knowledge17

WORK at LIGHTSPEED™

Customer Service Management is a Team Sport

STEVE WALSH
VICE PRESIDENT, CLIENT SERVICES
Gemalto

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servicenow

Agenda

- ServiceNow implementation prompted by an acquisition
- Customer Service Management (CSM) delivers effortless self service capabilities
- A successful implementation is a team event!

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Speaker Introduction



NAME: “Coach” Steve Walsh

TITLE: Vice President, Client Services

FUNCTION: Technical Support and Cloud Operations

COMPANY: Gemalto, Enterprise & Cybersecurity

EXPERIENCE: 6 years at Gemalto (formerly SafeNet); 27 years across three industries

EXPERTISE: Technical support services, BPI, quality, security

ACHIEVEMENTS: Fully replaced customer support portal (knowledge, software downloads, ticketing, asset replacement). Integrations with Oracle and JIRA

CURRENT PROJECTS: Driving more valuable services to customers through portal (e.g. solution licensing) and process controls to cloud operations

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Team Gemalto



NAME: Gemalto, Enterprise & Cybersecurity

INDUSTRY: Digital Security

MARKET FOCUS: We bring trust to an increasingly connected digital world

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Authentication and Identity Protection, Encryption and Data Protection, Software Monetization, Digital Banking

COMPANY-WIDE INITIATIVES: Secure, trustworthy, confidence, safe, innovative, convenient, easy to use

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Sizing Up Our Opponent

Challenges

- Merger of four mostly distinct business lines (acquisition)
- We sell to ISVs, Enterprises, Governments
- We sell Direct and through Distributors, Resellers, Technology Partners, and various Channels
- Purchased solutions (assets) and entitlements not uniform
- Varied tier 4 escalations paths (JIRA)



Legacy solution had, ahem, opportunities for improvement

Opportunity to simplify the complex

- At least in the eyes of the customer!

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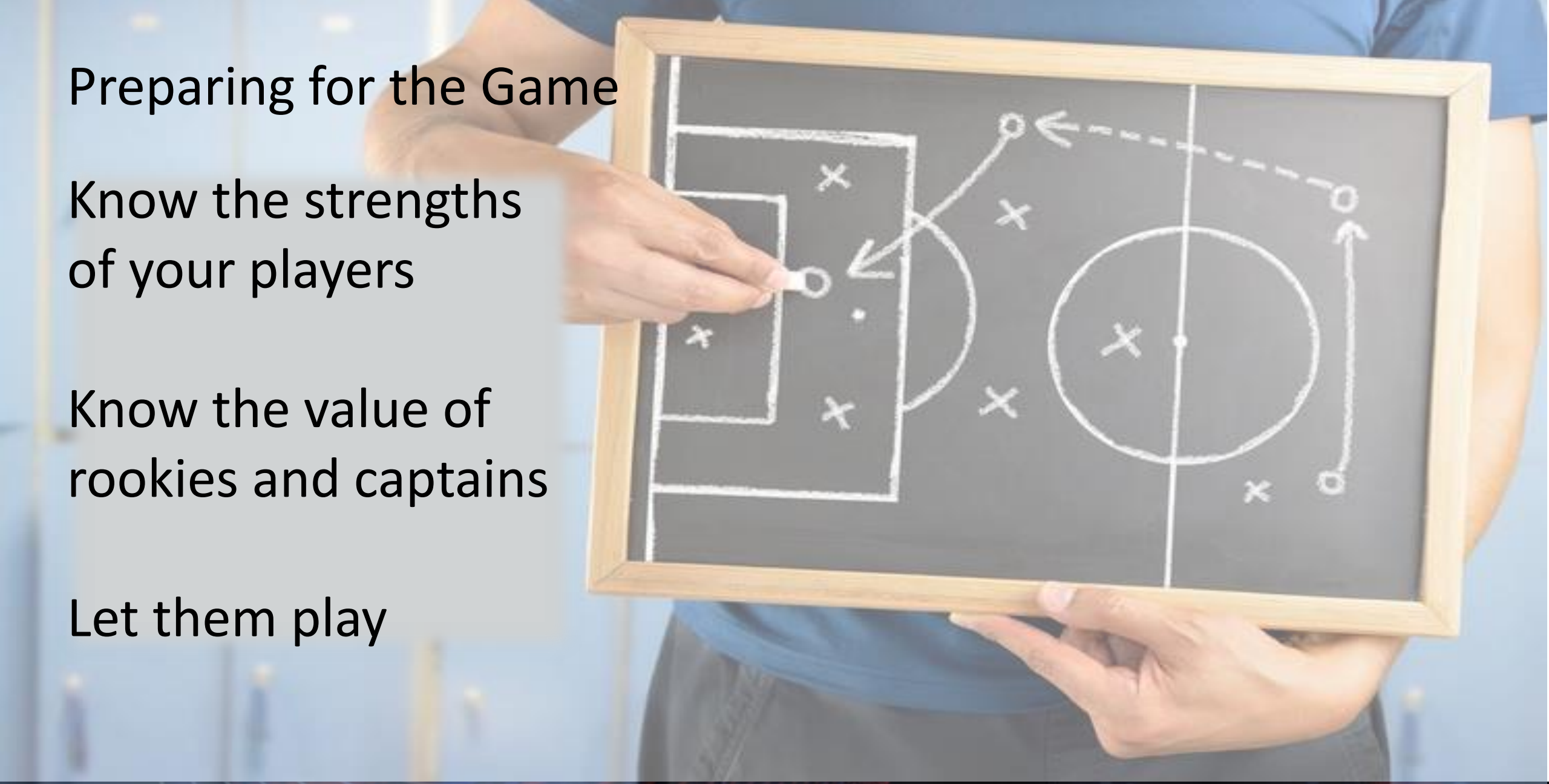
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Preparing for the Game

