knowledge17

WORK at LIGHTSPEED

Mobile - Reach the Unreachable

Patrick Brady
Lead Engineer
Target

© 2017 ServiceNow All Rights Reserved

servicenow

Agenda

- Target Overview
- Business Problem
- My Knowledge Experience
- Building a New Tool
- Pilot During Holiday Season (Peak)
- Demo
- Questions

© 2017 ServiceNow All Rights Reserved

Speaker Introduction



Name: Patrick Brady

Title: Lead Engineer

Function: Development/Design/Support

Company: Target

Experience: 2+ years as Lead Engineer Business Services

Expertise: DevOps, Agile Development, Analytics, Security, Software Development, Network Architect

Achievements: Reduced technical debt of 7 custom apps, Developed first decision tree which increased incident data accuracy by 60%

Current Projects: Platform for Vendor Tracking, I & O Mobile Solution, Delegated Development

© 2017 ServiceNow All Rights Reserved

Target Corporation



Name: Target

Industry: Retail

Market Focus: U.S. upscale discount retailer with a market focus on Millennials, Hispanics, families and urban city residents

Company's Primary Products/solutions:

Target is an upscale discount retailer in the U.S. with 1800 stores, 300,000+ employees and annual revenues in excess of $70B. Target provides high-quality, on-trend merchandise at discounted prices in clear, spacious, friendly stores and through its digital channels.

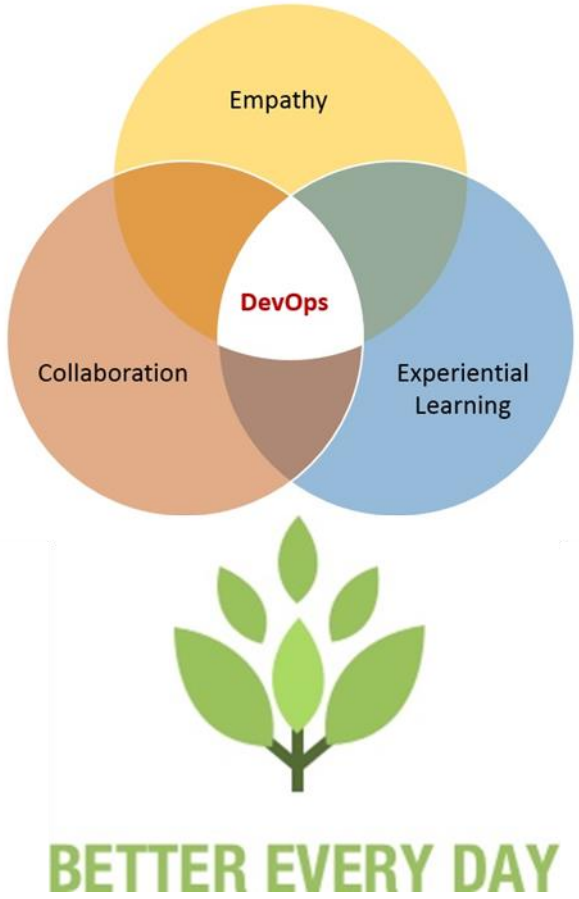
Company-wide Initiatives

- Digital growth
- Loyalty programs
- Small format urban stores
- Supply chain reivention
- Developing new consumer products & brands

© 2017 ServiceNow All Rights Reserved

Broader Target Technology Initiatives

- Agile and DevOps
  - Our technical teams are embracing Agile and DevOps
  - Teams start small with Minimal Viable Products (MVP)
  - Teams operate and own their entire applications
- Learning Culture
  - Emphasis is placed on learning and growing skills and capabilities
  - Part of the day time job
- Community Development
  - Driving to foster a community driven approach
  - Something wrong, propose a change and submit a Pull Request



© 2017 ServiceNow All Rights Reserved

ServiceNow @ Target

Catalog



15,000+ month

Incident



47,000+ month

Problem



200+ month

Knowledge



11,000+ articles

Even



120,000+ month

Change



6,000+ month

CMDB



300,000+ items

Hi Tech Appointments



1,200+ month

Hi Res Meetings



700+ month

Licensed Users



4,700+

Active Requesters



46,000+

Merchandising Business Support



9,200+ month

© 2017 ServiceNow All Rights Reserved

The Problem

Team members need the ability to report technology issues when they occur



© 2017 ServiceNow All Rights Reserved

The Goal

- Minimize the time to report and restore technical issue
- Maximize time with Target Customers



© 2017 ServiceNow All Rights Reserved

Who do you turn to? Meet Jim



- On-site Facility Technician
  - Over 24 years with Target
  - Supports 2 locations
- In high demand
- Needs to report technical issues to the IT Help Desk

© 2017 ServiceNow All Rights Reserved

Who else do we need? IT Help Desk



- IT help Desk John
  - Over 25 Years at Target
  - Ran the IT help desk for 4 years
- Wants to:
  - Provide the best services to Target Team Members
  - Keep Team Members on the floor
- Hates the phone tag game

© 2017 ServiceNow All Rights Reserved

Typical Conversation

1. Jim leaves the floor and calls Help Desk from back office
   - Transfer to area specialist
   - Answers questions

2. Help Desk answers Jim's call
   - Answers takes basic information
   - Escalate to specialist
   - Ask for more information

