knowledge17

WORK at LIGHTSPEED™

Big Bang Leads to Improved Customer Service Management

#Know17 #BigBangCSM

STEFAN RIES
TECHNICAL TEAMLEADER
Vector Informatik GmbH

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servicenow

Culture 101 - German Excitement Expression

US	Germany
Incredible	Well done
Outstanding	No complaint
Awesome	No complaint
Great	No complaint

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Speaker Introduction



NAME: Stefan Ries

TITLE: Technical Teamleader Helpdesk Systems & Customer Portal

FUNCTION: IT

COMPANY: Vector Informatik GmbH

EXPERIENCE: 13 years in Software Development, 7 years in Project Management

EXPERTISE: Project management, agile development, manufacturing IT, IT Operations Management

ACHIEVEMENTS: Launched the Vector Customer Portal; managed CSM rollout project

CURRENT PROJECTS: Automation of onboarding process with ServiceNow; launching a project management platform for customer collaboration

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About Vector Informatik GmbH



Name: Vector Informatik GmbH

Industry: Automotive and related

Market Focus: Provide OEMs and suppliers a professional and open development platform of tools, software components and services for creating embedded systems

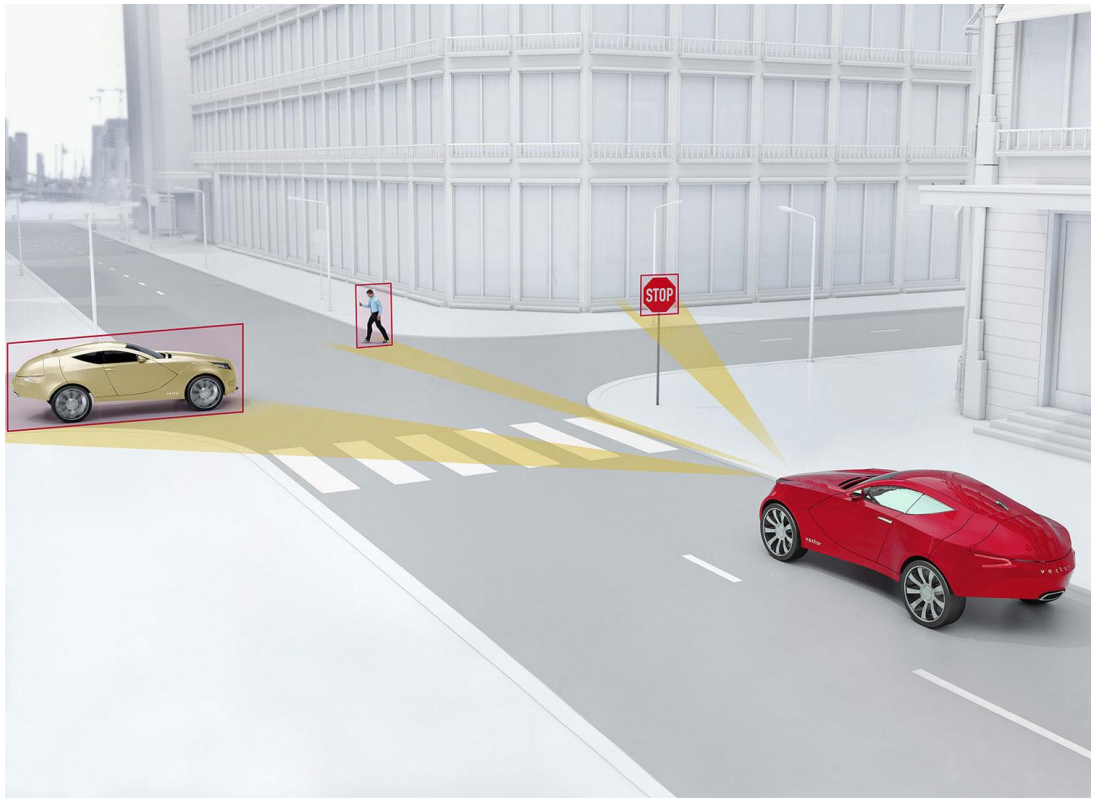
PROFILE

- Headquarters in Stuttgart, Germany
- > 1,700 employees
- 7,500 customers in 72 countries
- 20 locations in 12 countries

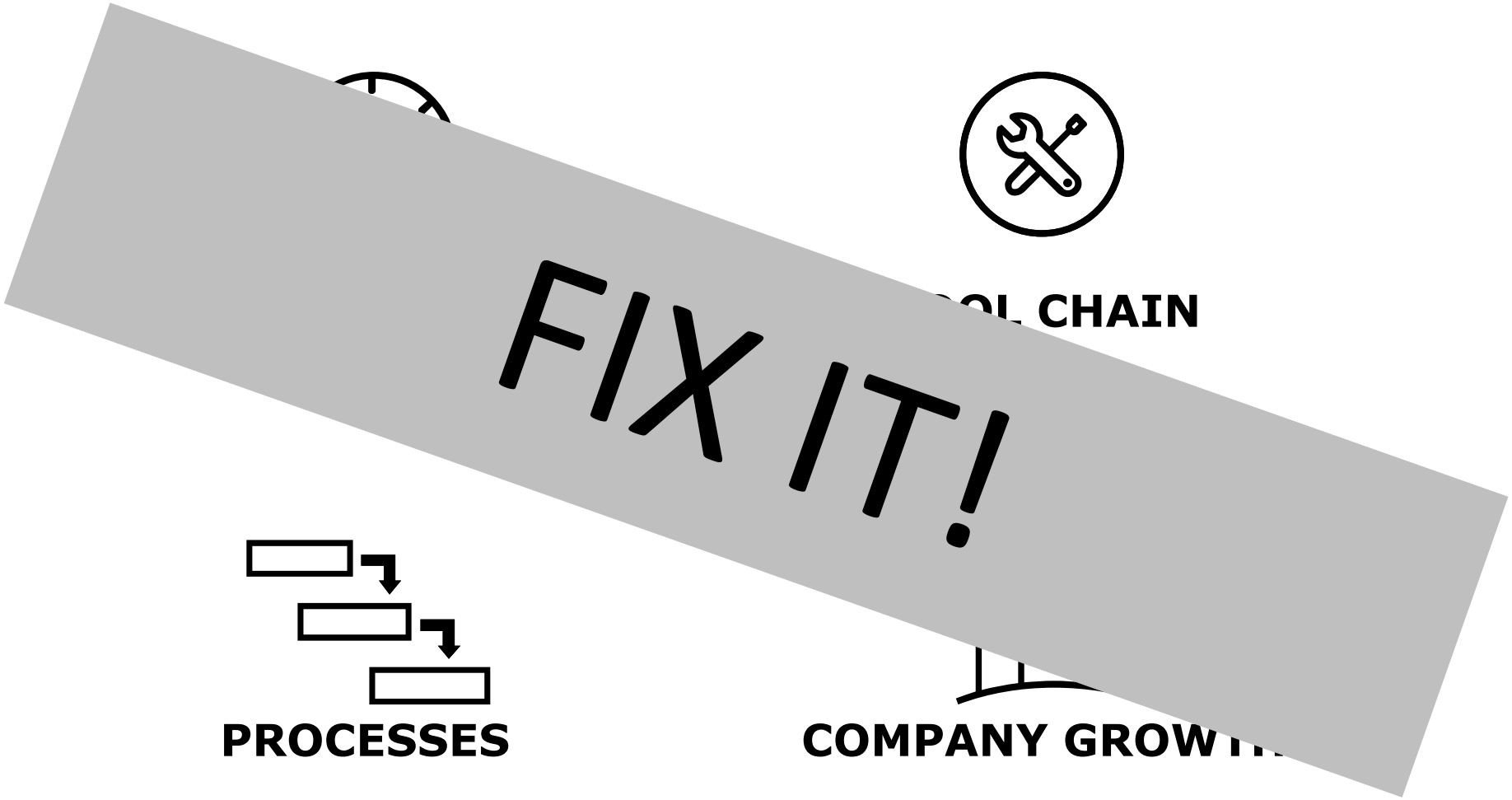
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Vector Products

- Development of Distributed Systems
  - PREEvision
- Embedded Software and Systems
  - MICROSAR, CANbedded, VC ECUs, Customer Projects
- Testing
  - CANoe, CANalyzer, vTESTstudio, VT System, Data Logger
- Diagnostics
  - CANdelaStudio, Indigo, vFlash, DiVa
- ECU Calibration
  - CANape, VX1000, vCDM, vSignalyzer, vADASdeveloper
- Consulting



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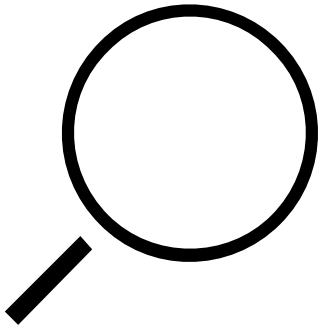
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- H
- Excelle
- Minimize Customizatio
- Achieve Quick Wins
- Smooth Transition

4 months

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Why We Chose ServiceNow



MARKET ANALYSIS

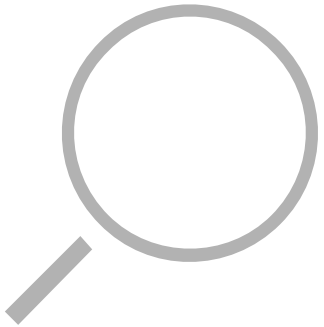


DECISION

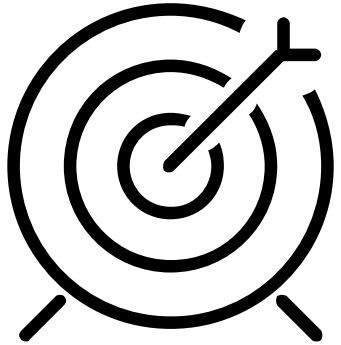
- 25+ tools
- Analysis included web- & desktop client software
- Client software was initially preferred

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Why We Chose ServiceNow



MARKET ANALYSIS

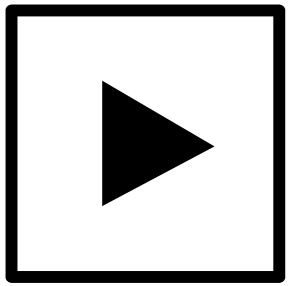


DECISION

- Out-of-the box features
- Possibility for customization
- Support for HTML e-mails
- ServiceNow commitment to ensure success