Know the strengths of your players

Know the value of rookies and captains

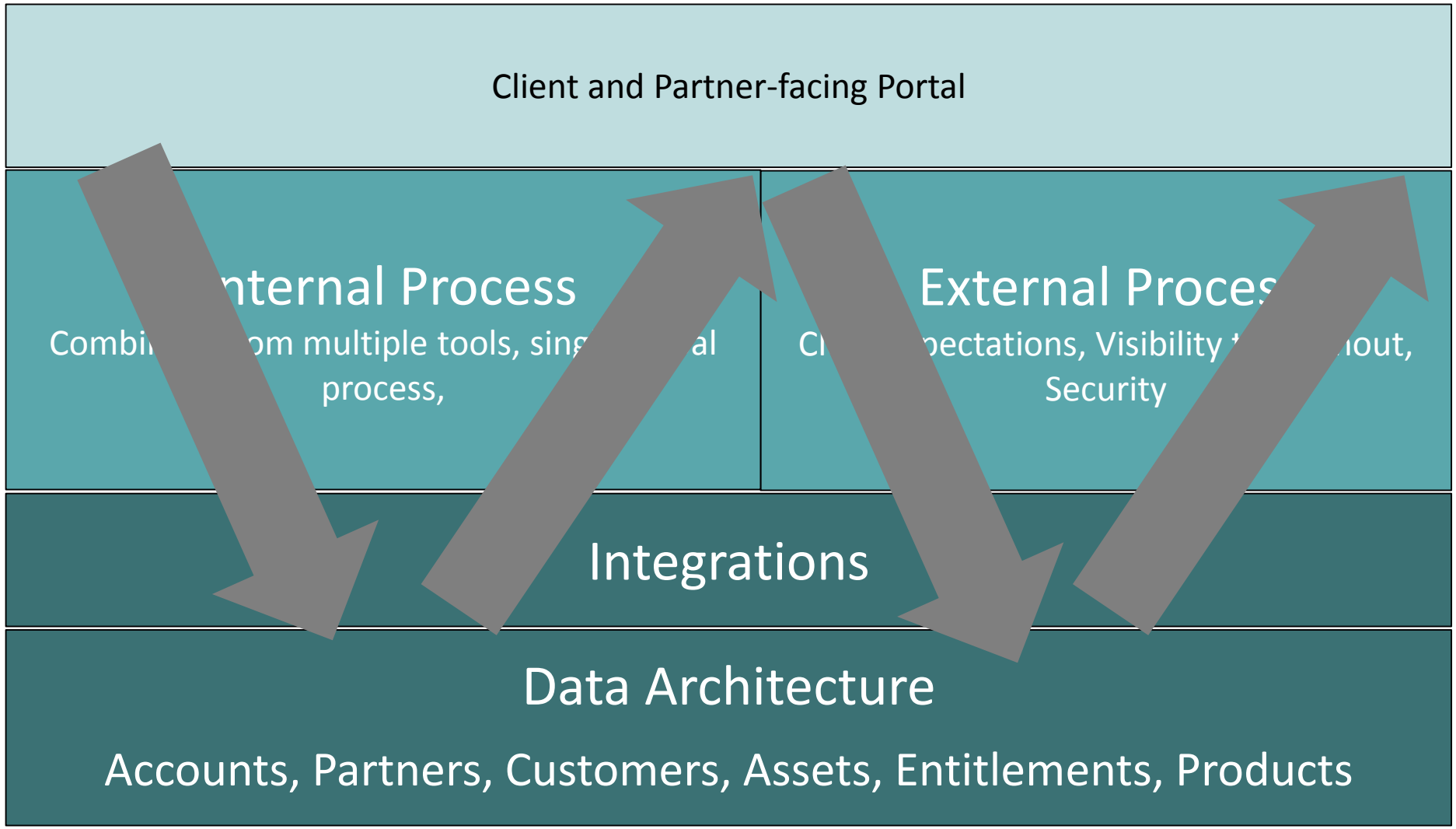
Let them play



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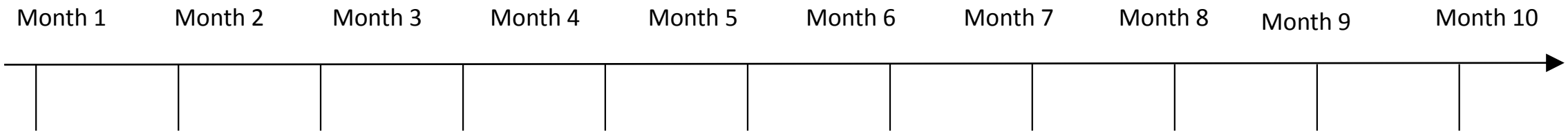


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Game Time!



Define:
Process Transformation and Data Architecture