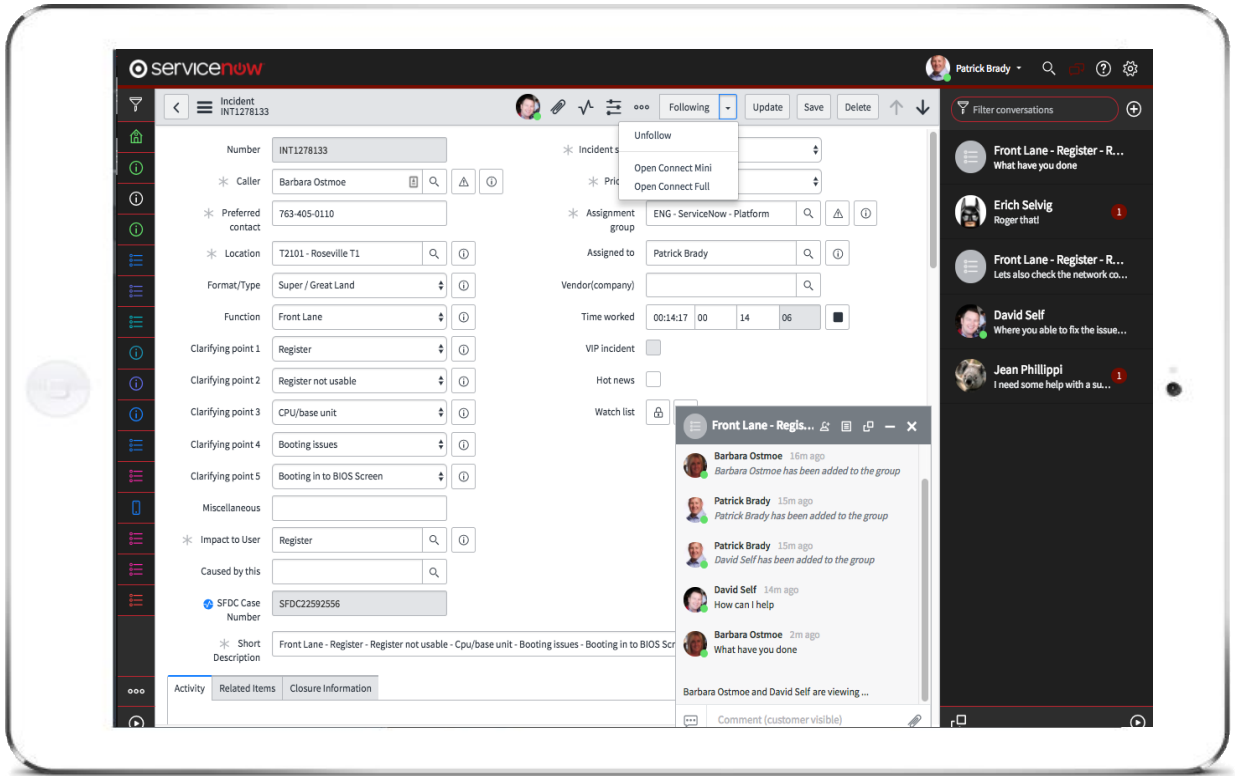
3. Jim calls back to the Help Desk
   - After going back to sales floor
   - He goes over new findings

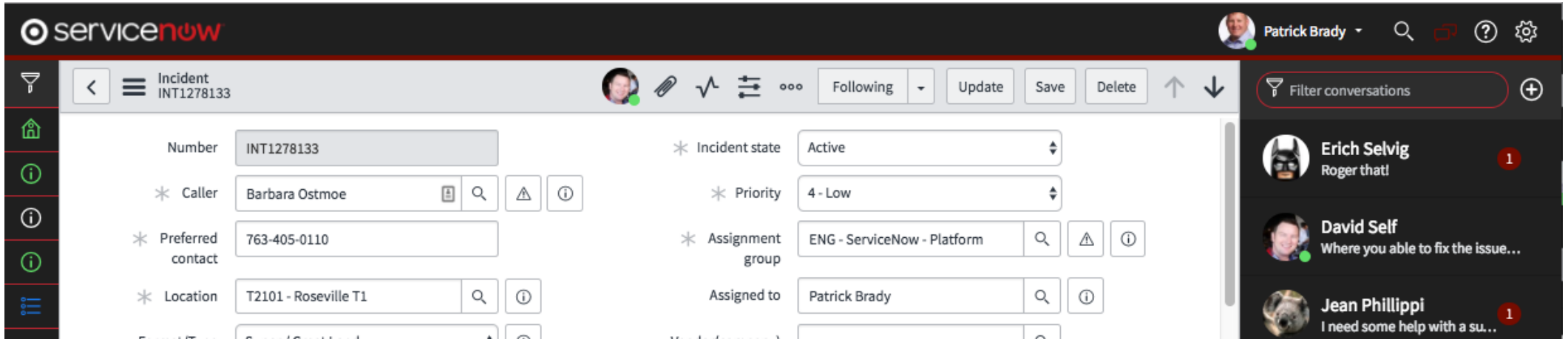
4. Help Desk answers Jim's call
   - Transfer to specialist
   - Trouble shoots
   - Engages vendor if not able to fix it

© 2017 ServiceNow All Rights Reserved

Where to go from here?

- Knowledge 16 “Lessons Learned”
  - Connect
    - Real time chat
  - Presence
    - Know who is available
  - Mobile
    - Delivering Connect and Presence
  - Helsinki upgrade