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Project Timeline



03/16 – 04 /16

03/16 – 04/16

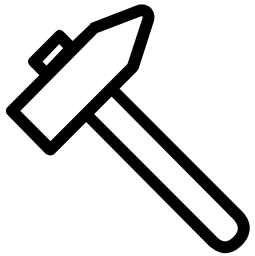
- Preparation
- Project Kickoff
- Requirements Engineering

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Project Timeline



03/16 – 04 /16



04/16 – 07 /16

04/16 – 07/16

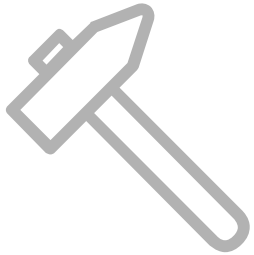
- Agile implementation
- Testing

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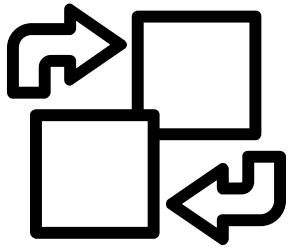
Project Timeline



03/16 – 04 /16



04/16 – 07 /16



07 /16

07/16

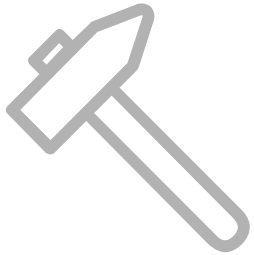
- Training
- Migration: 180.000 contacts, 600.000 product configurations
- Big Bang Go-Live

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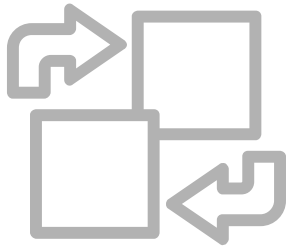
Project Timeline



03/16 – 04 /16



04/16 – 07 /16



07 /16



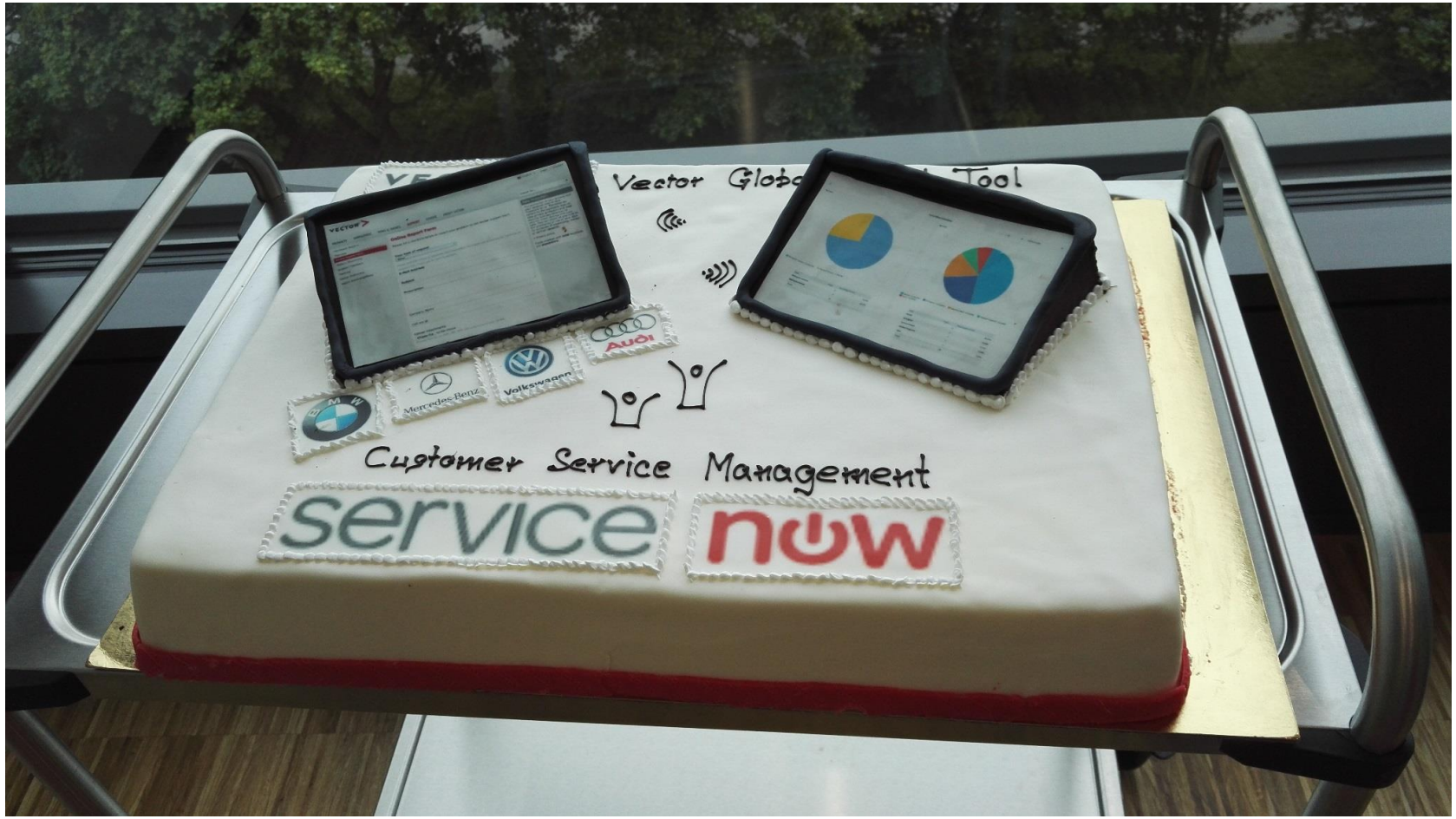
07 /16 – 09/16

07/16 – 09/16

- Post Go-Live Support
- Prioritizing requirements

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Go-Live Cake



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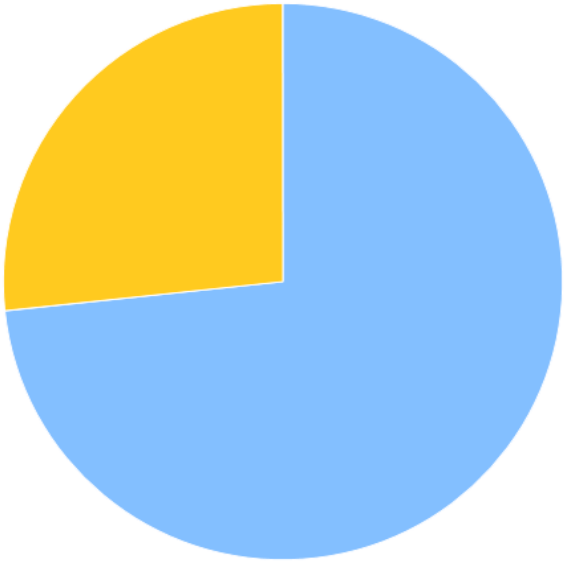
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ServiceNow Homepage

Off

Switch to page...

My Cases



Waiting for Customer = 11 (73,33%) Waiting for Internal = 4 (26,67%)

State	Count	Percentage of Cases
Waiting for Customer	11	73,33%
Waiting for Internal	4	26,67%
Total	15	

My Tasks



Closed = 12 (46,15%) In Progress = 6 (23,08%) Question Asked = 4 (15,38%) Solution Proposed = 2 (7,69%) Open = 2 (7,69%)

State	Count	Percentage of Tasks
Closed	12	46,15%
In Progress	6	23,08%
Question Asked	4	15,38%
Solution Proposed	2	7,69%
Open	2	7,69%
Total	26	

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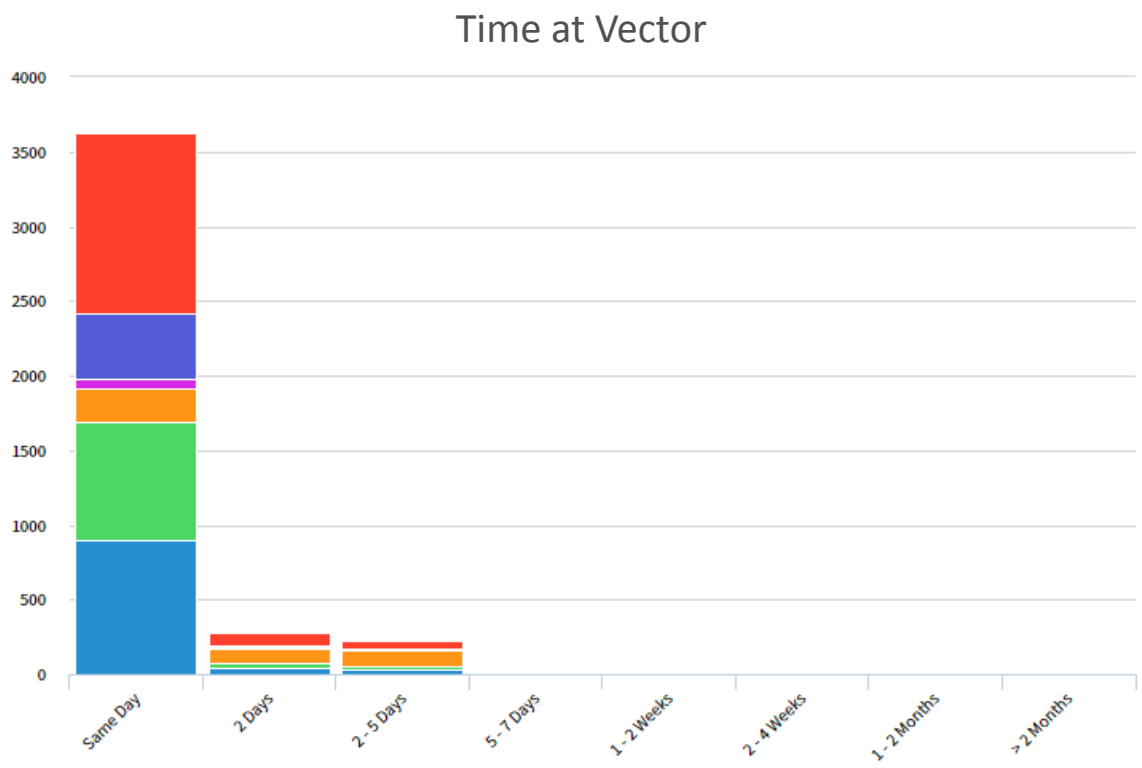
Paradigmns

