at the right time

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Cognitive ContactOne through IBM Watson



Initial Routing

- Uses Watson to understand the customer's message
- Routes to the most suitable agent or assignment group



Know Your Customer

- Watson presents relevant information about the customer to the ContactOne agent.
- 360° customer view expedites the resolution process and provides insights for customer segmentation



Find Solution

- Provides access the quality knowledge in appropriate context and at the right moment
- Helps agents quickly and accurately resolve inquiries



Proactive Problem Management

- Enriches existing analysis capabilities
- Reveals the underlying causes for inquiries.
- Shifts focus from post-incident solutions to proactive suggestions

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Top Takeaways

1

A portal helps in improving the customer experience, but may require additional elements to ensure delivery efficiency

2

Process and platform elements need to be mixed with organizational support to deliver transformational outcomes

3

A proper design can significantly mitigate Operational risks

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Q & A

DAN LACUREZEANU
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HEAD OF SERVICE OPERATIONAL PROCESSES
Swiss Re

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Thank You

<Dan Lacurezeanu>

<Senior IT Product Manager>

<Swiss Re>

<Roland Stixenberger>

<Head of Service Operational Processes>

<Swiss Re>

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