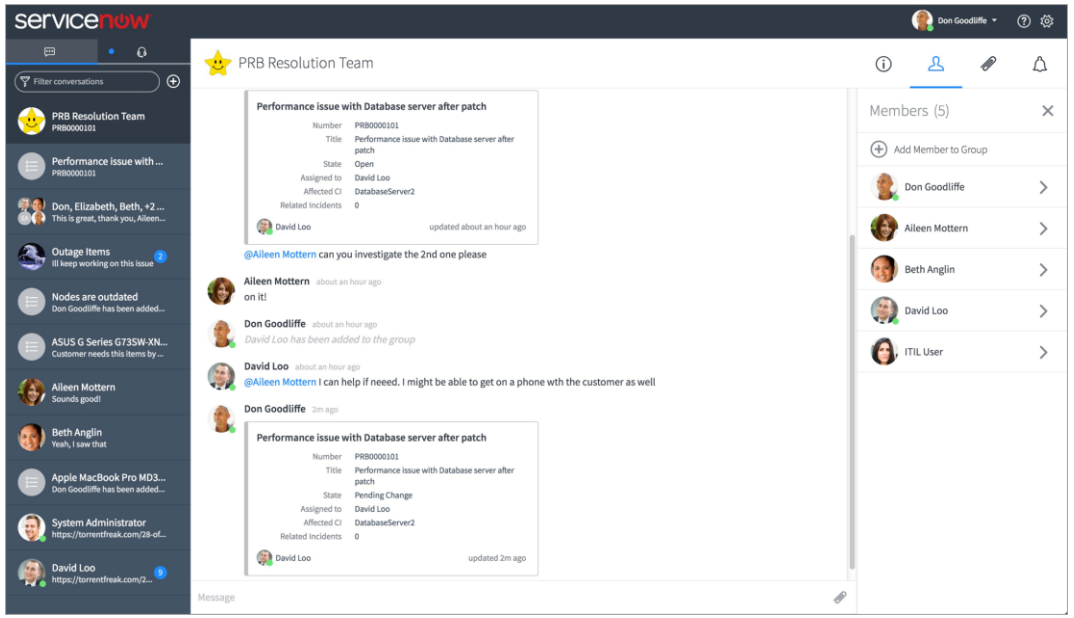


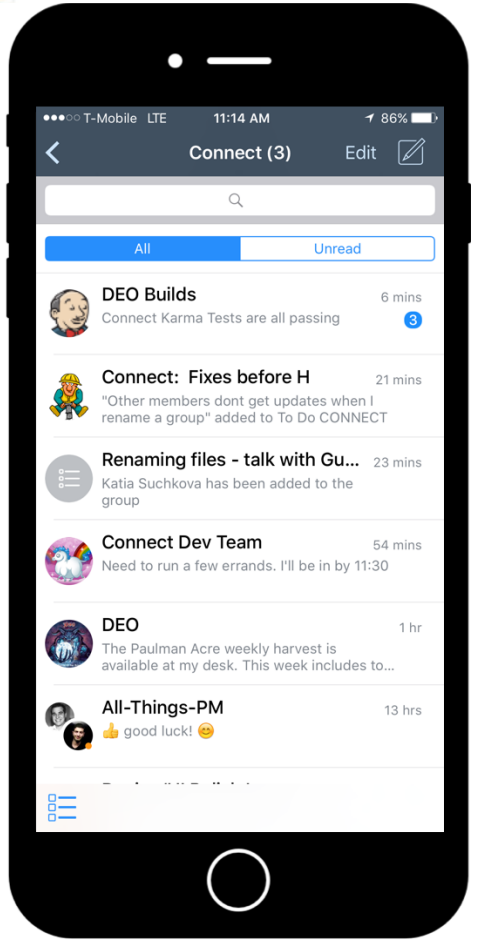
© 2017 ServiceNow All Rights Reserved

How do we make it real?

- Activate Plugins
  - Connect
  - Presence
  - Mobile
- Find the pilot group
- Define Minimal Viable Product (MVP) features
  - Easy real time chat
  - Track everything in an incident
  - Push Notifications



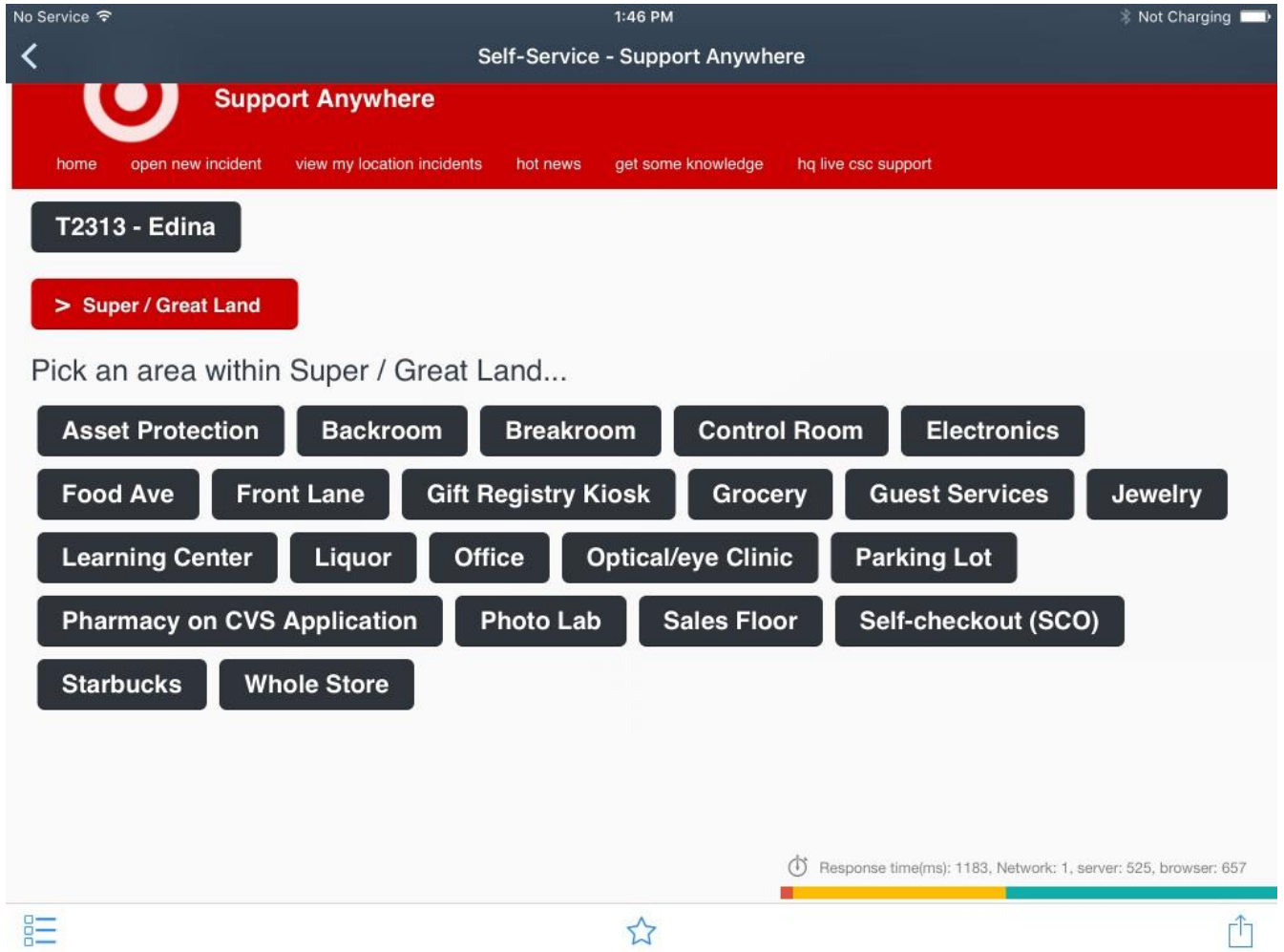




© 2017 ServiceNow All Rights Reserved

Decision Tree

- Where did it happen
- What technology was impacted
- What were you doing
- Details about what occurred

