knowledge17

WORK at LIGHTSPEED™

How the Service Portal Changed CVENT's Helpdesk

MOHAMMED DAJANI
MANAGER, SERVICE DESK
CVENT

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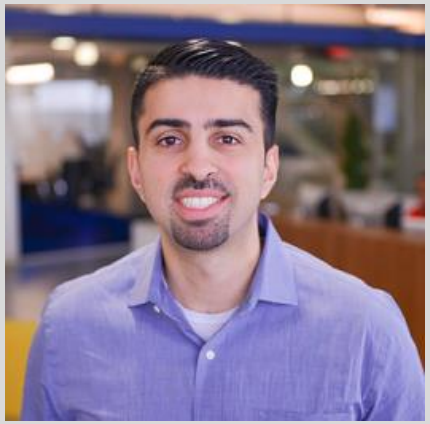
servicenow

Agenda

- Introduction & Background
- Challenges
- Goals
- Solution
- Features
- Issues Encountered
- Strategy
- Interface
- Results
- Lessons Learned & Next Steps
- Q& A

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Speaker Introduction



NAME: Mohammed Dajani

TITLE: Manager, Technical Support

FUNCTION: IT

COMPANY: CVENT

EXPERIENCE: 12 years working in IT, 2 years as a manager

EXPERTISE: ITIL, Service-Now administration, Help Desk Management

ACHIEVEMENTS: Completed Helpdesk move from Manage Engine to ServiceNow, Established Software Asset Management (presented at Knowledge 16), Service Portal

CURRENT PROJECTS: Improving MTTR, SAM 2017, Ticketing for other departments

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My Company



NAME: CVENT

INDUSTRY: Meetings & Events

MARKET FOCUS: Global meeting, event, and travel technology leader

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Online event registration, Venue Selection, Event Management, Mobile apps for events, E-mail marketing and web surveys

COMPANY-WIDE INITIATIVES: Over 2,500 employees world wide, HQ – Tysons Corner, VA, November 29, 2016 – acquired by Vista Equity, Merged with Lanyon (current initiative)

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Challenges

- Lanyon Merger
  - Multiple Ticketing systems and Knowledge Bases
- Different Teams
  - Different Processes
- Clutter in ticket lifecycle
- Long average ticket times



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Goals

- One Central Knowledge Base
- Reduce number of tickets created
  - By utilizing an affective Knowledge Base
- Decrease Average Age of Tickets
  - Faster approvals, structured data, and automation
- Increase Customer Satisfaction
  - Faster solutions = Happier customers



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Solution

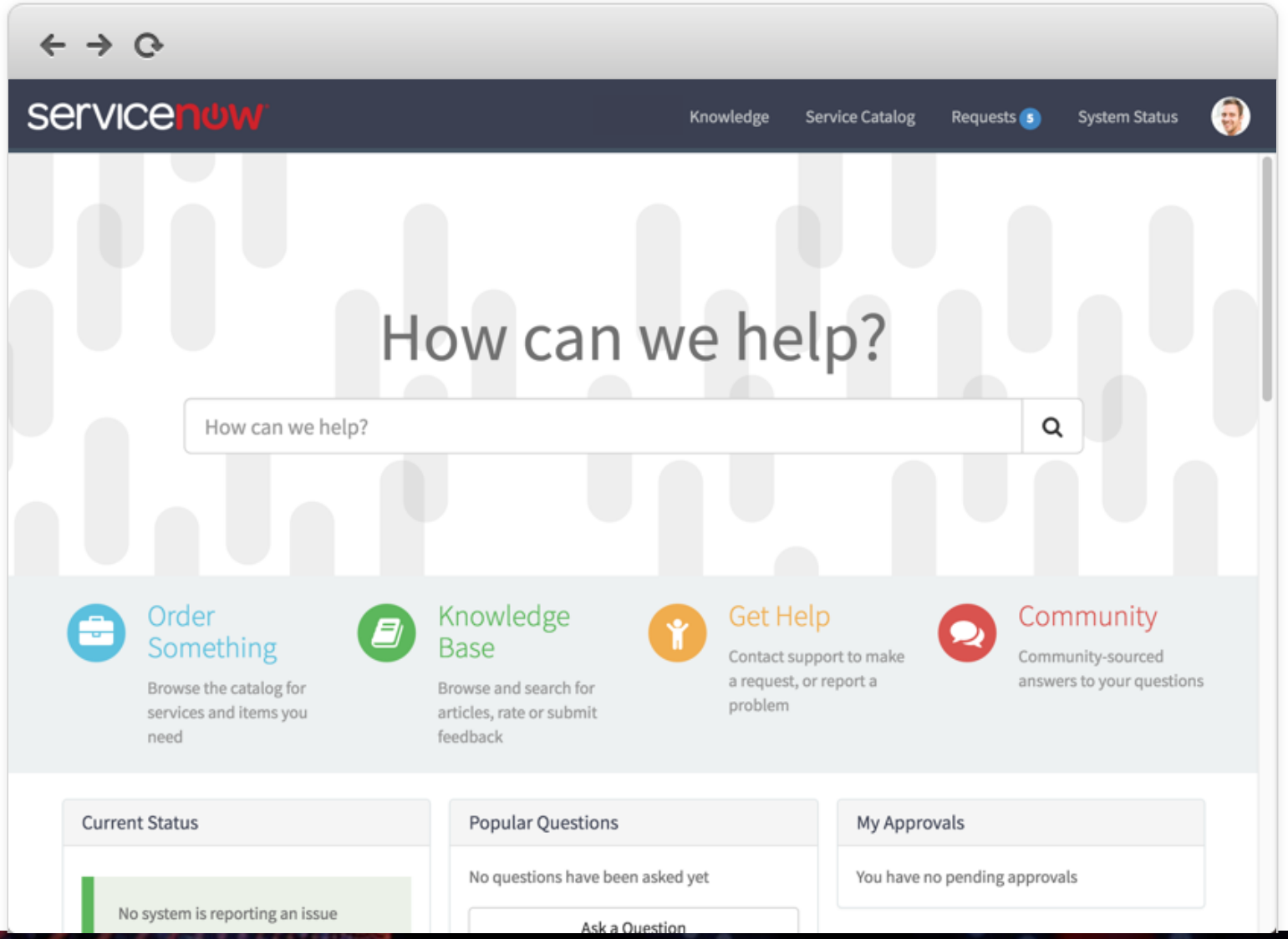
- The ServiceNow Service Portal!
  - Free
  - Released in Geneva
  - Focused on self service
  - Featured in Knowledge 16