- The customer
  - Is supported to get the maximum benefit from our products
  - Has a single contact person per case
  - Can see support all activities in the customer portal
  - Can choose the most convenient channel for him on every interaction
  - Has benefits using the customer portal, but isn‘t forced to
- Work will find me rather than me searching for it
- ServiceNow is the only tool used for the core support process
- Simple workflow for occasional users

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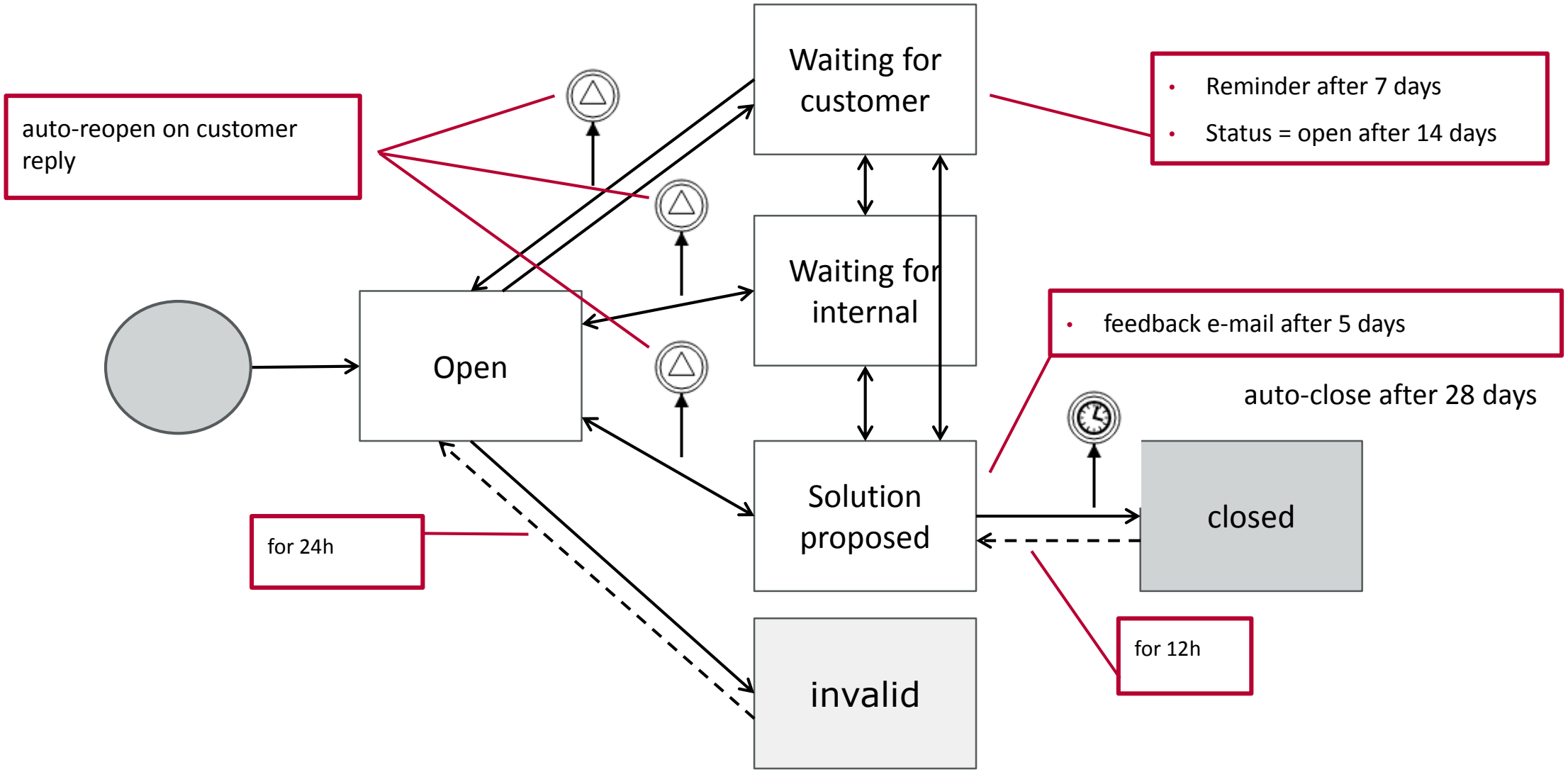
Key Benefits

- Harmonized global support process
- Integrated solution for 1st and 2nd level support processes
- Reporting available– taking decisions based on facts not feelings
- Worldwide excellent performance and usability



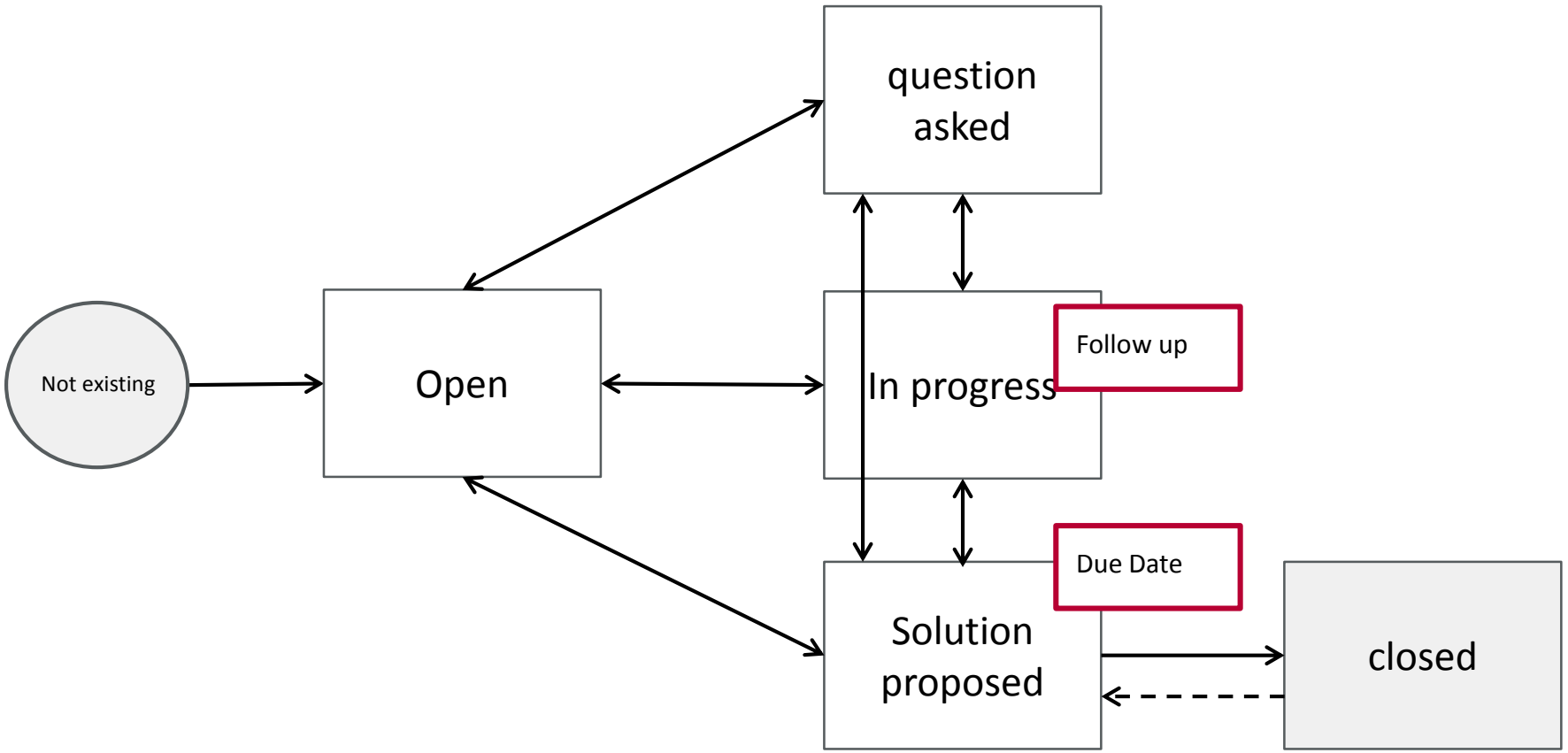
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Case State Model



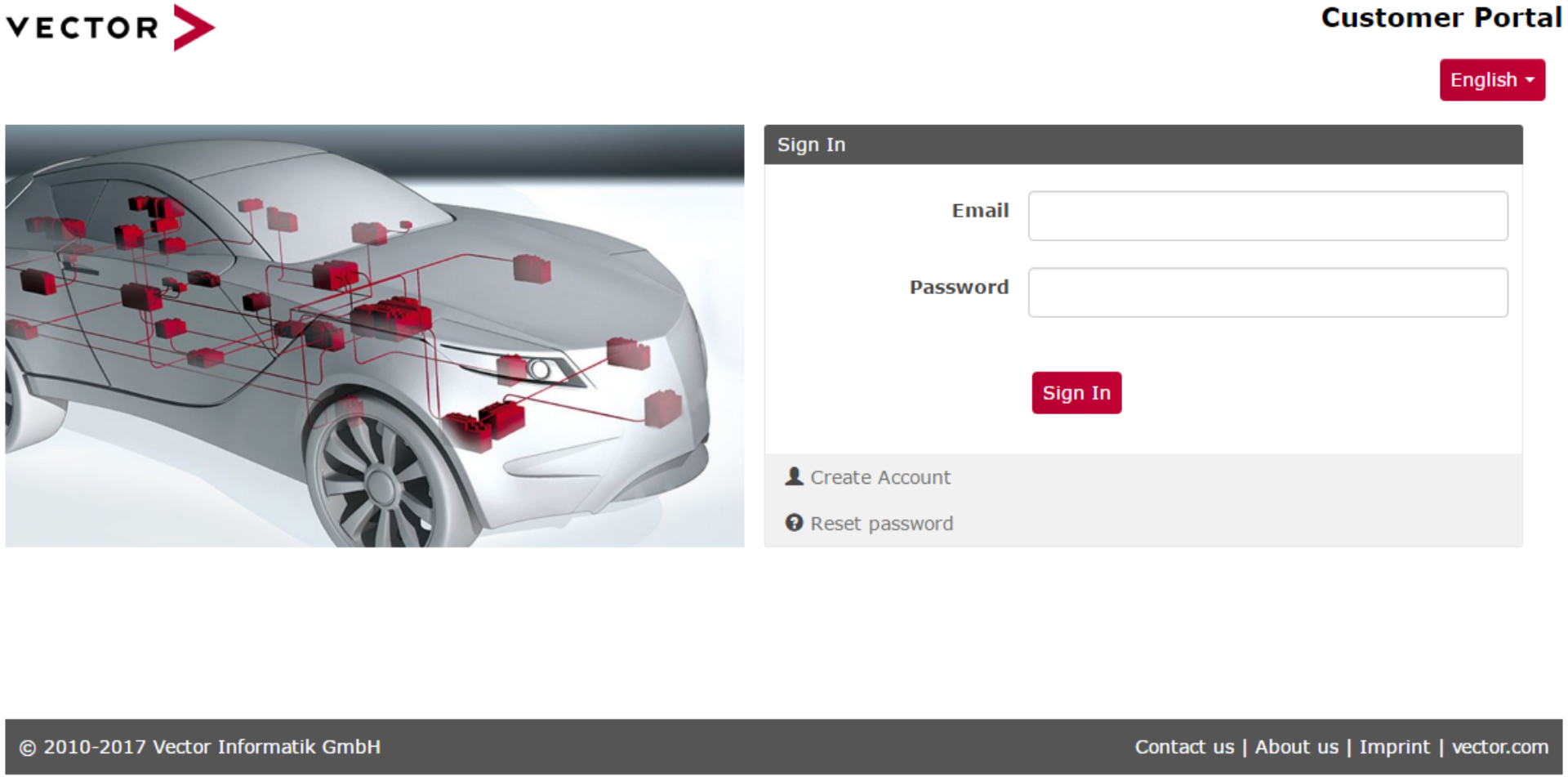
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Task Status Model