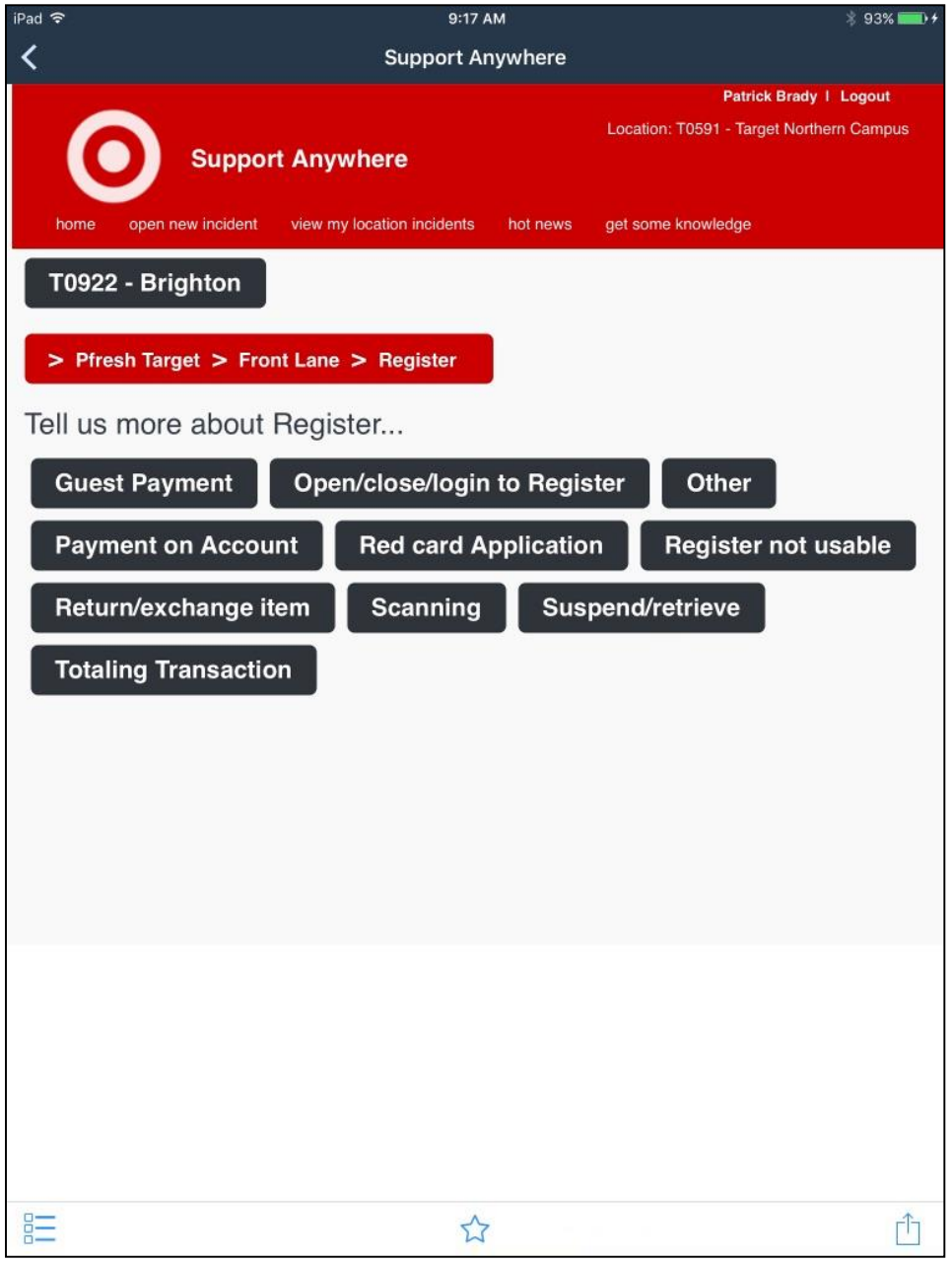


© 2017 ServiceNow All Rights Reserved

Solution at a Glance

- Team Member can
  - Accurately report what is wrong
  - Report from any location
  - On all Target Technology