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Features

- Knowledge Base
- Community Q & A
- Service Catalog
- System Status
- Better Ticket Creation



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Issues Encountered

- Resources
  - Our Team: Three person team!
    - Project Manager: Me
    - Architect: Anthony Busch (NOC Manager)
    - Developer: Felix Gondwe
      - Developer turn over
- Management Skepticism
- Org so used to e-mail



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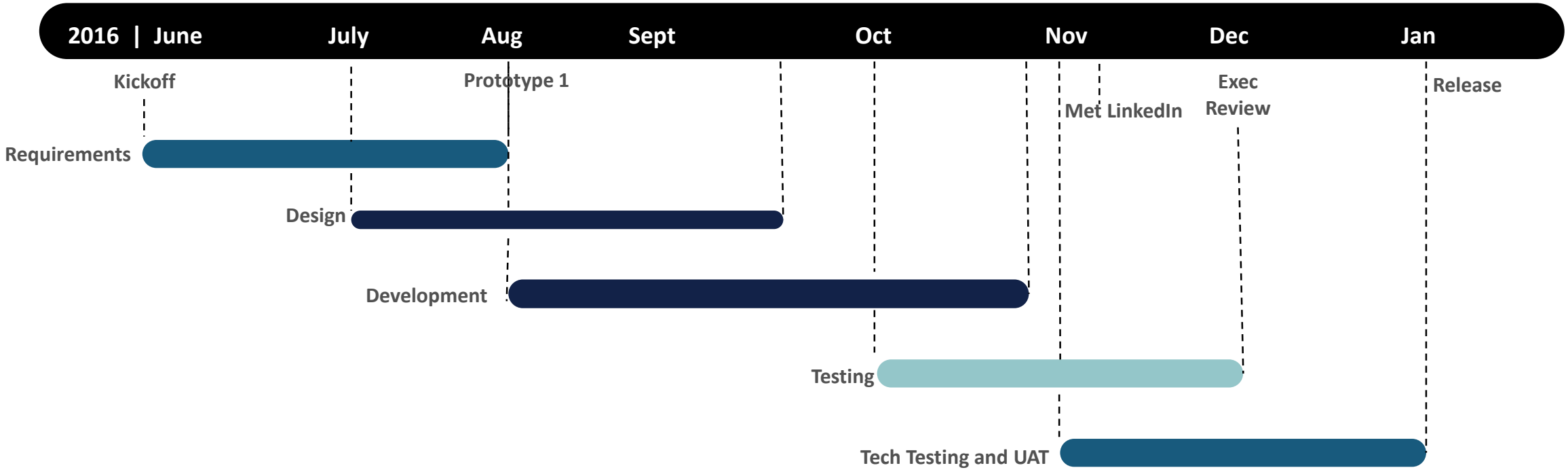
Strategy

- 1st Major Release to focus on:
  - User Interface
  - Reliable and updated Knowledge Base
  - Service catalog items that are simple and clean
- Market the solution
- Get management buy in
- Use HI as a standard



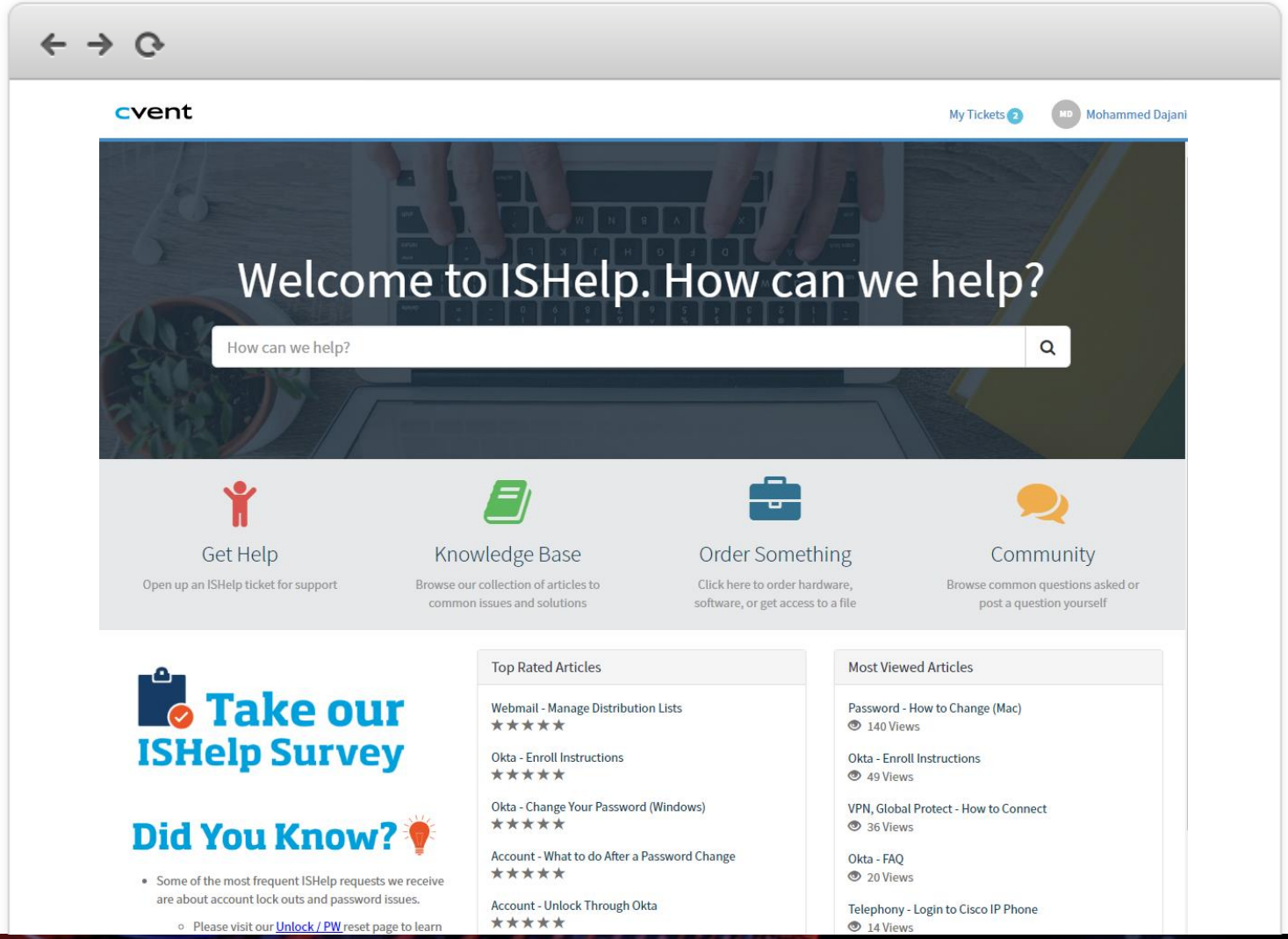
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Solution – Timeline