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Demo



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Quotes & Testimonials

- “Finally we have a real tool to manage our customer cases“

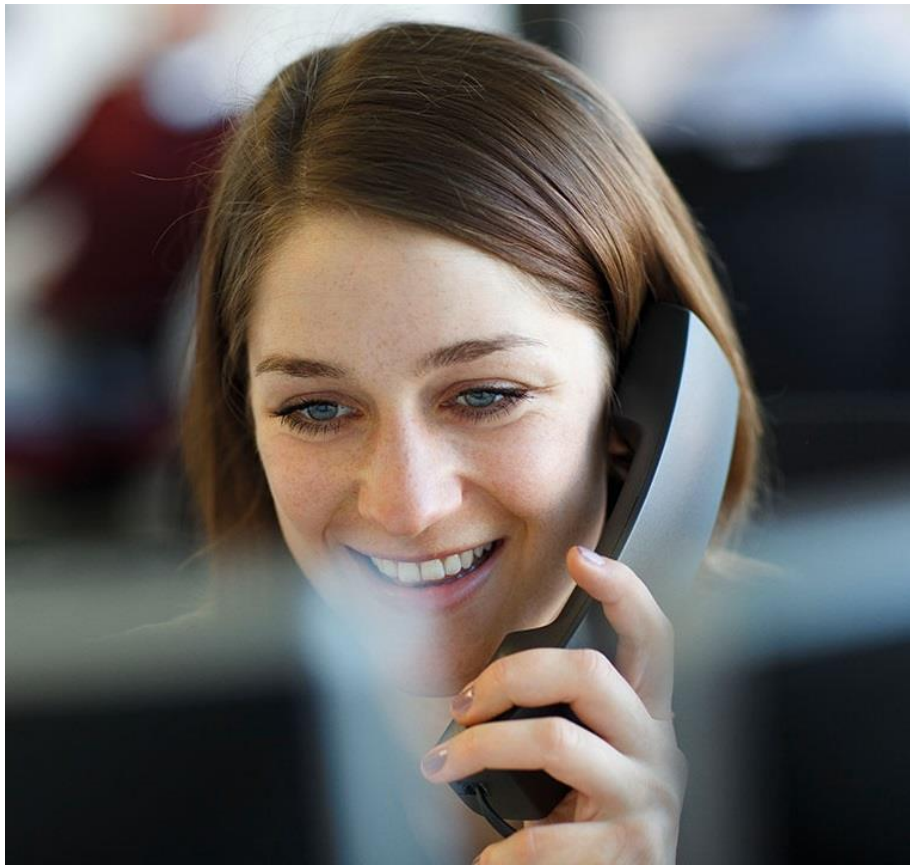
  – Manager Support

- “We can understand which problems our customers have – and how we can help.“

  – General Manager

- “I am impressed about the way how we can extract data for CRM, too“

  – Business Development Engineer



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Top Takeaways

1

Usability 1st

2

Go Agile

3

Challenge existing features

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Thank You
- don’t complain -

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TECHNICAL TEAMLEADER
Vector Informatik GmbH

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Q & A

STEFAN RIES
TECHNICAL TEAMLEADER
Vector Informatik GmbH

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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Stefan Ries

Technical Teamleader

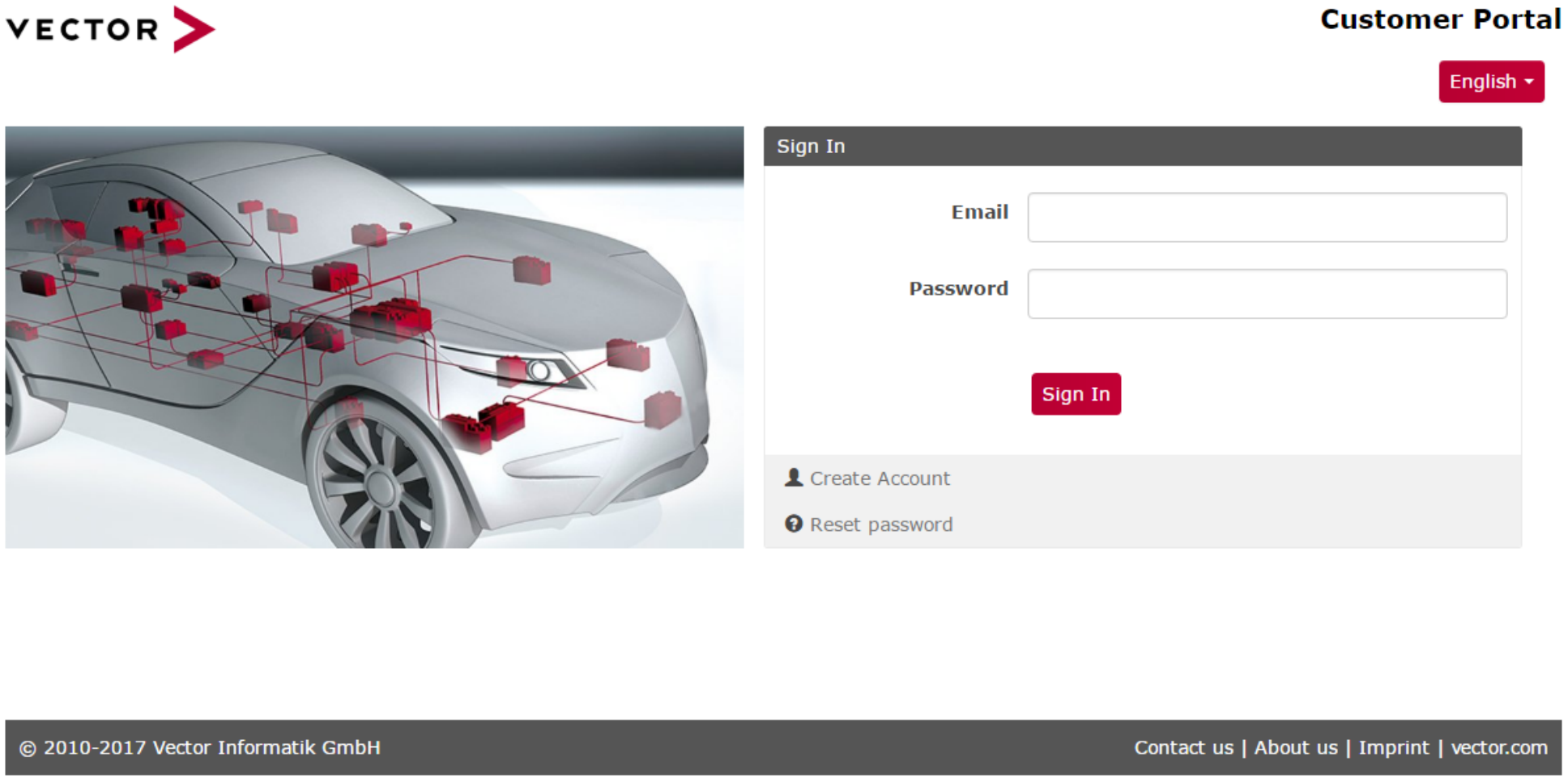
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Demo Backup Slides

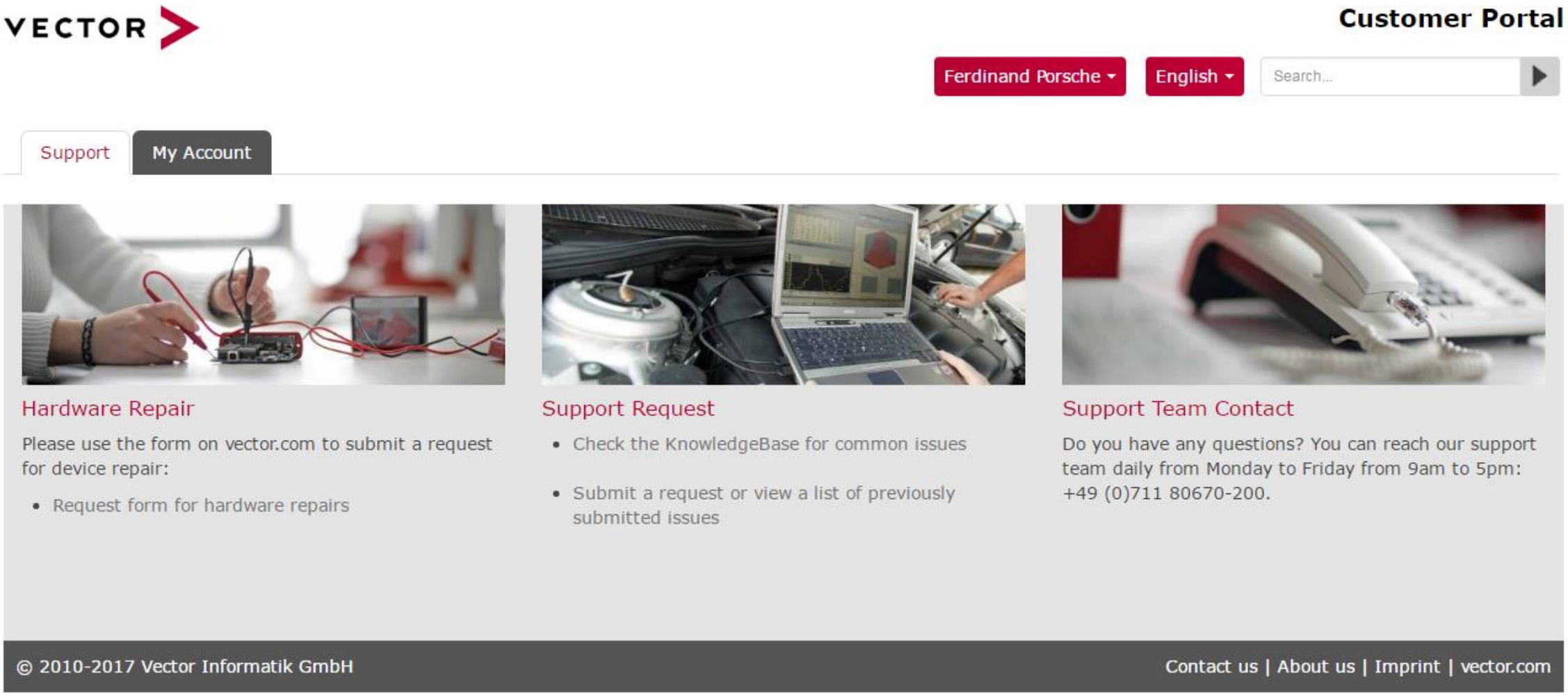
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Customer Portal - Login