  ....and then triggering a chat session



© 2017 ServiceNow All Rights Reserved

Demo Time

© 2017 ServiceNow All Rights Reserved

Value Outcomes

Phone Call



Mobile Live Chat



7 min

Average time saved per incident

31%

FASTER

Versus a telephone call

© 2017 ServiceNow All Rights Reserved

Top Takeaways

1

Develop once and use it on many different platforms

2

Partner with key customers

3

Pay attention at knowledge because you could solve your business problems

© 2017 ServiceNow All Rights Reserved

Q & A

© 2017 ServiceNow All Rights Reserved

Take the Survey

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

Thank You

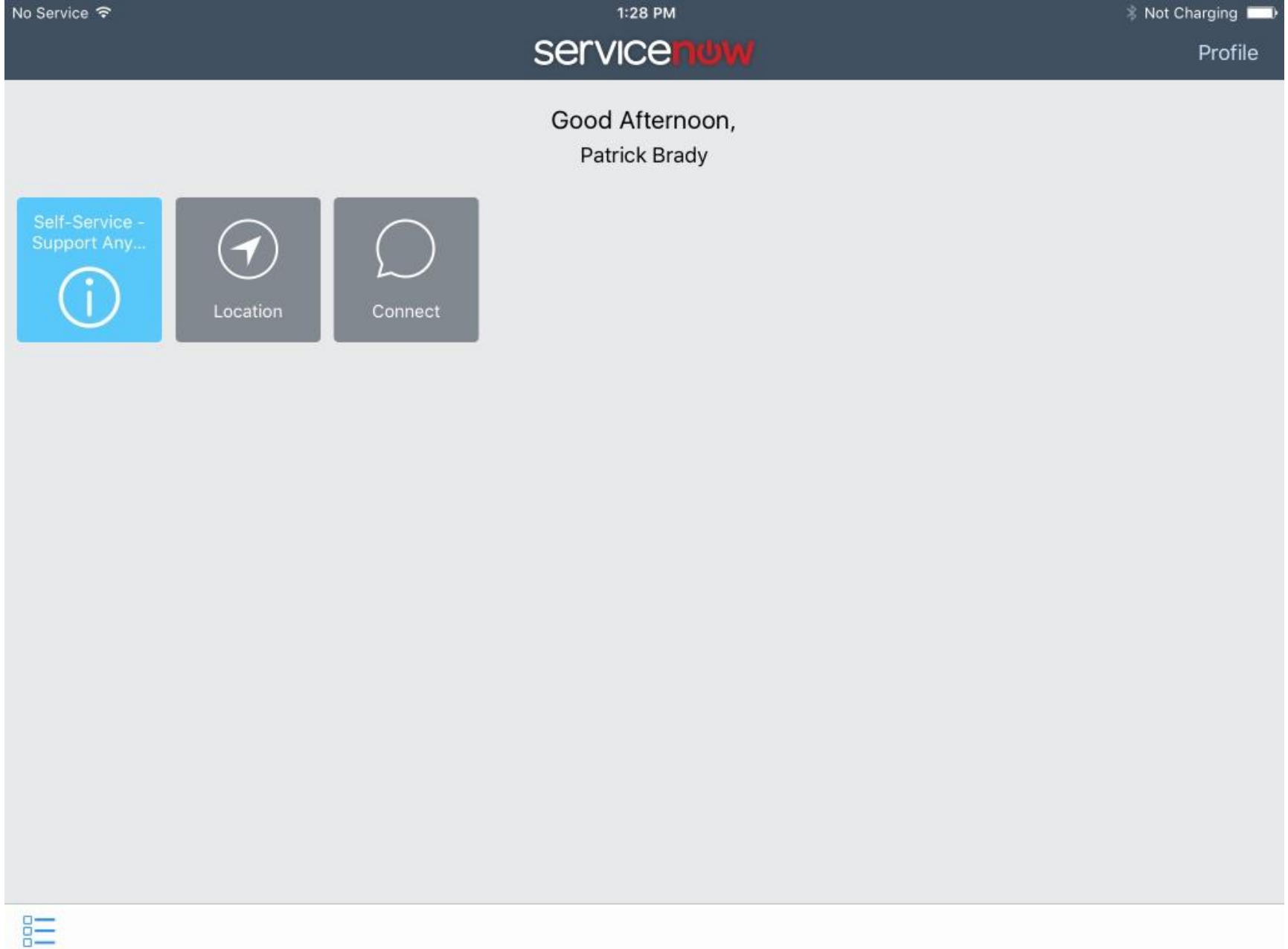
Patrick Brady
Lead Engineer
Target

Patrick.J.Brady@target.com

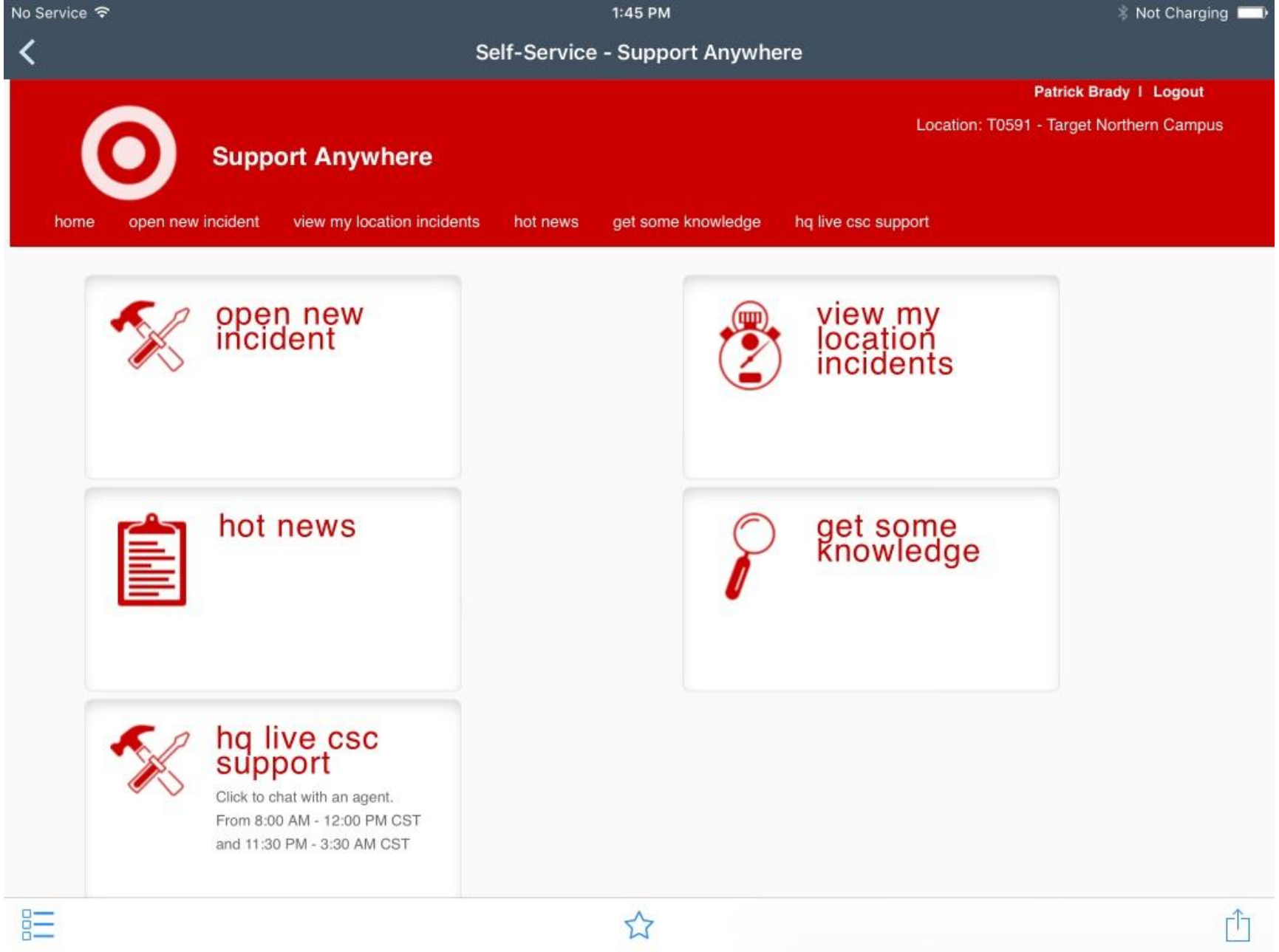
© 2017 ServiceNow All Rights Reserved

Backup Demo Slides

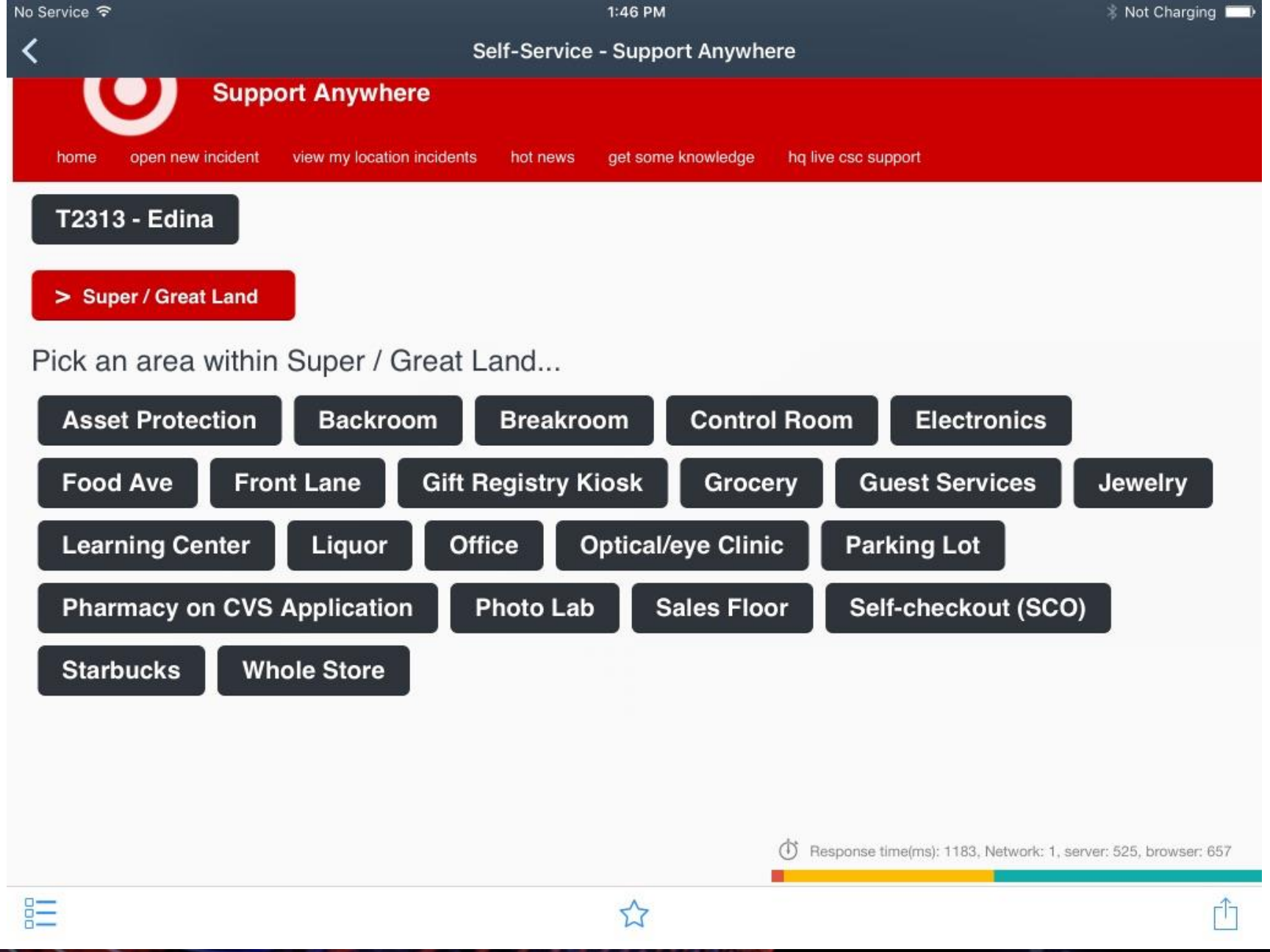
© 2017 ServiceNow All Rights Reserved