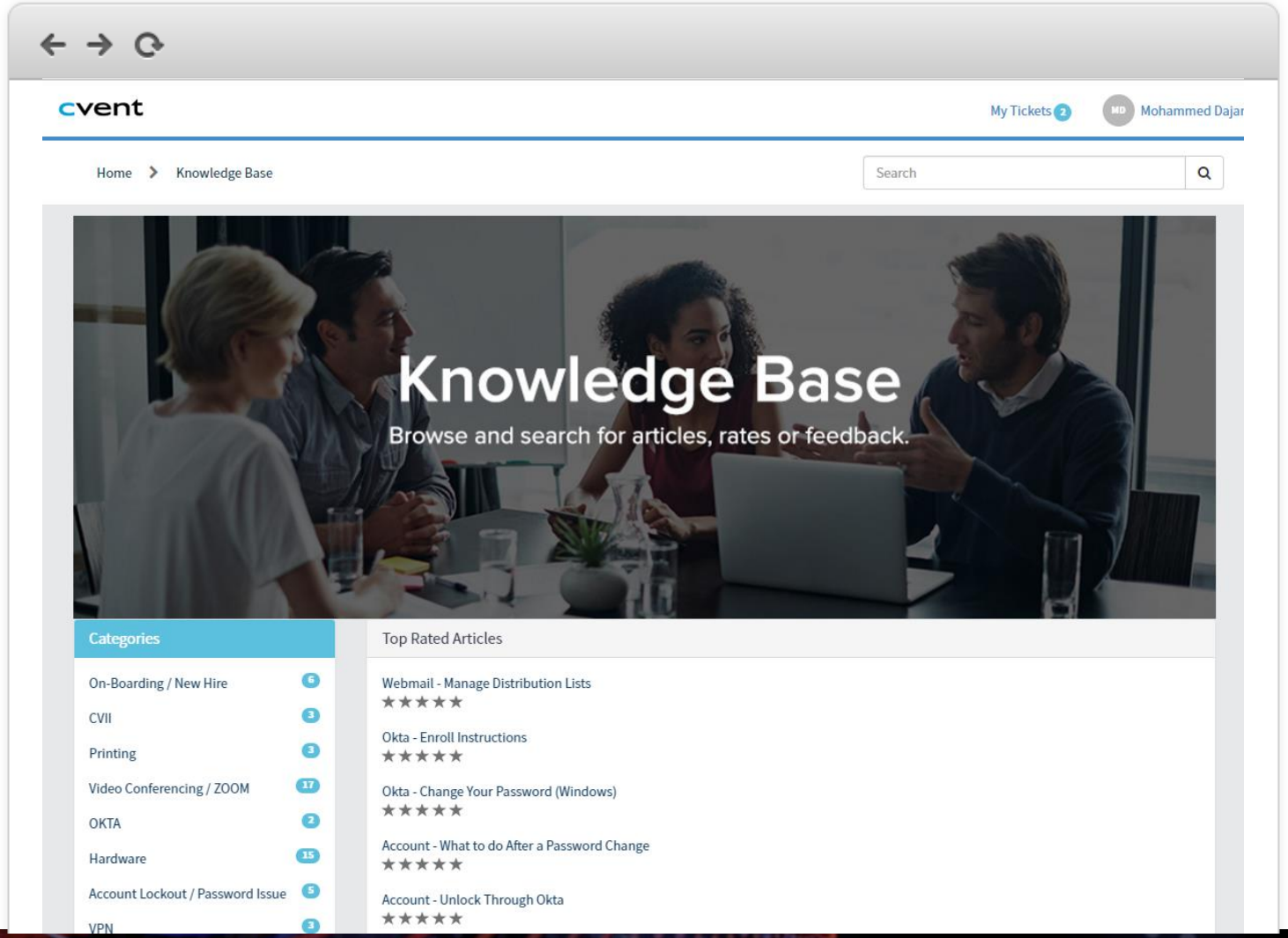
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Interface