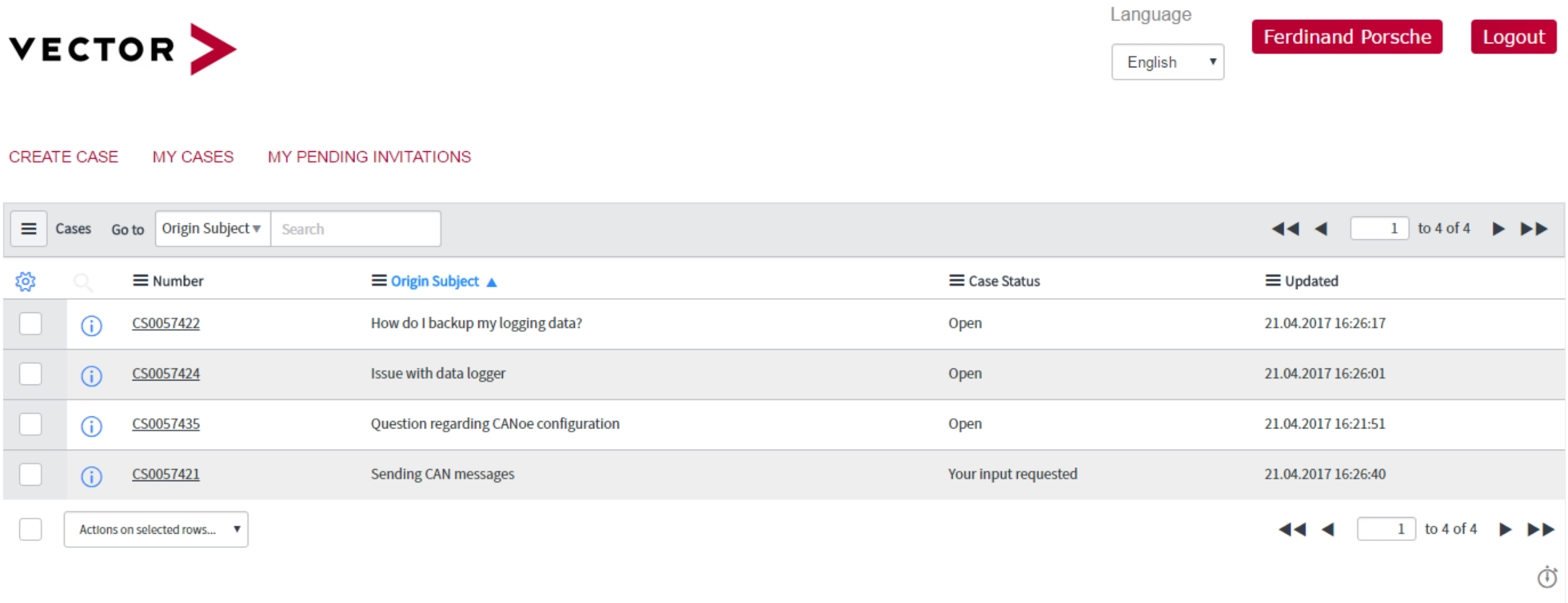
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Customer Portal - Homepage



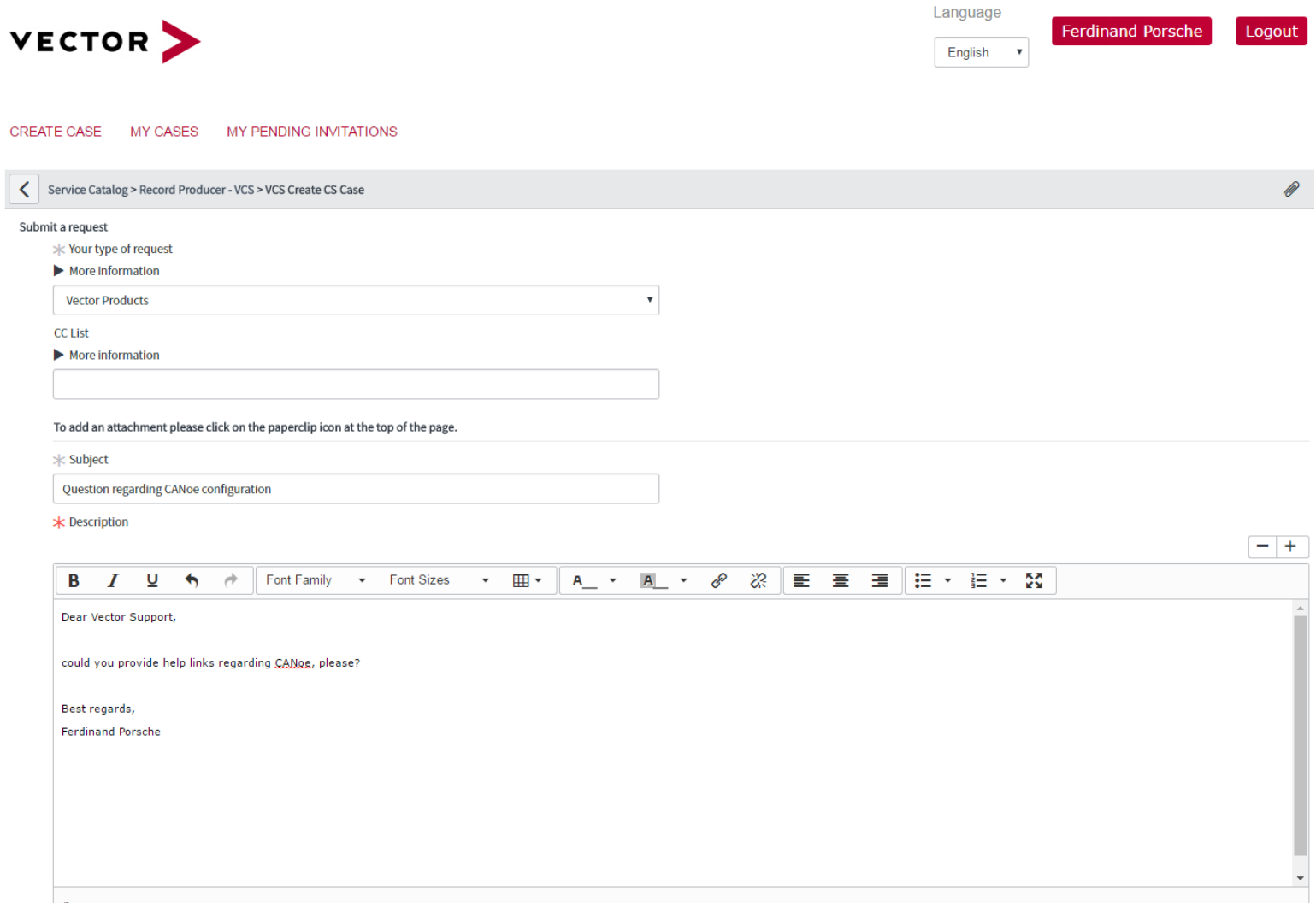
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ServiceNow CSM – My Cases



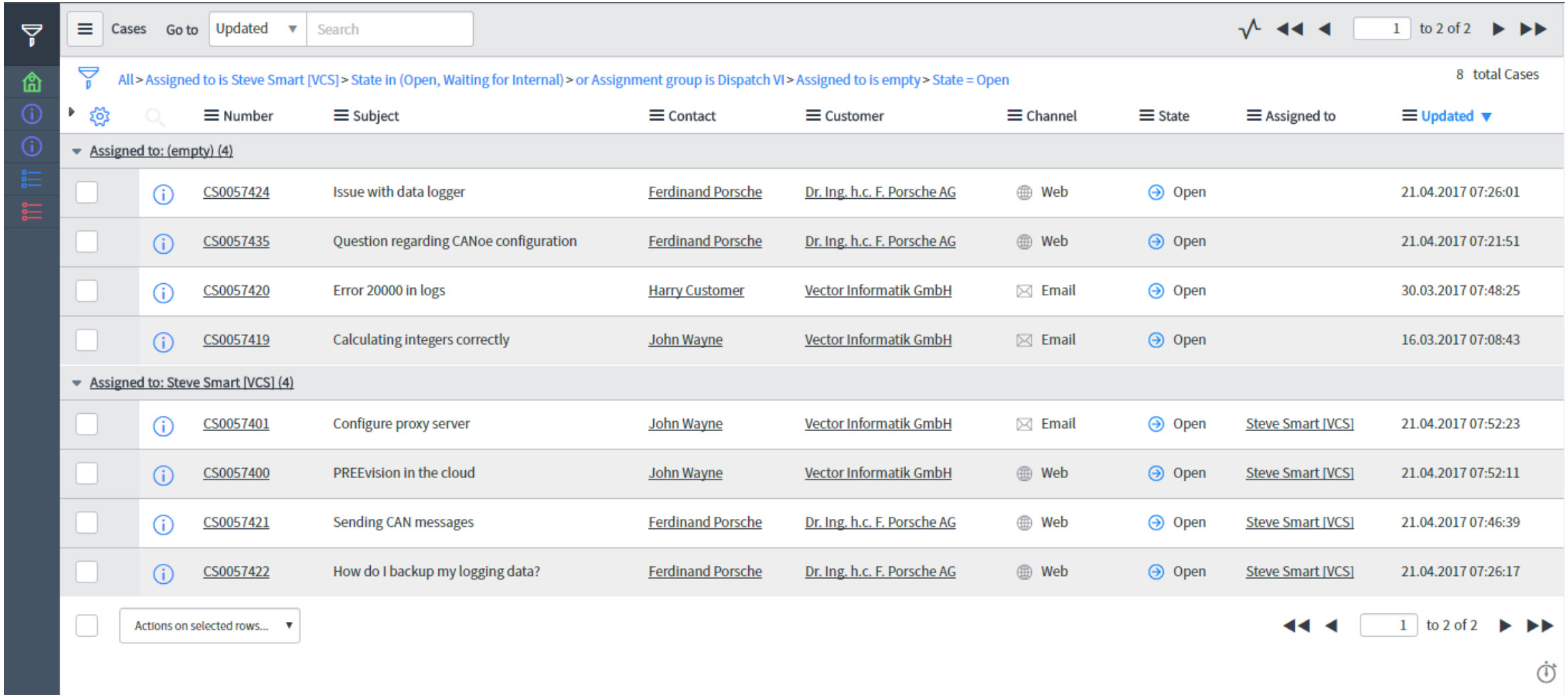
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Case Creation Form