Development:
Simultaneous development of Client-facing Portal, Internal-facing applications, and Integrations

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Deploy:
Knowledge content, Acceptance Testing and Training

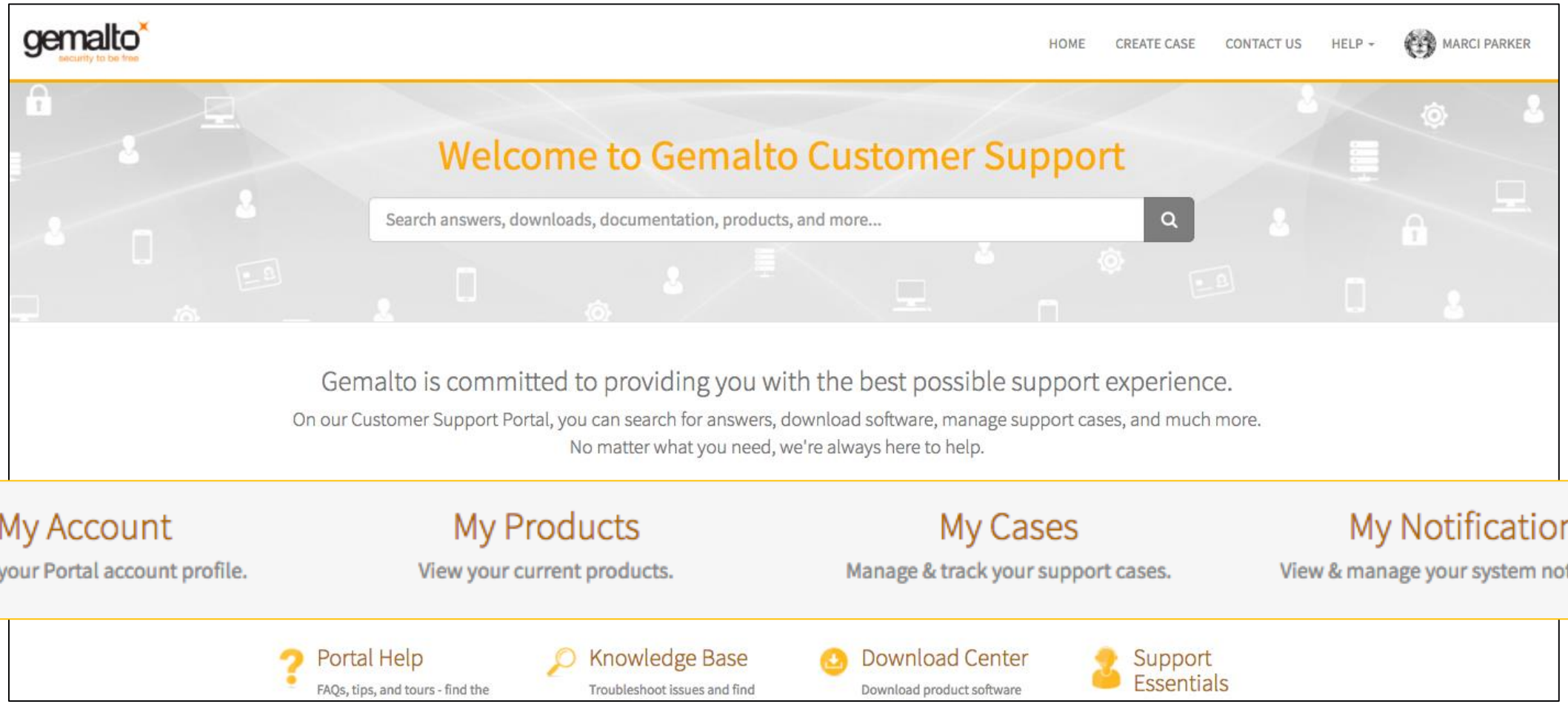
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Highlight Reel