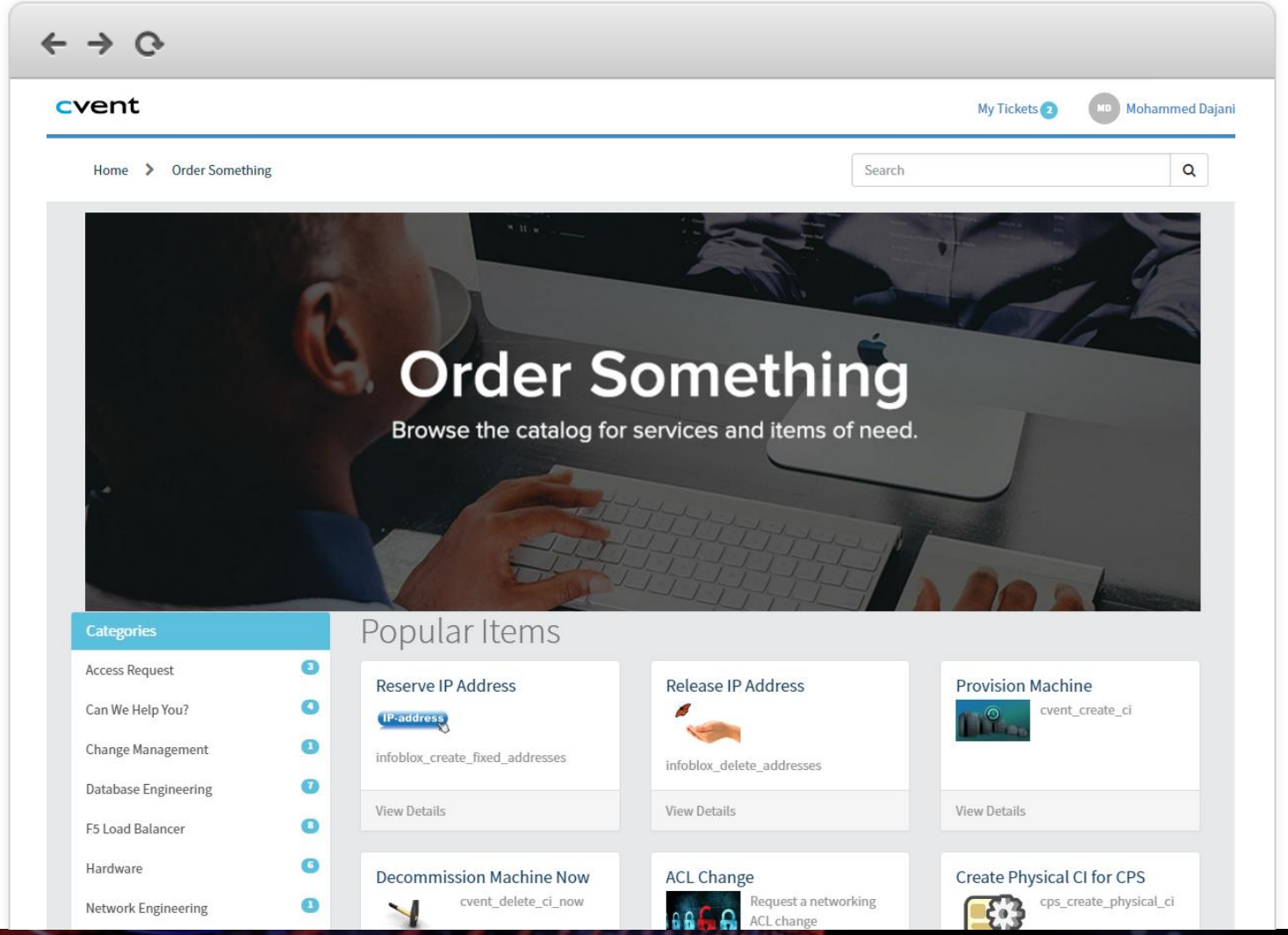
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Knowledge Base



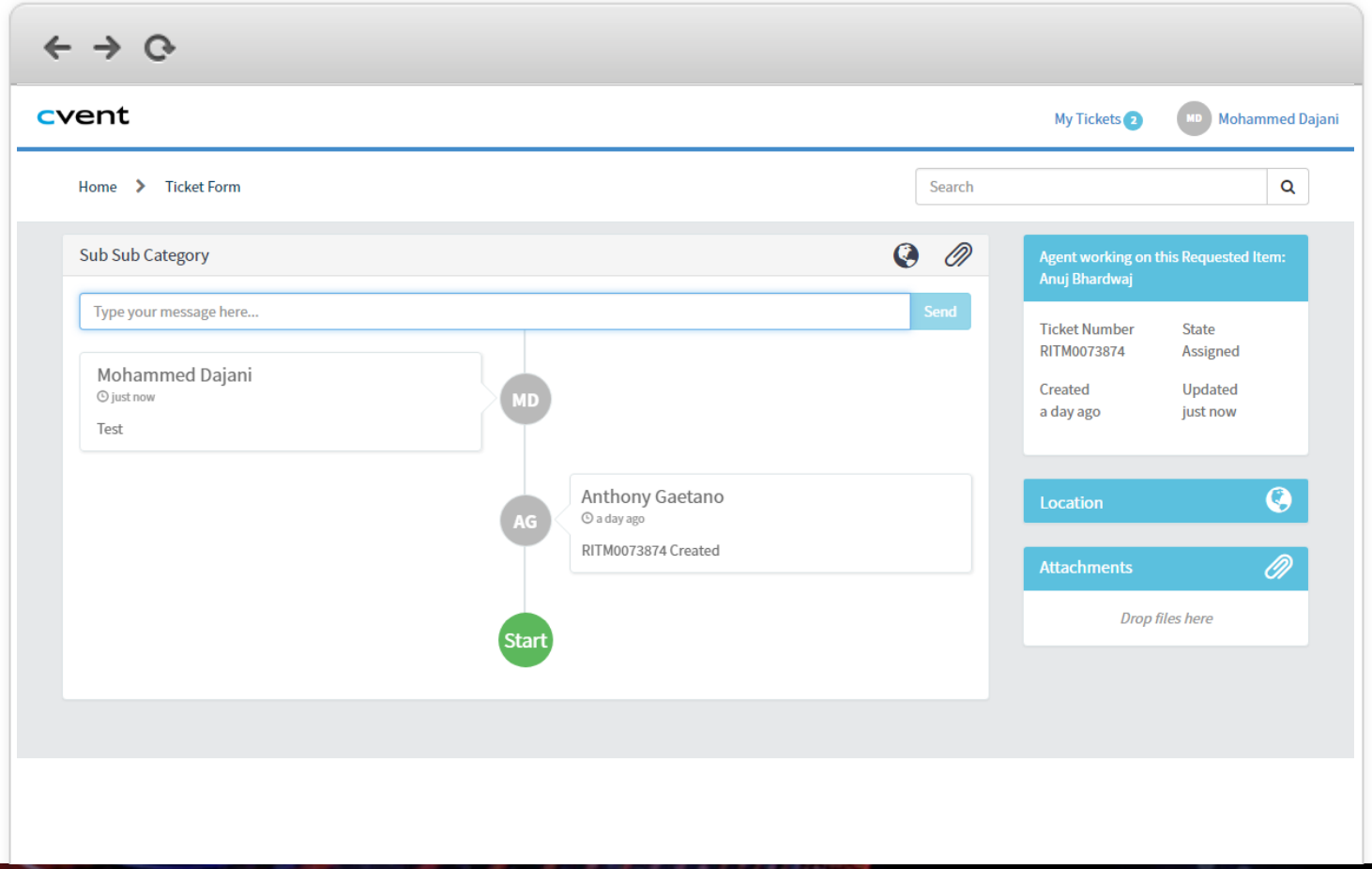
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Service Catalog