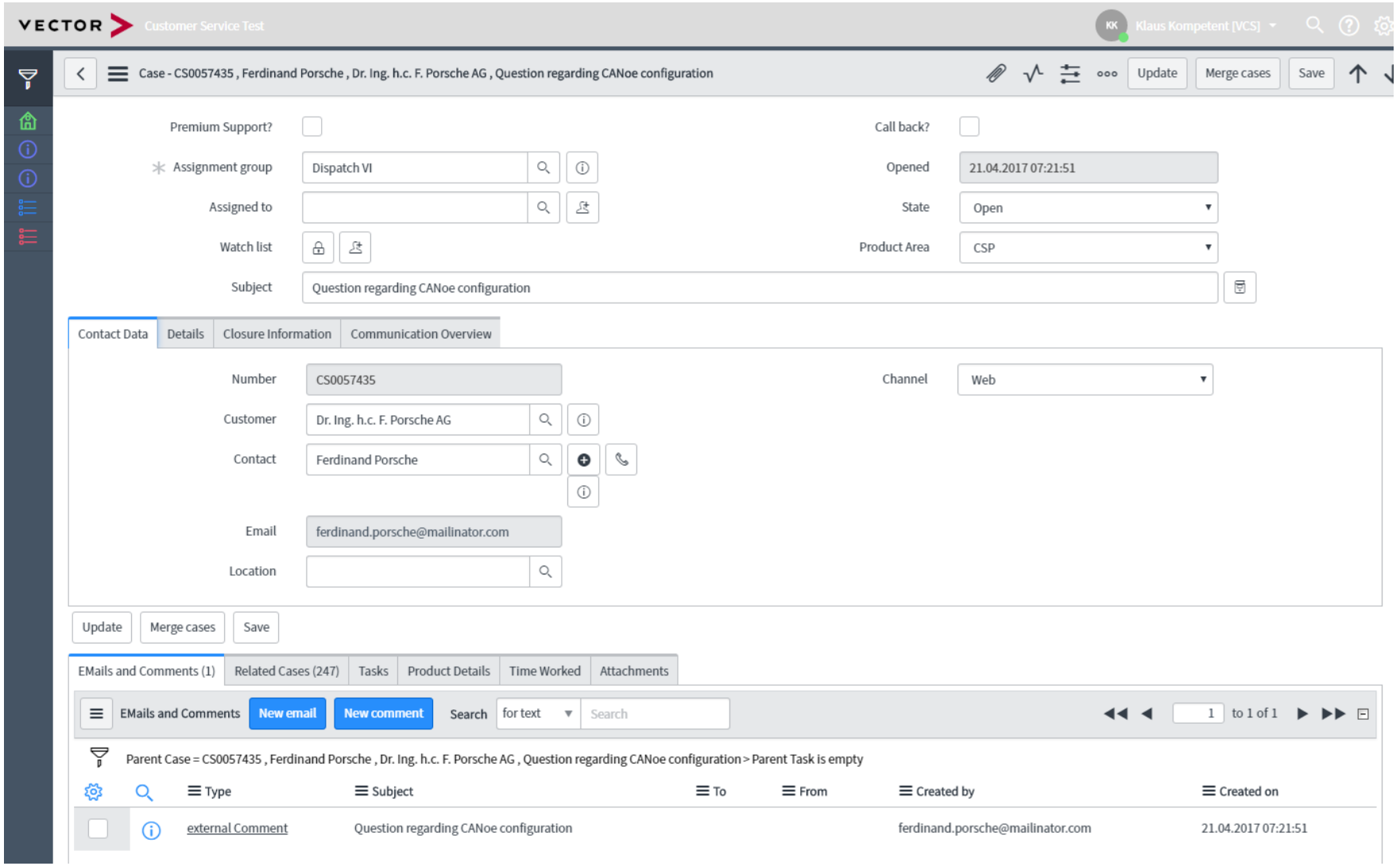
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Agent view – „My Cases“



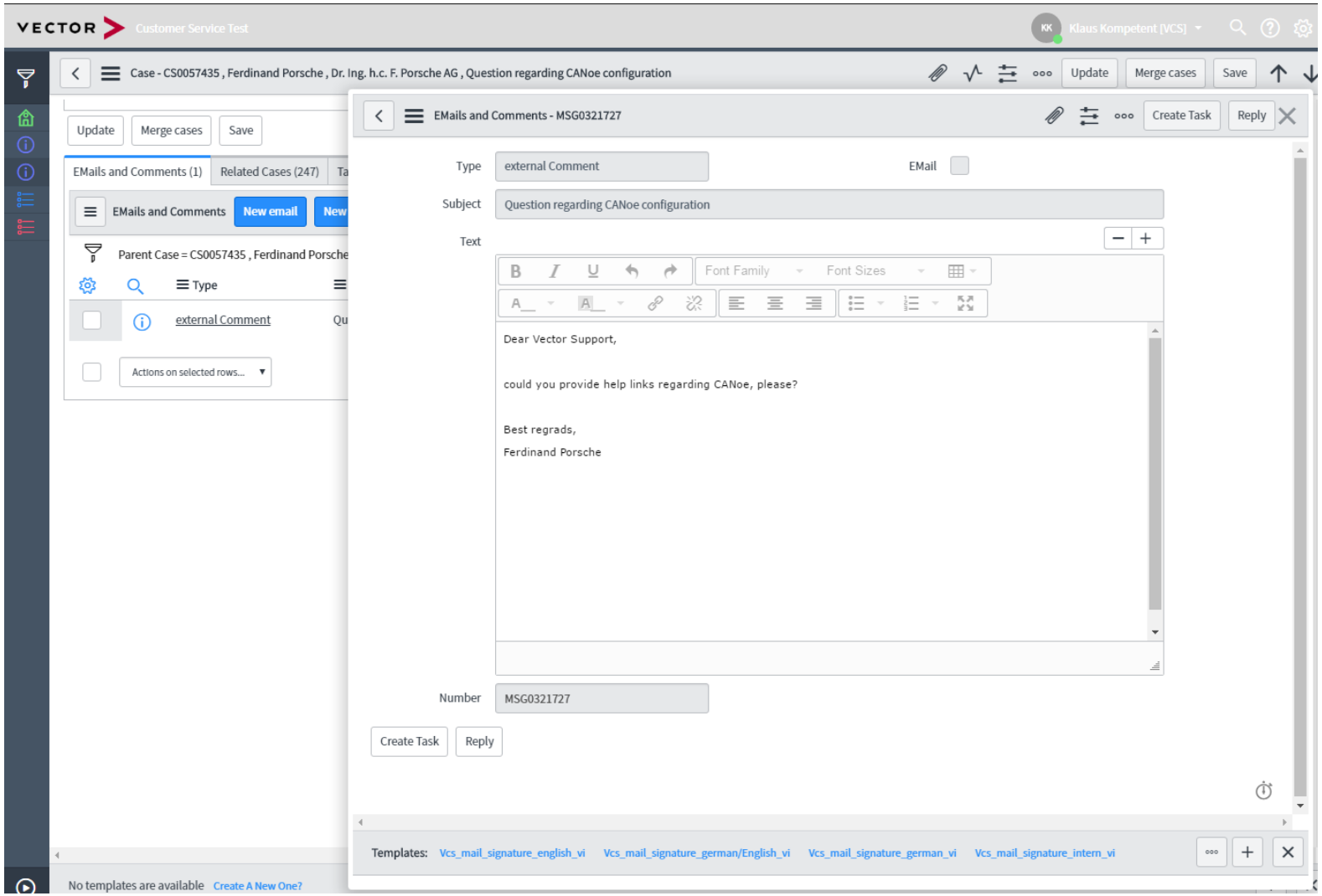
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Case Form – Contact Data