- Personalized experience
- Ease of maintenance
- Power of Integrations

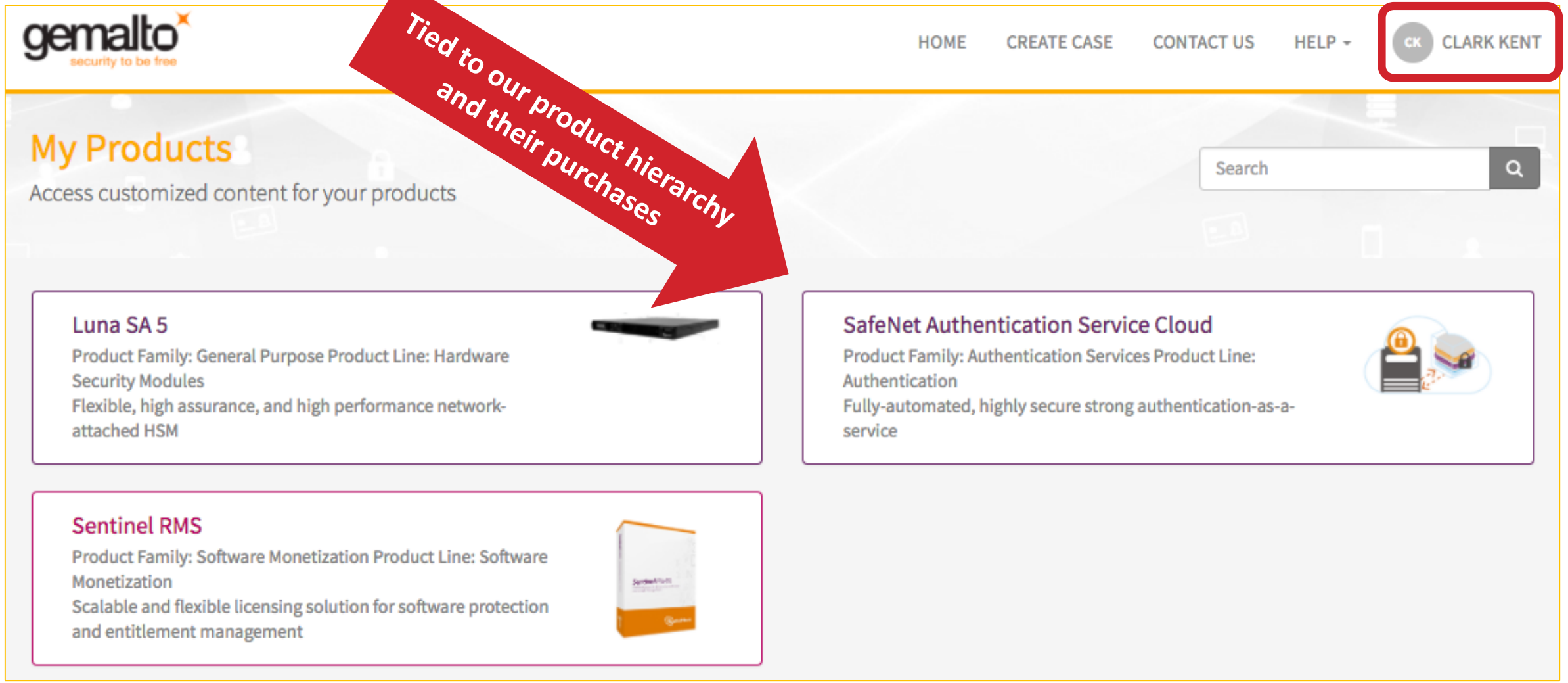
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Highlights: Personalized Experience