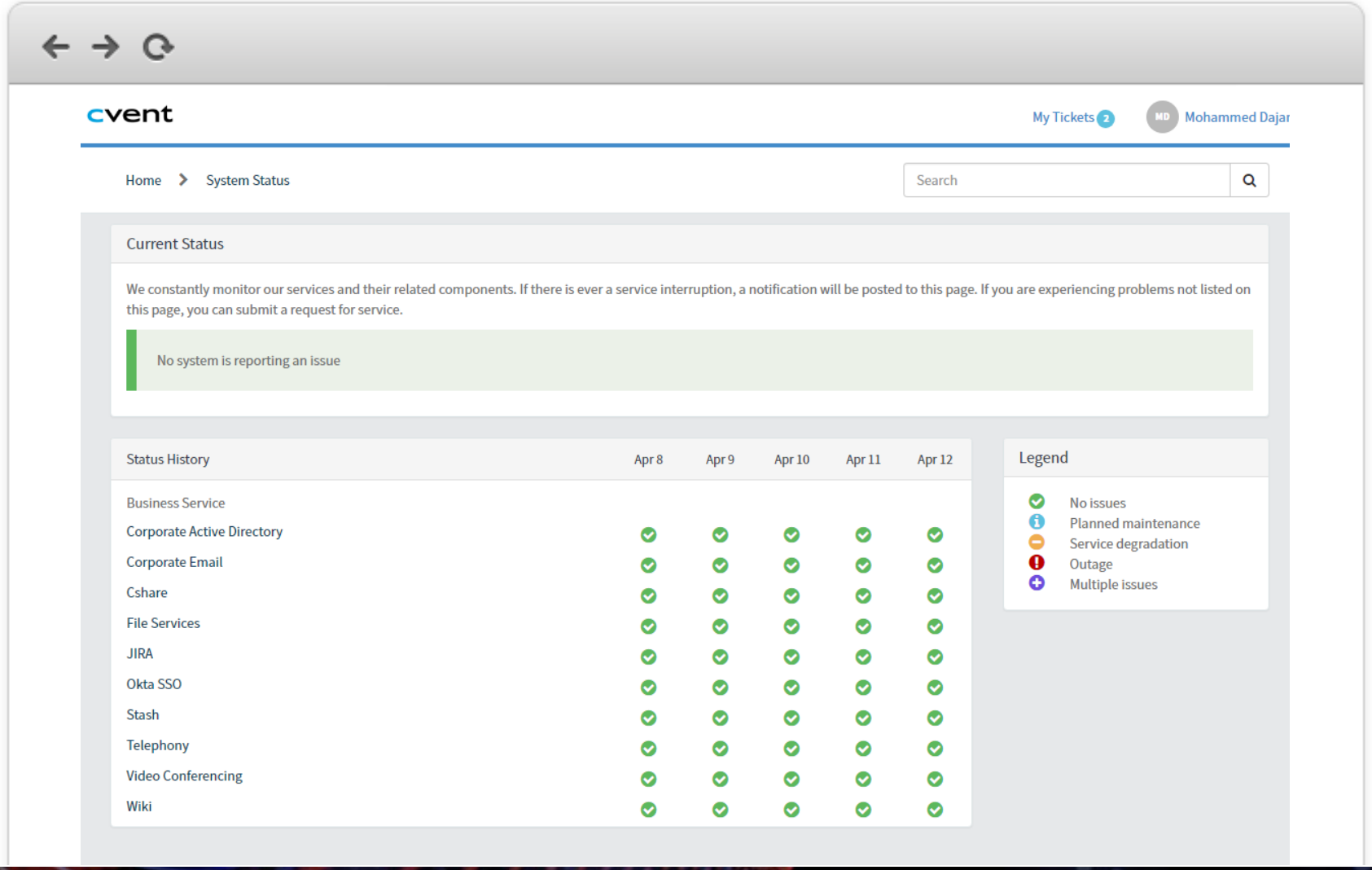
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Visibility of a Ticket



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System Status



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Results

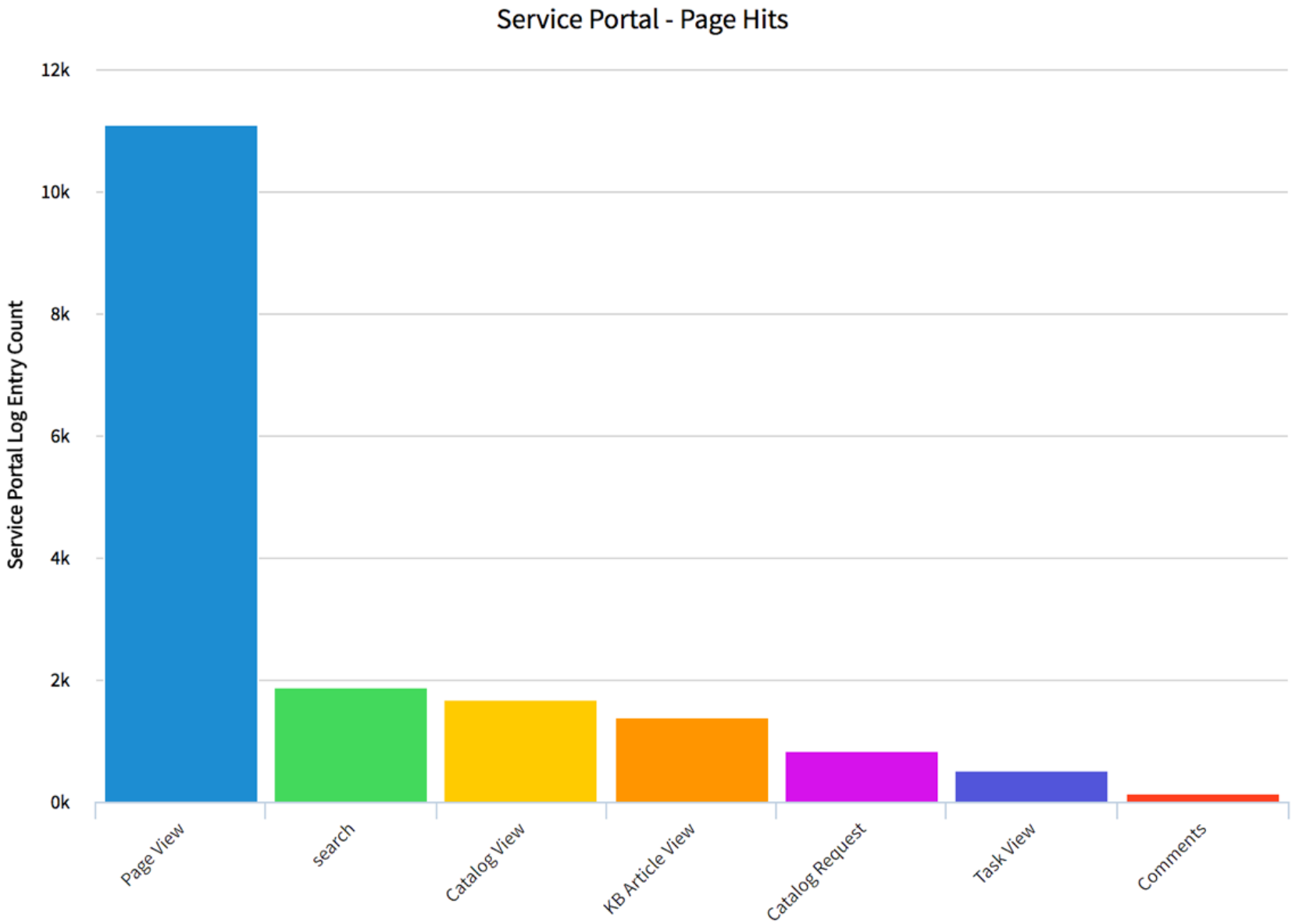
- Improved Customer Experience
  - Increased self service experience
  - Reduced average age of tickets
  - Better visibility into ticket lifecycle
  - Transparent Approval Processes
- One central knowledge base