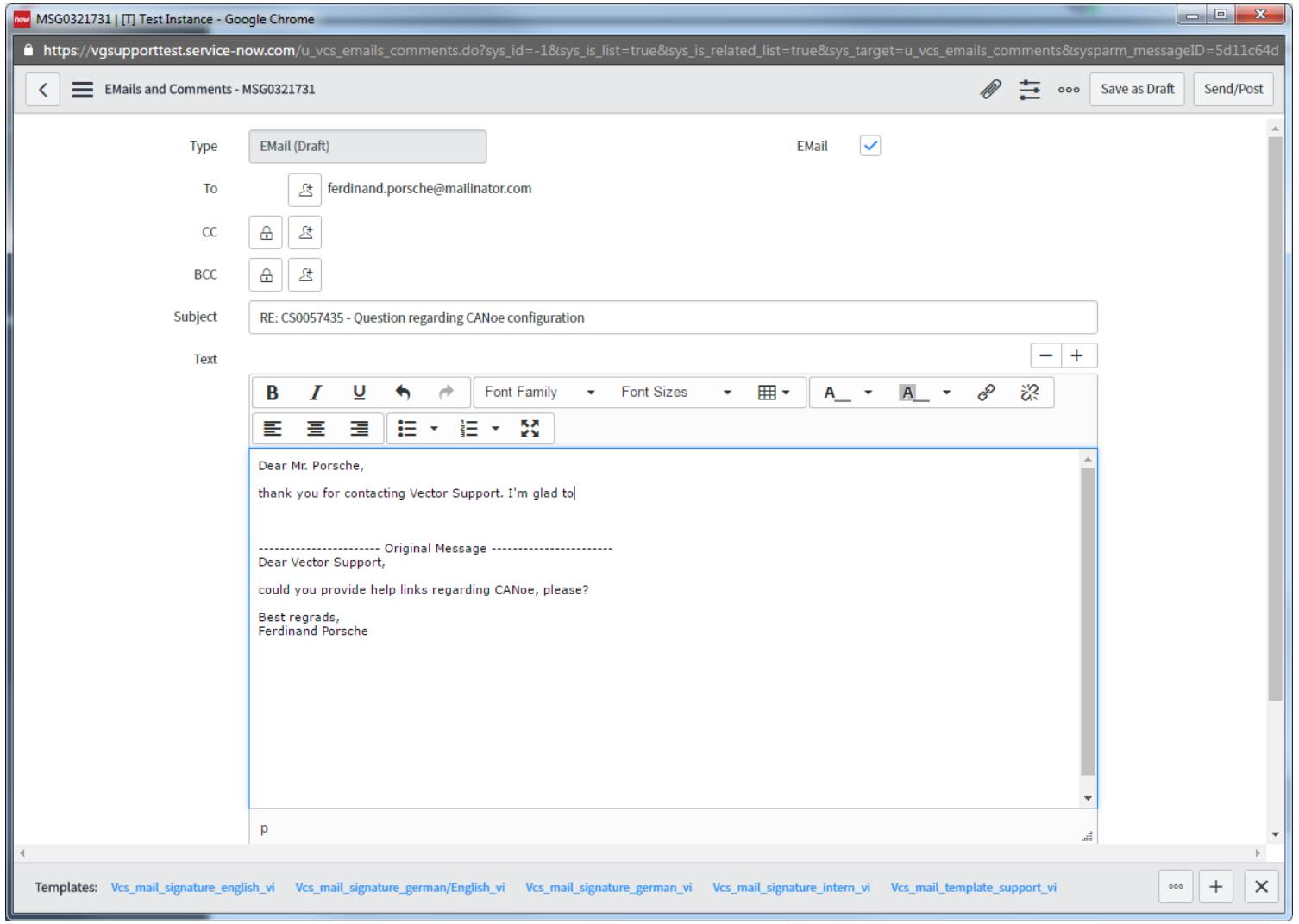
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Case Form - e-mails & comments



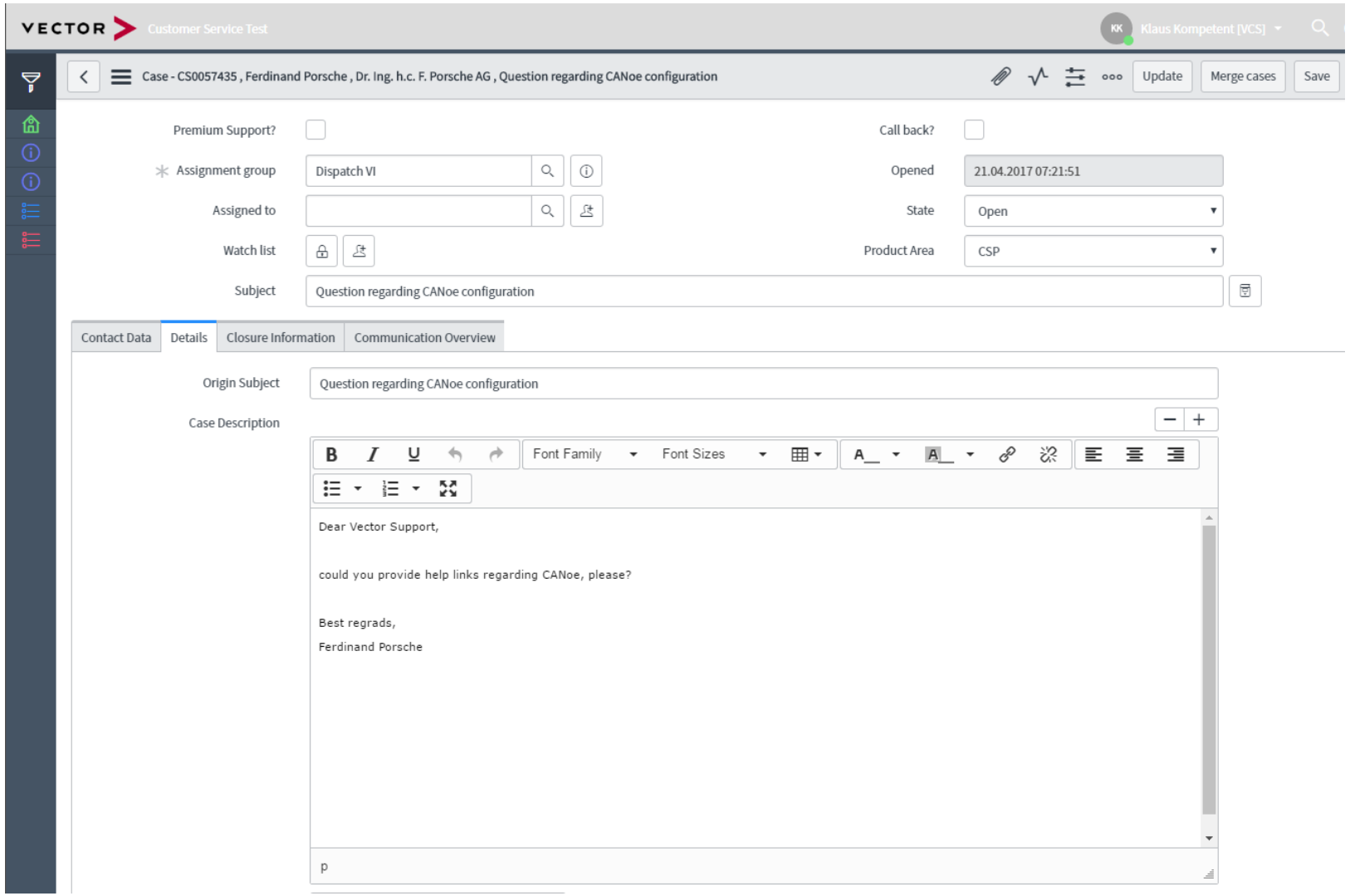
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Case – Reply to Customer



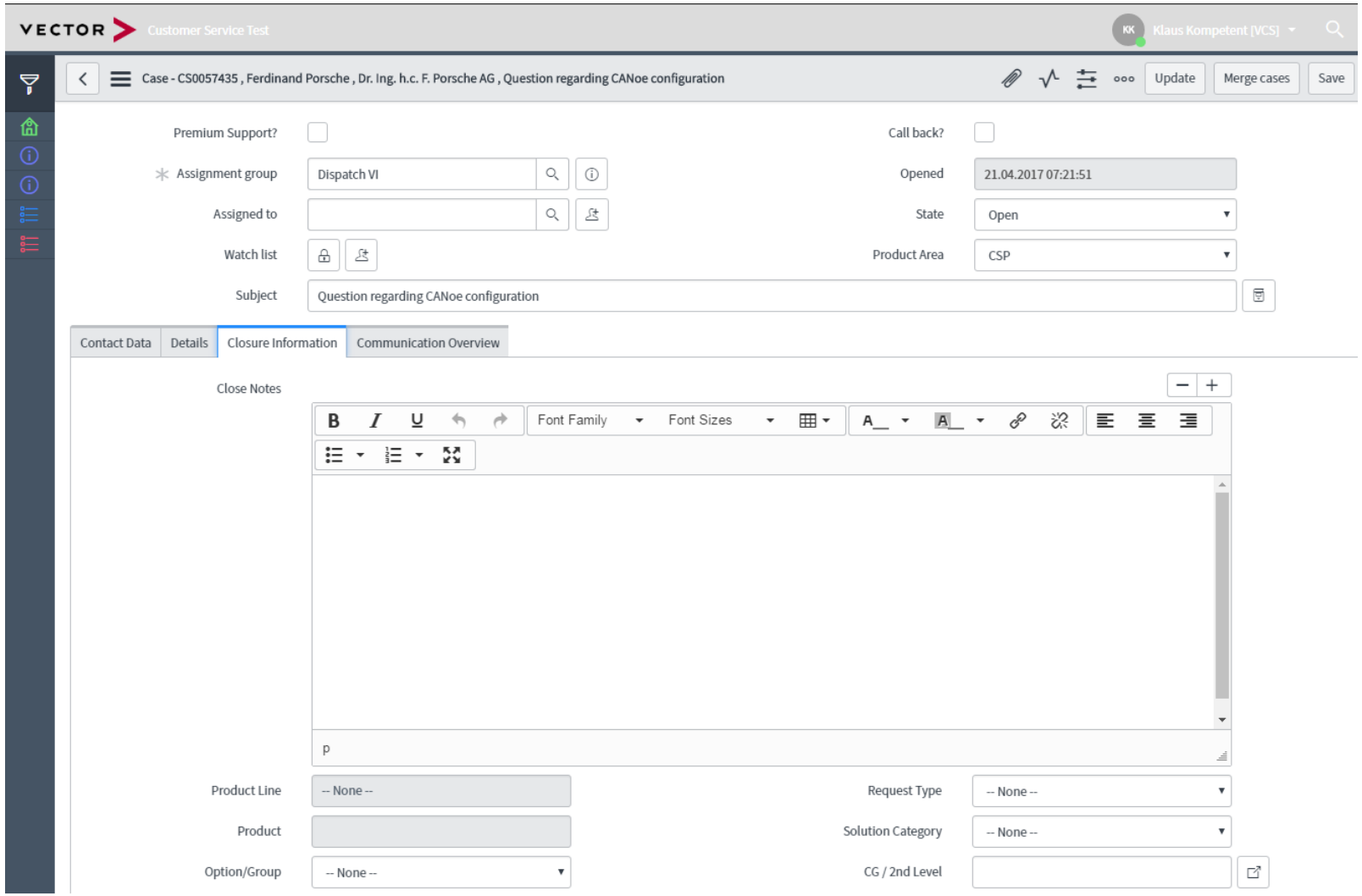
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Case Form - Details