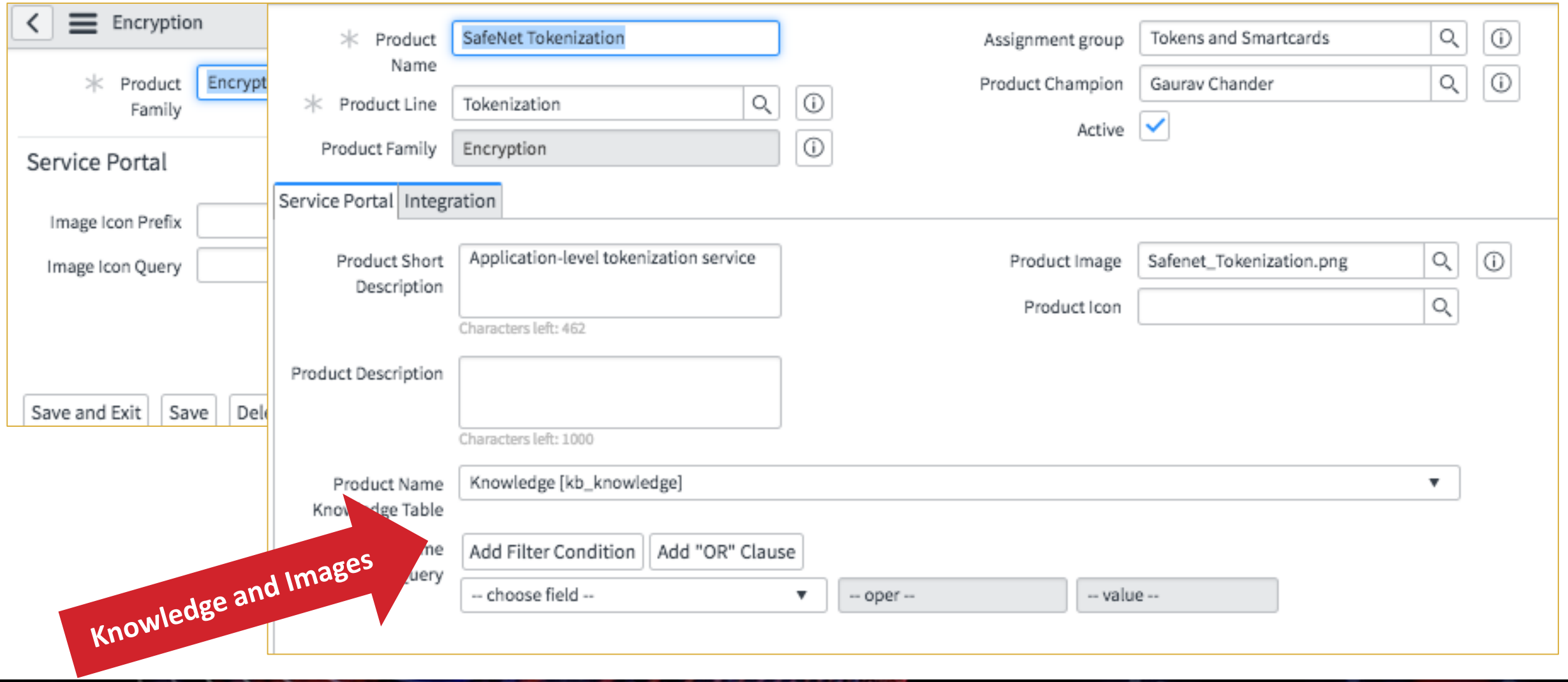
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Highlights: Personalized Experience for our Clients and Partners