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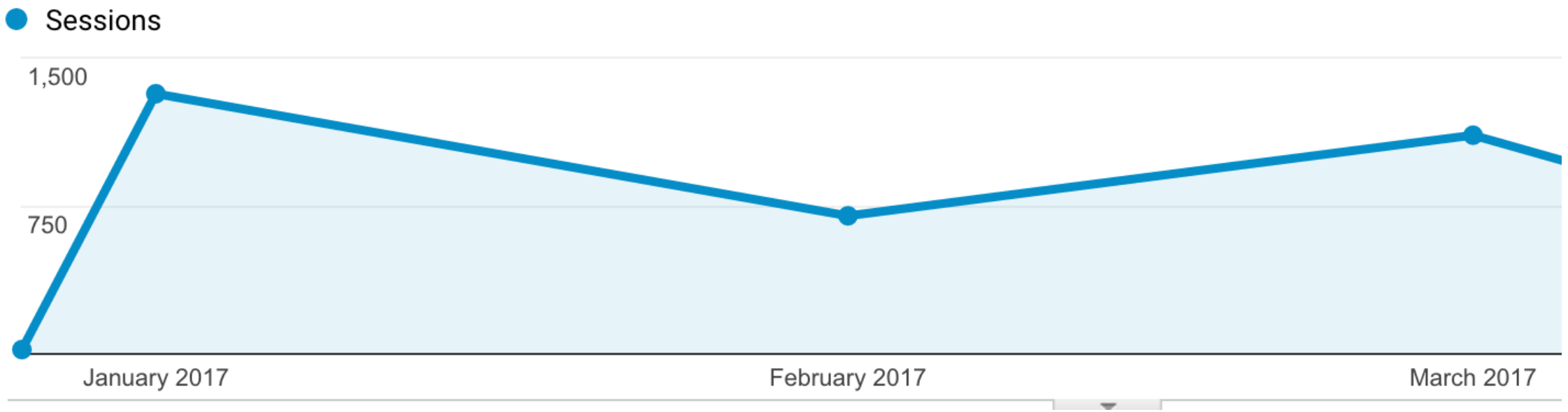
Page Hits

- Page Views –
  - Views – 11,094
  - KB Article – 1,404
  - Search – 1,875
  - Catalog View – 1,676
  - Catalog Request - 827



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Google Analytics



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Value Outcomes

	BEFORE	AFTER
Mean Time to Resolve (MTTR)	31 Hours	24 Hours
Average Customer Satisfaction	92%	97%