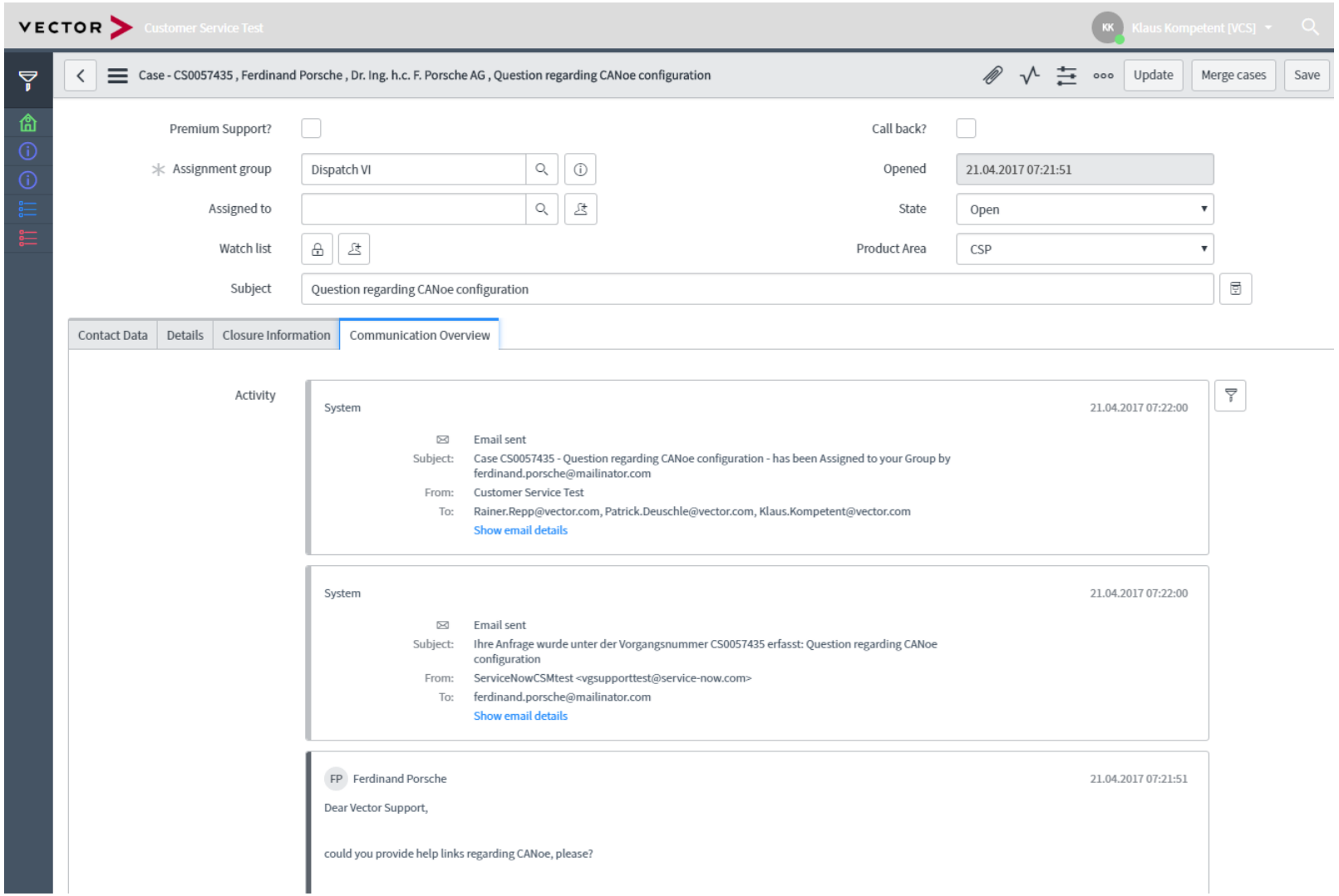
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Case Form – Closure Information



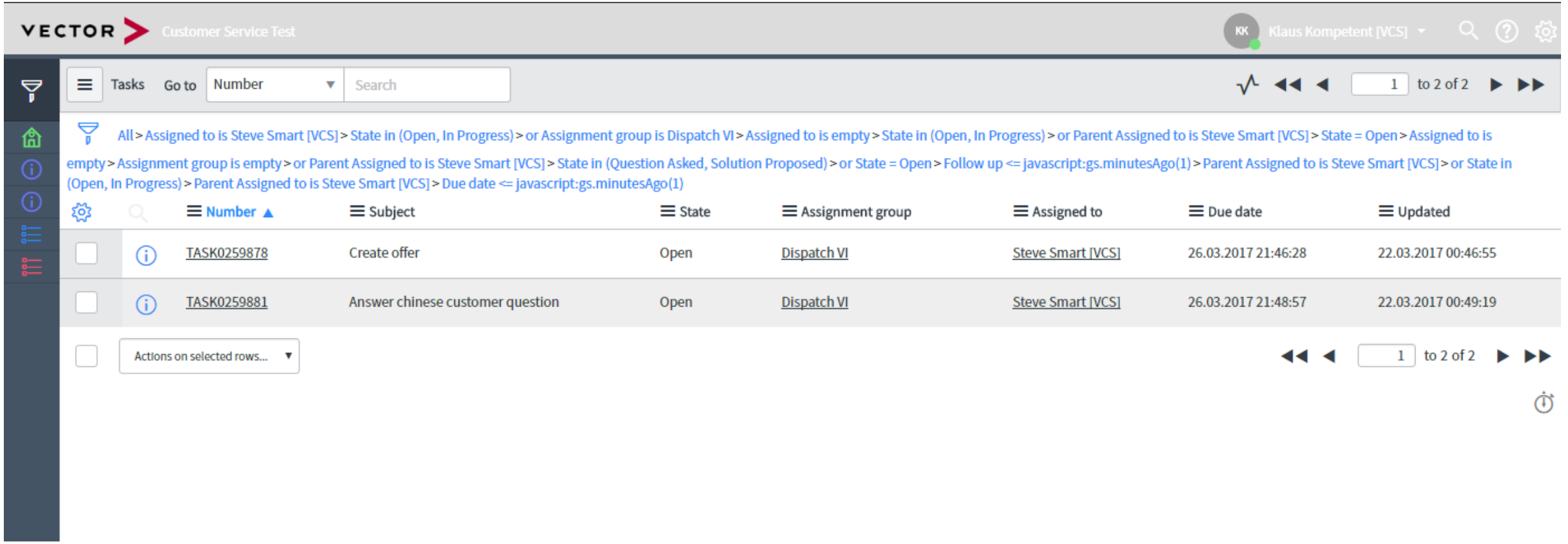
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Case Form – Communication Overview



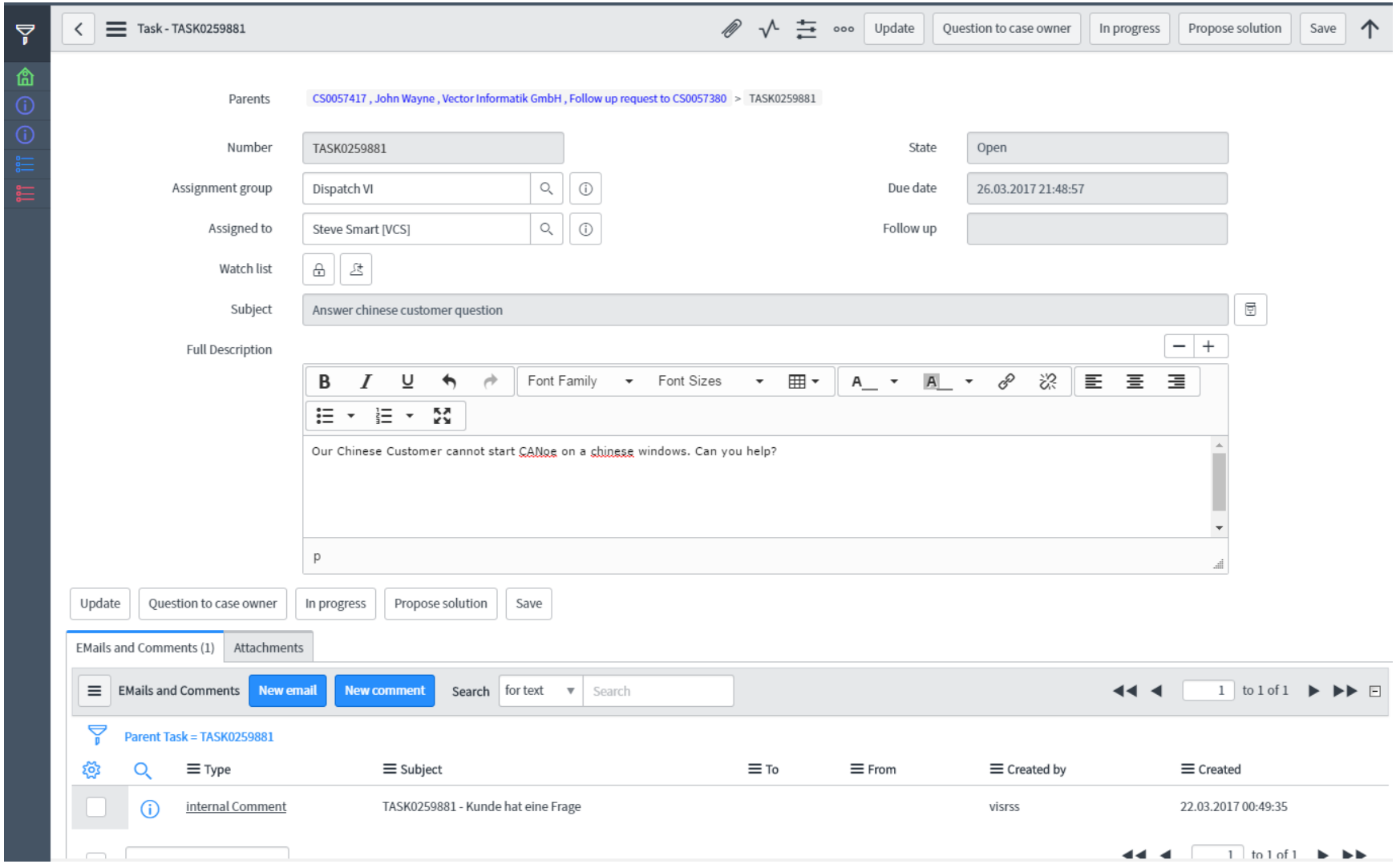
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Tasks – List



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Task – Form



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