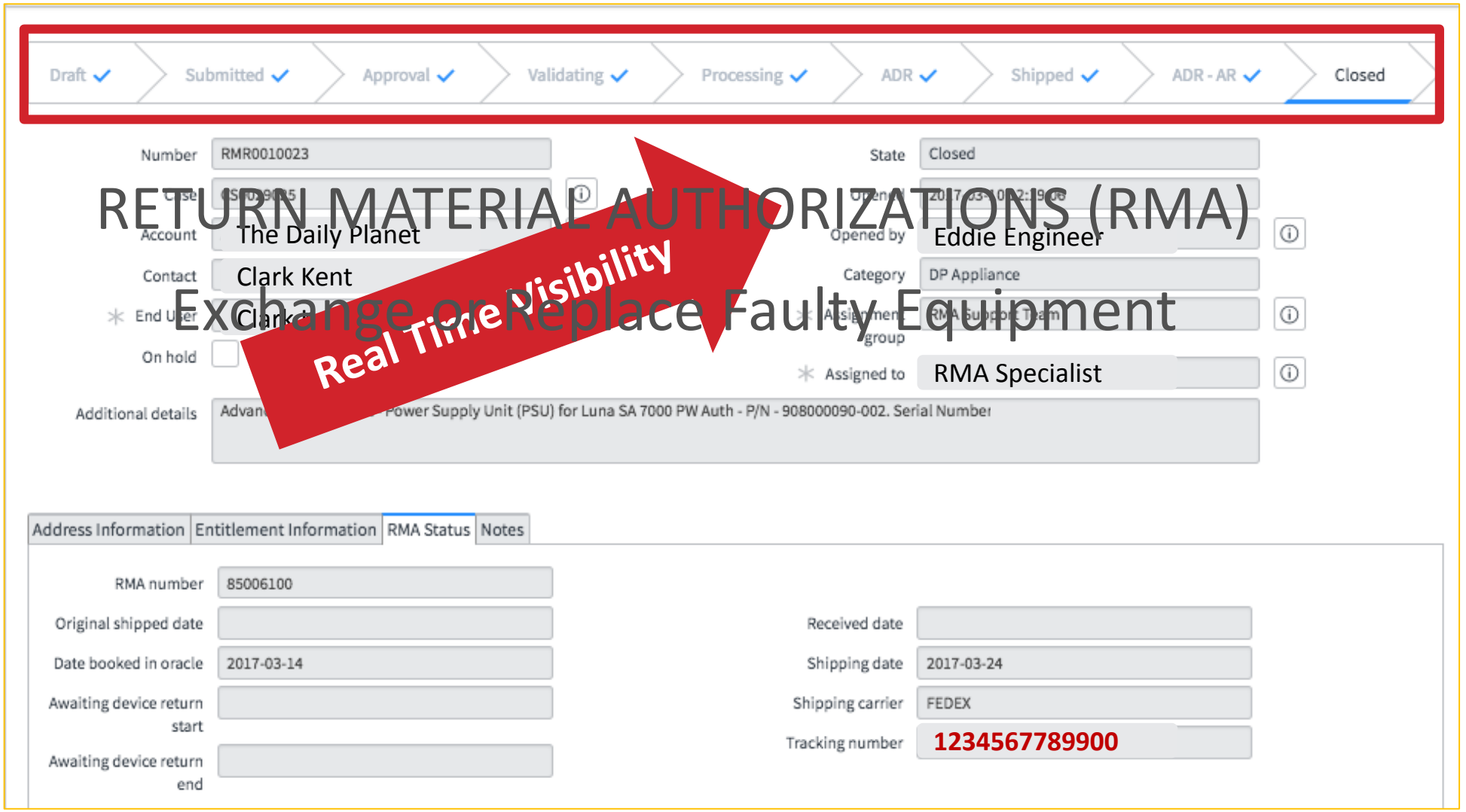
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Maintenance: So much content…