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Value Outcomes

An decrease of

200

Avg Tickets / per week

Deflection

Over

1000

Requests Created

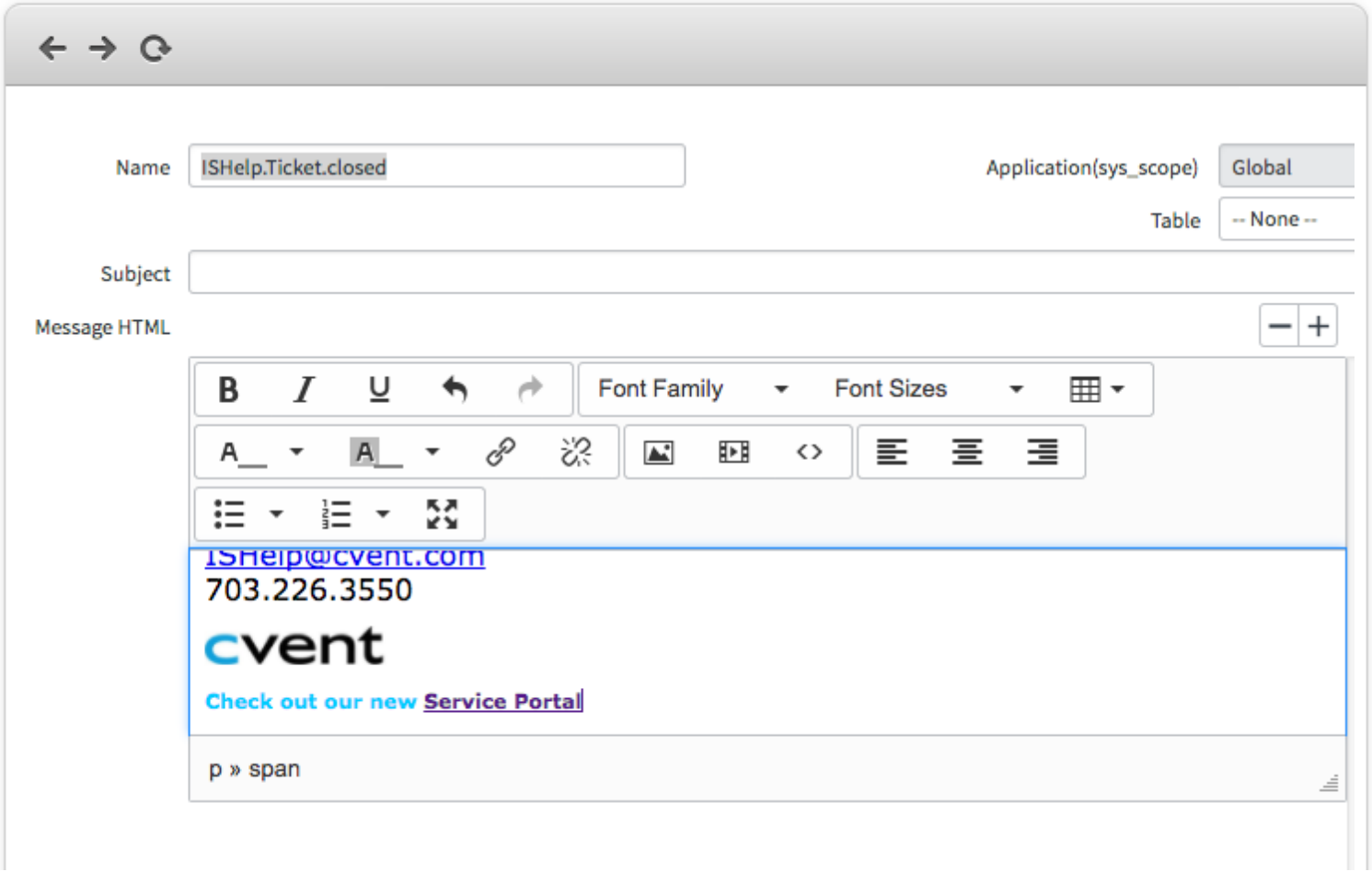
Smart Tickets

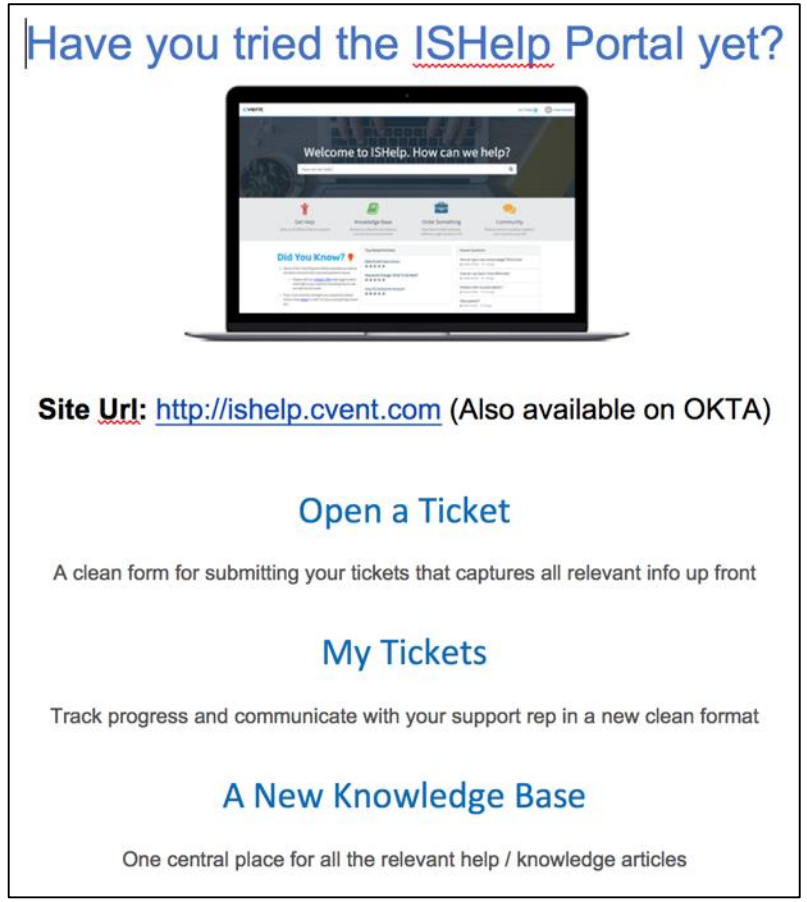


Average Age of Ticket (MTTR)

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Advertise

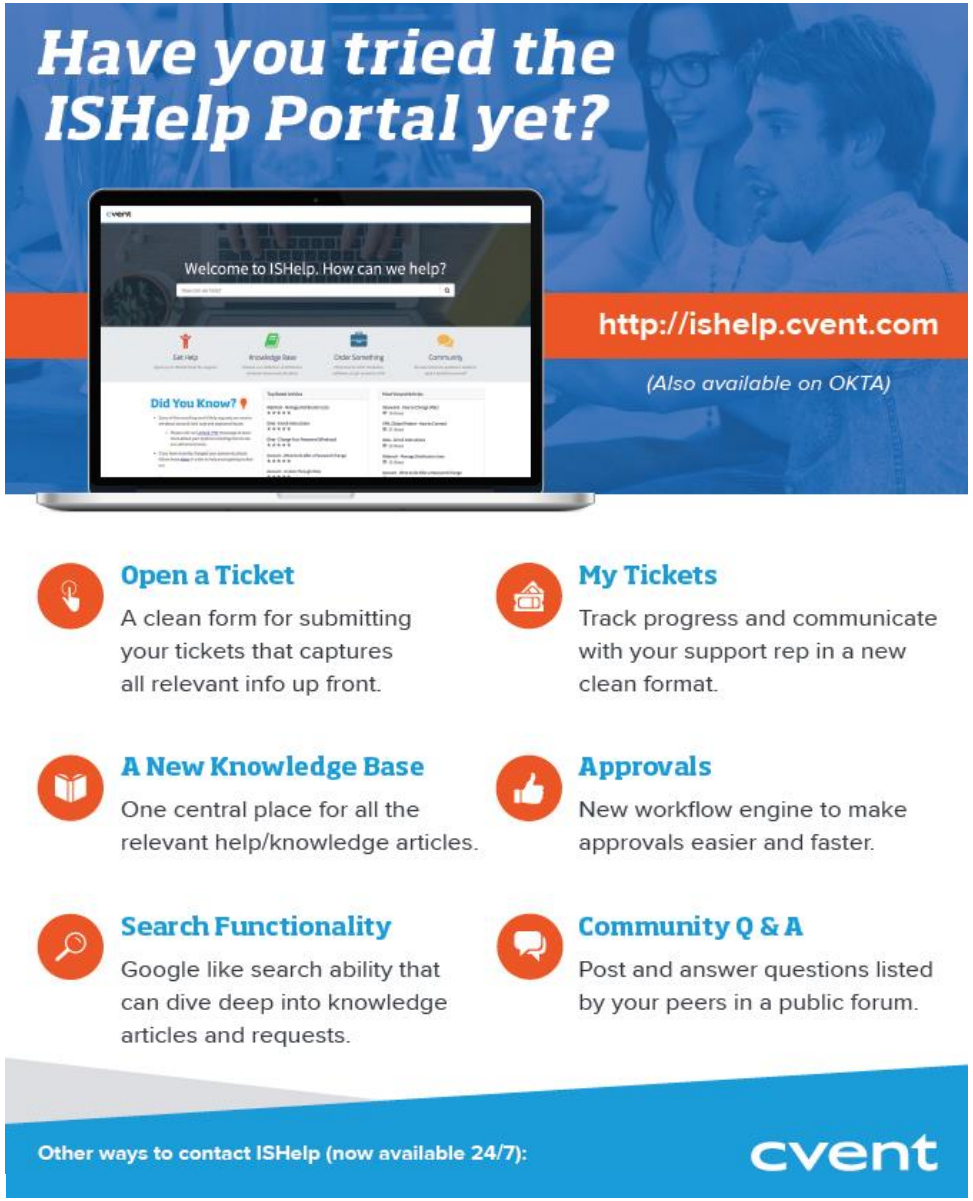




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Advertise Some More

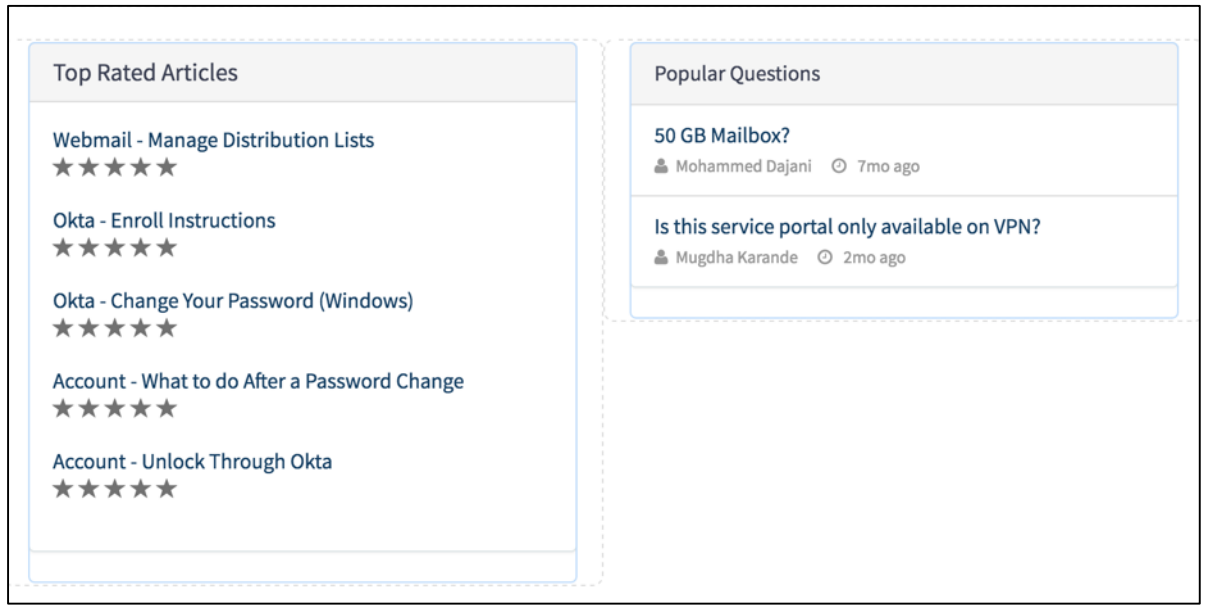


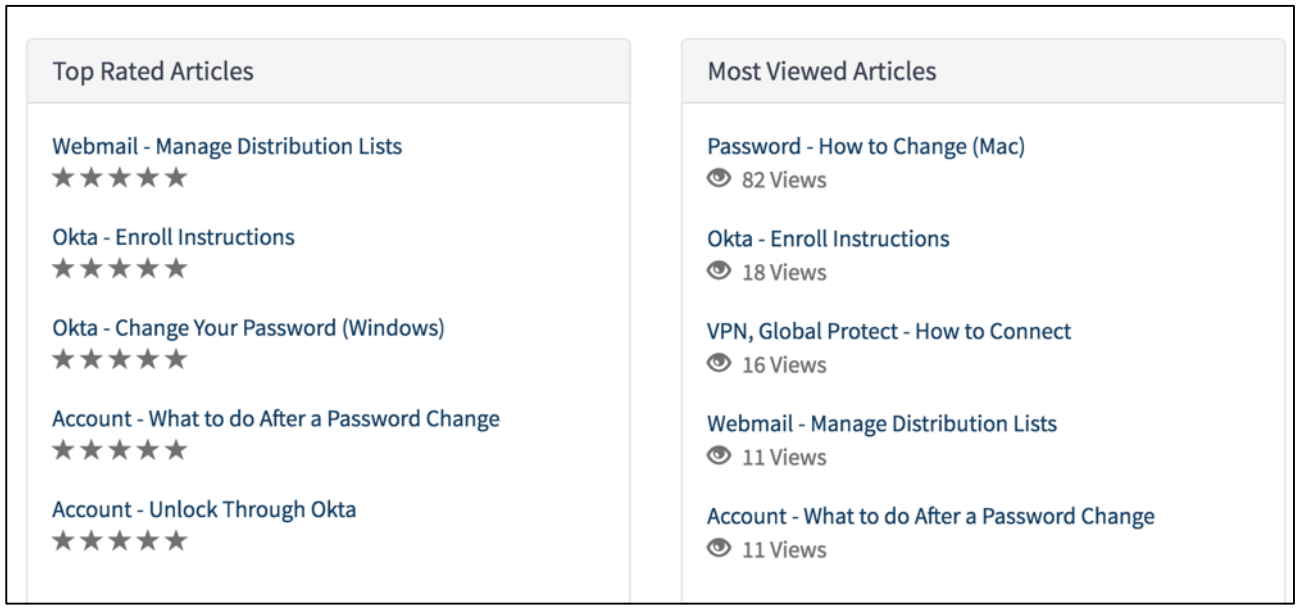
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Adjust

- See what works and what doesn't
- What's Popular and what is not





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Our Next Steps

- Release 2
  - Enhance UI
  - Work more on automation
  - More service catalog items
  - Add the system status section



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Lessons Learned

- Tackle one issue at a time
- I am not a UI designer
- Talk to people that have done it (LinkedIn)
- Get management endorsement
- Keep it simple
- Market market market



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Q & A

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Thank You

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Take the Survey

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

Thank You

Mohammed Dajani

Manager, Service Desk

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