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Integrations: Oracle



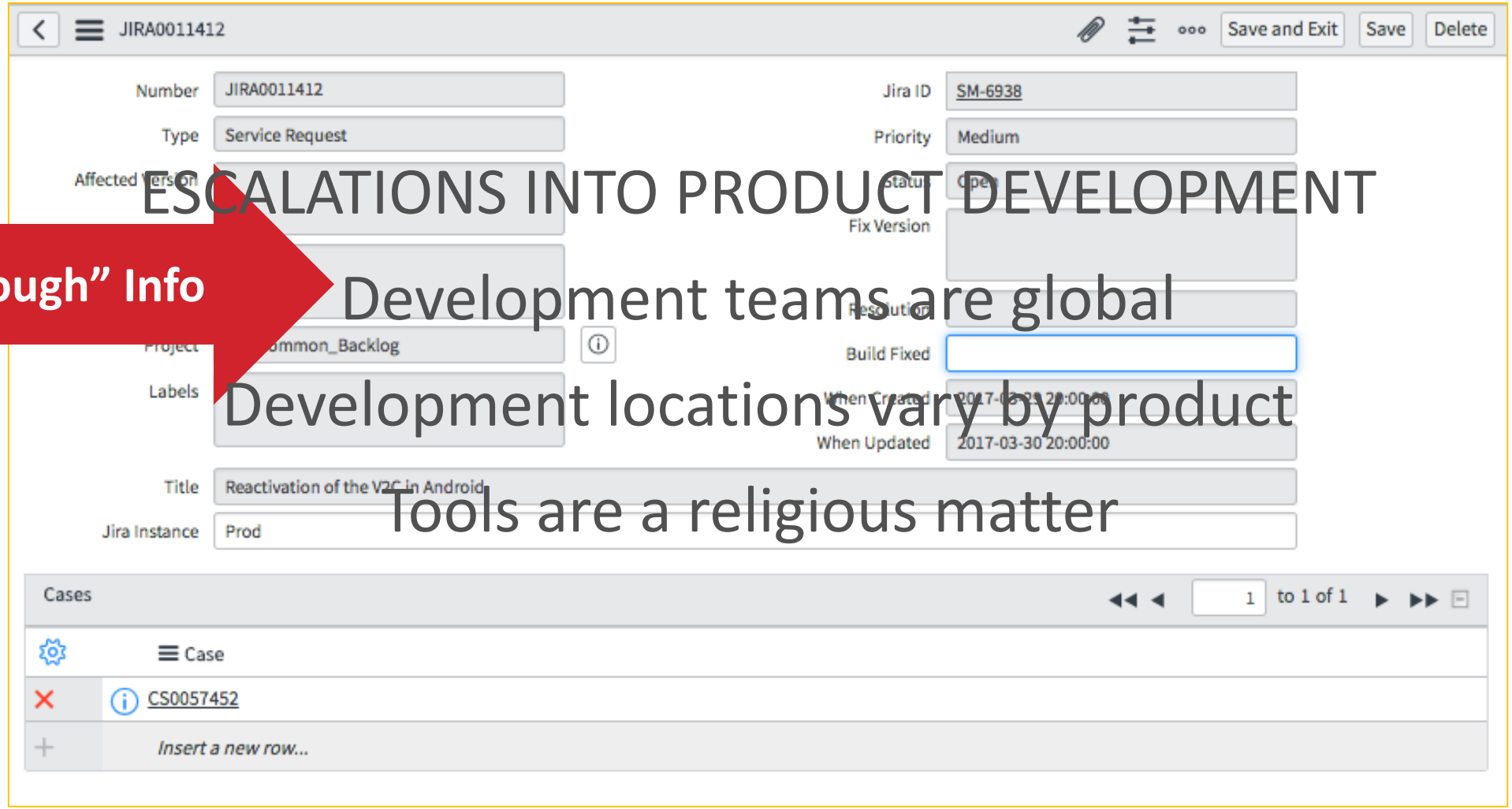
RETURN MATERIAL AUTHORIZATIONS (RMA)

Exchange or Replace Faulty Equipment

Real Time Visibility

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Integrations: JIRA



”Just Enough” Info

ESCALATIONS INTO PRODUCT DEVELOPMENT

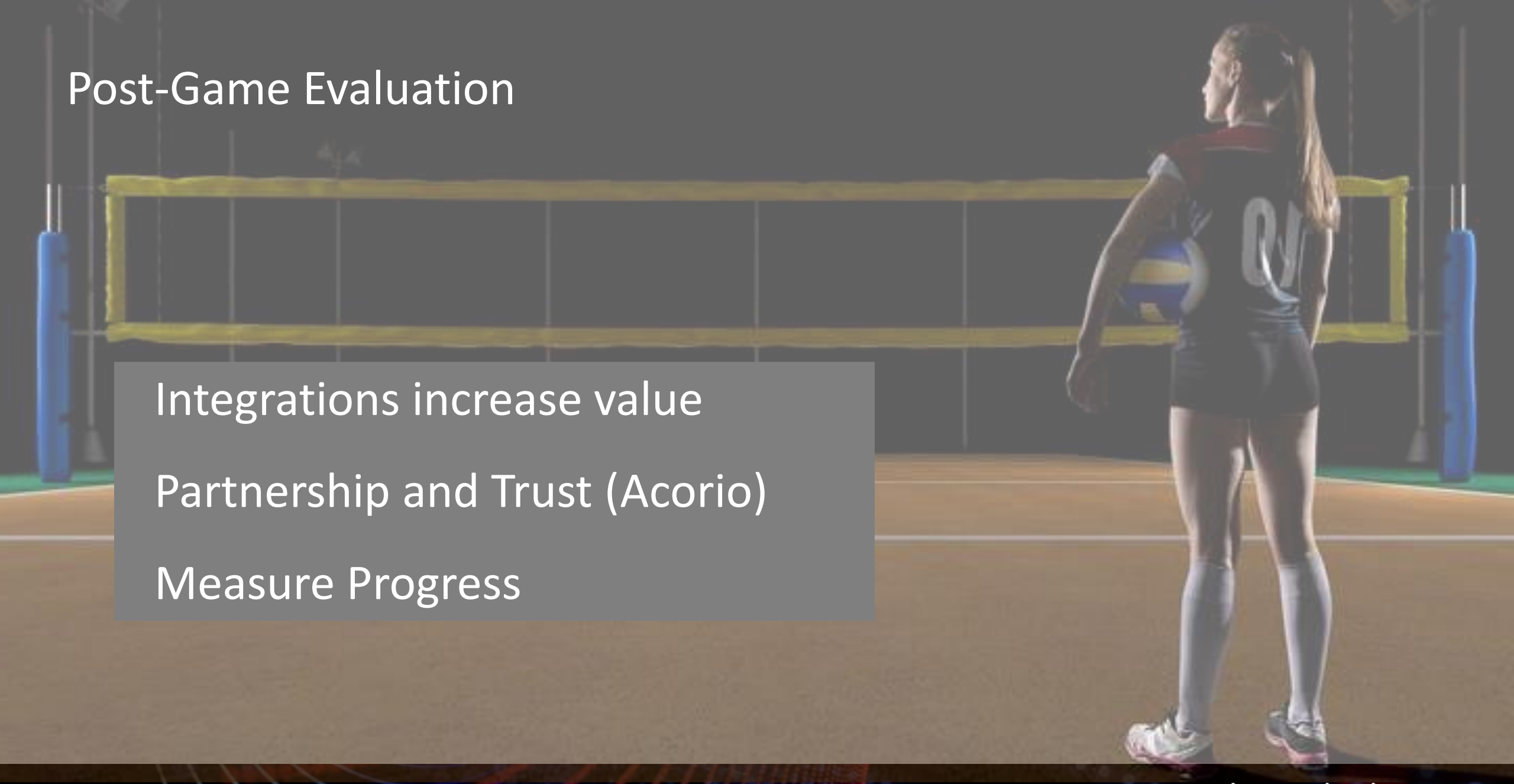
Development teams are global

Development locations vary by product

Tools are a religious matter

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Post-Game Evaluation



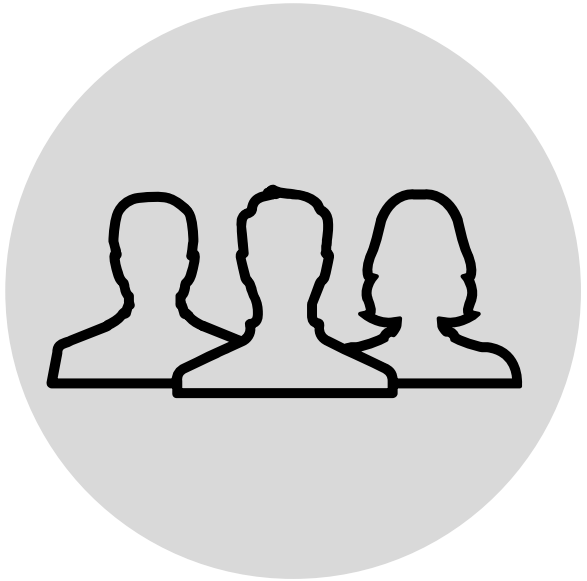
Integrations increase value

Partnership and Trust (Acorio)

Measure Progress

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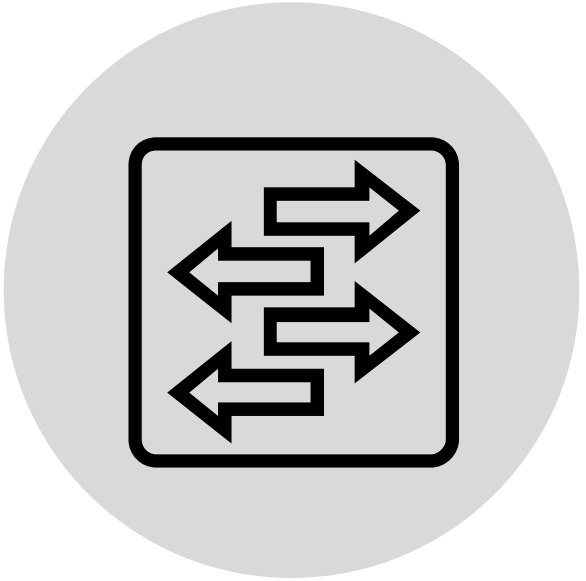
Value Outcomes: Transforming Our Business



Dynamic Segmenting of Partners, Distributors, Customers



Closed-Loop Process for SLA + Repair Cycle – Internal and External



Real-time Visibility and Communications with Support Team, Development, and Sales

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Top Takeaways

1

KNOW WHERE THE TRY ZONE IS

Clear and simple success criteria

2

KNOW STRENGTH OF YOUR PLAYERS

Rookies are exciting. So are strong and capable partners.

3

KEEP THE GAME FLUID

Plan and prioritize – but be prepared to adjust

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Q & A

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Take the Survey

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

Thank You

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