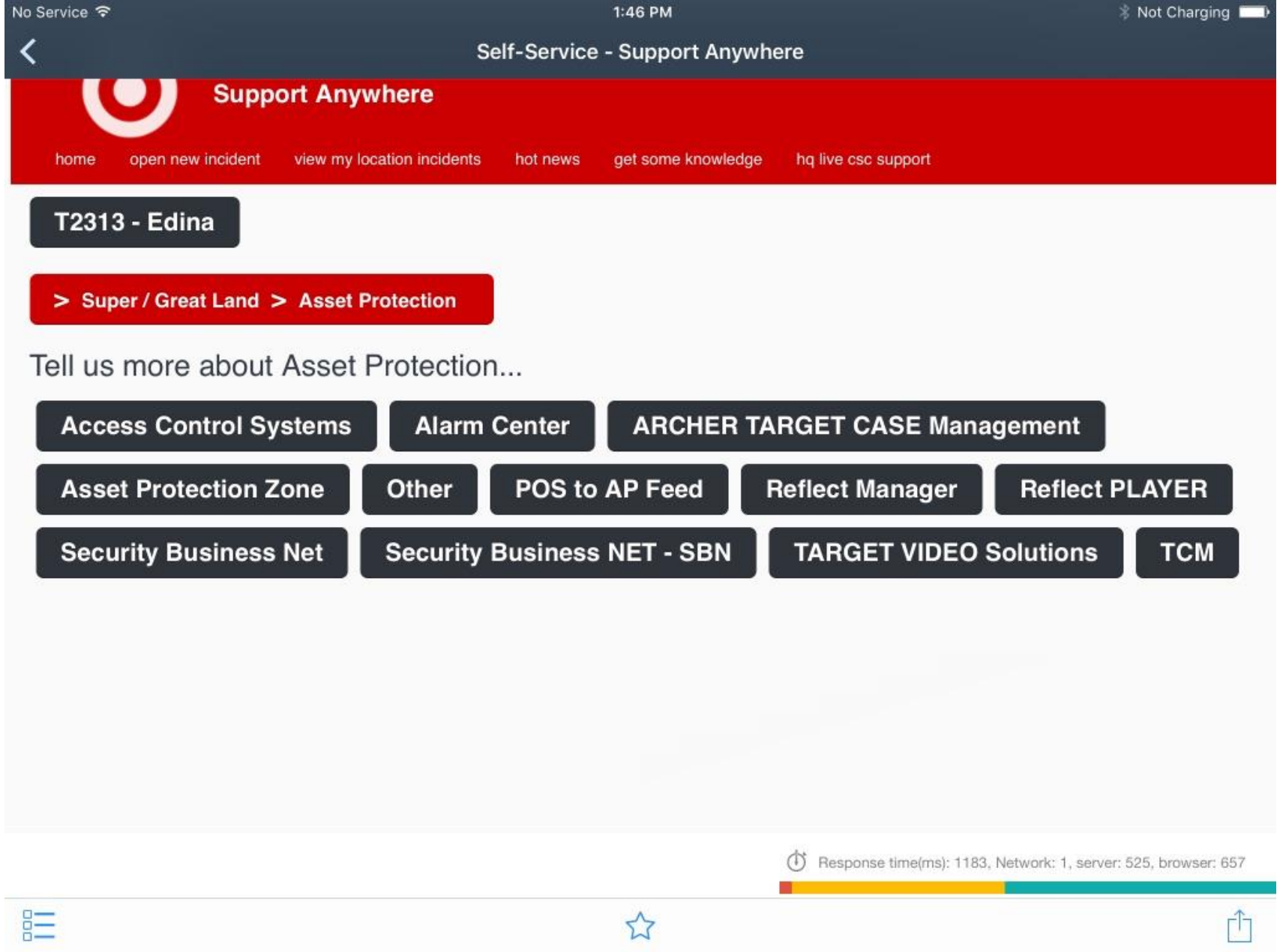
© 2017 ServiceNow All Rights Reserved



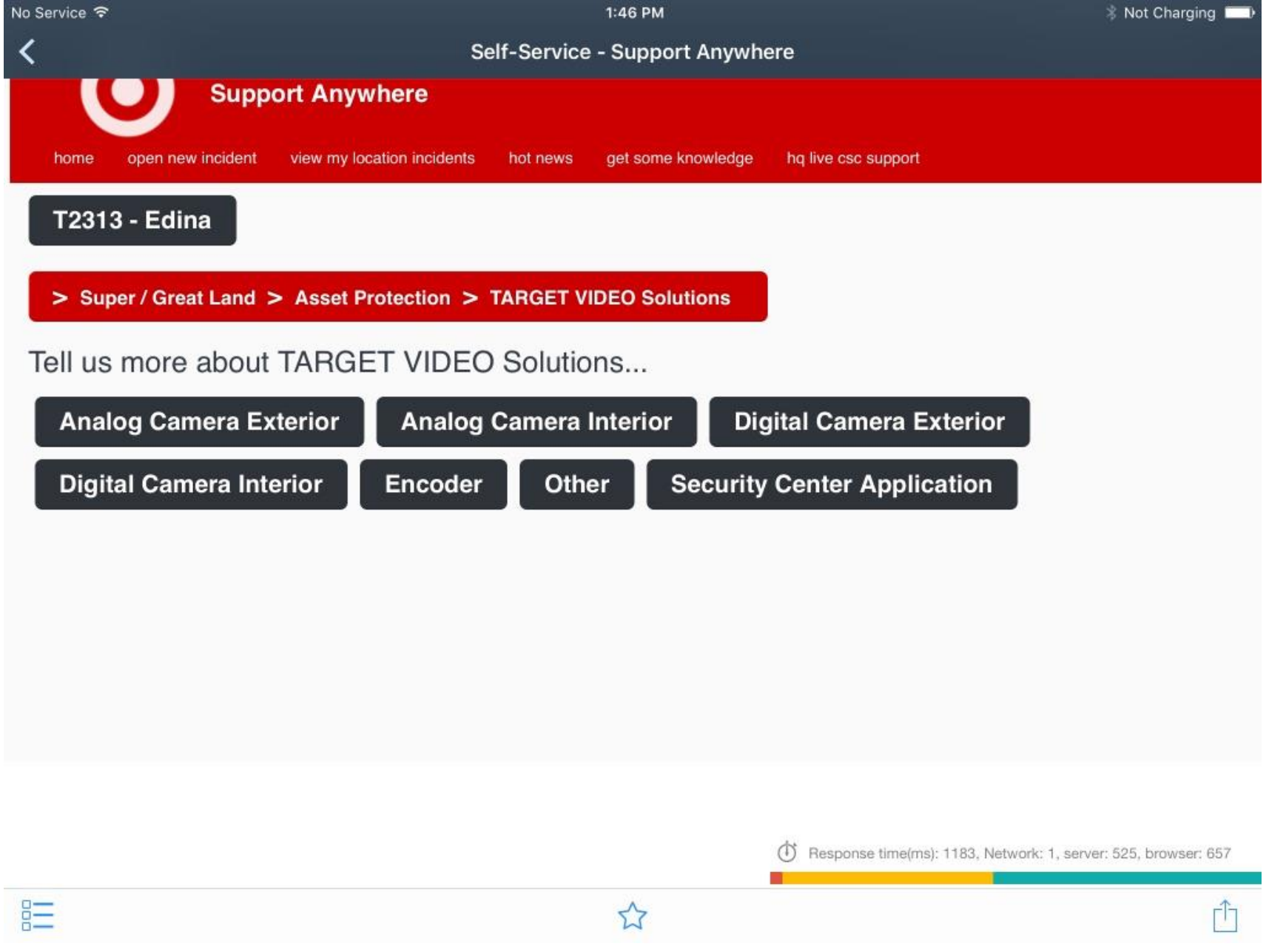
© 2017 ServiceNow All Rights Reserved



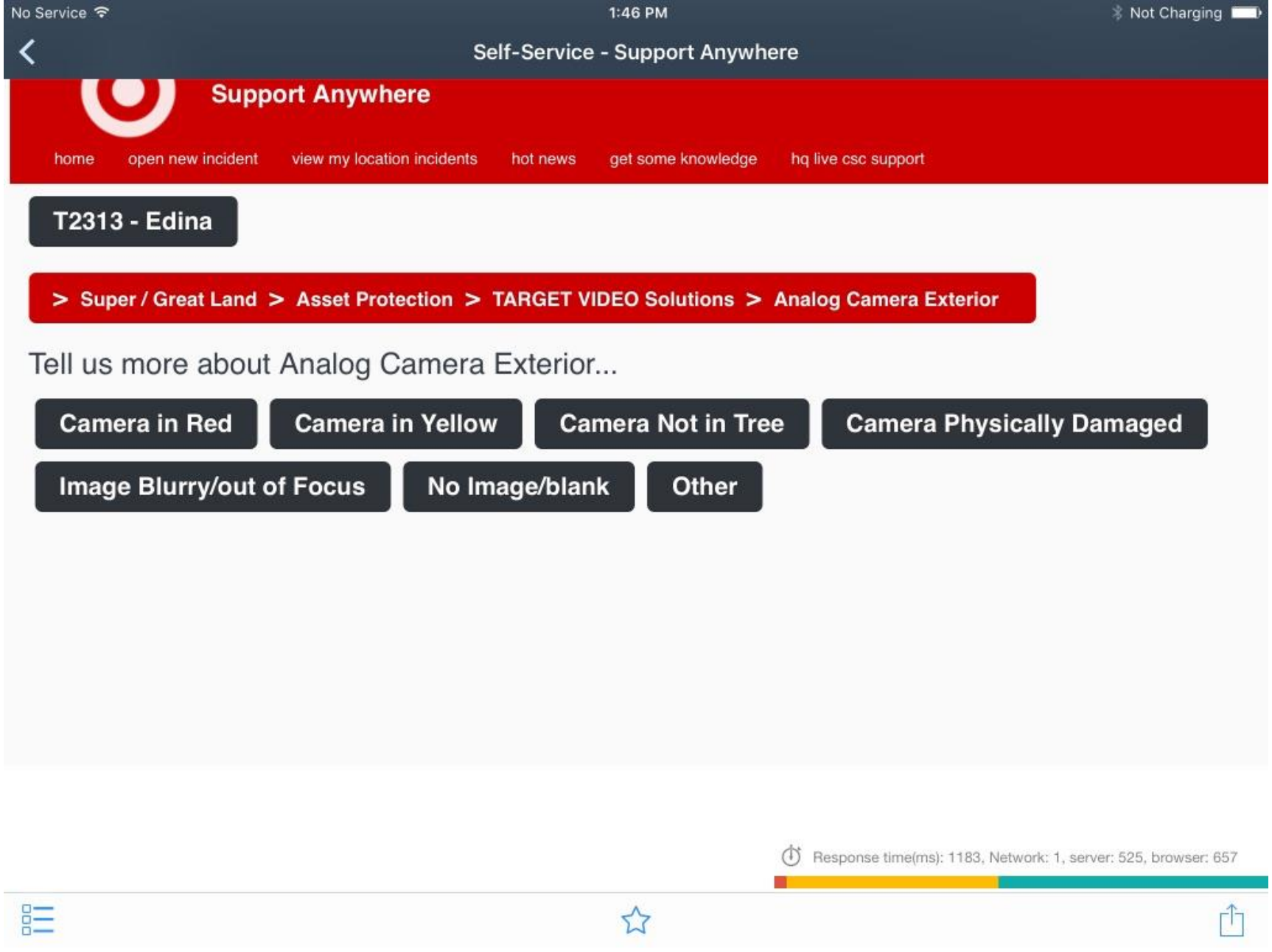
© 2017 ServiceNow All Rights Reserved



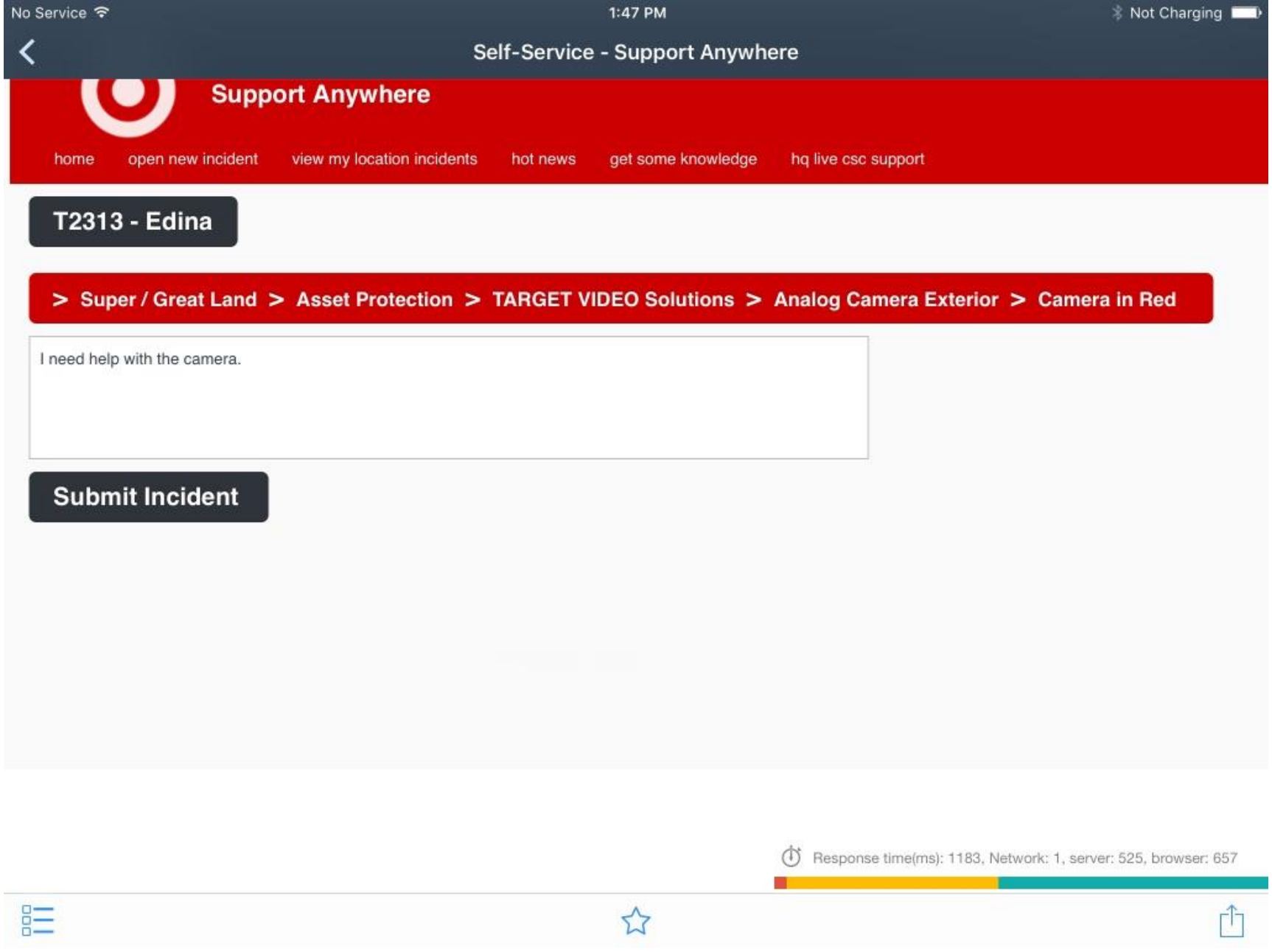
© 2017 ServiceNow All Rights Reserved



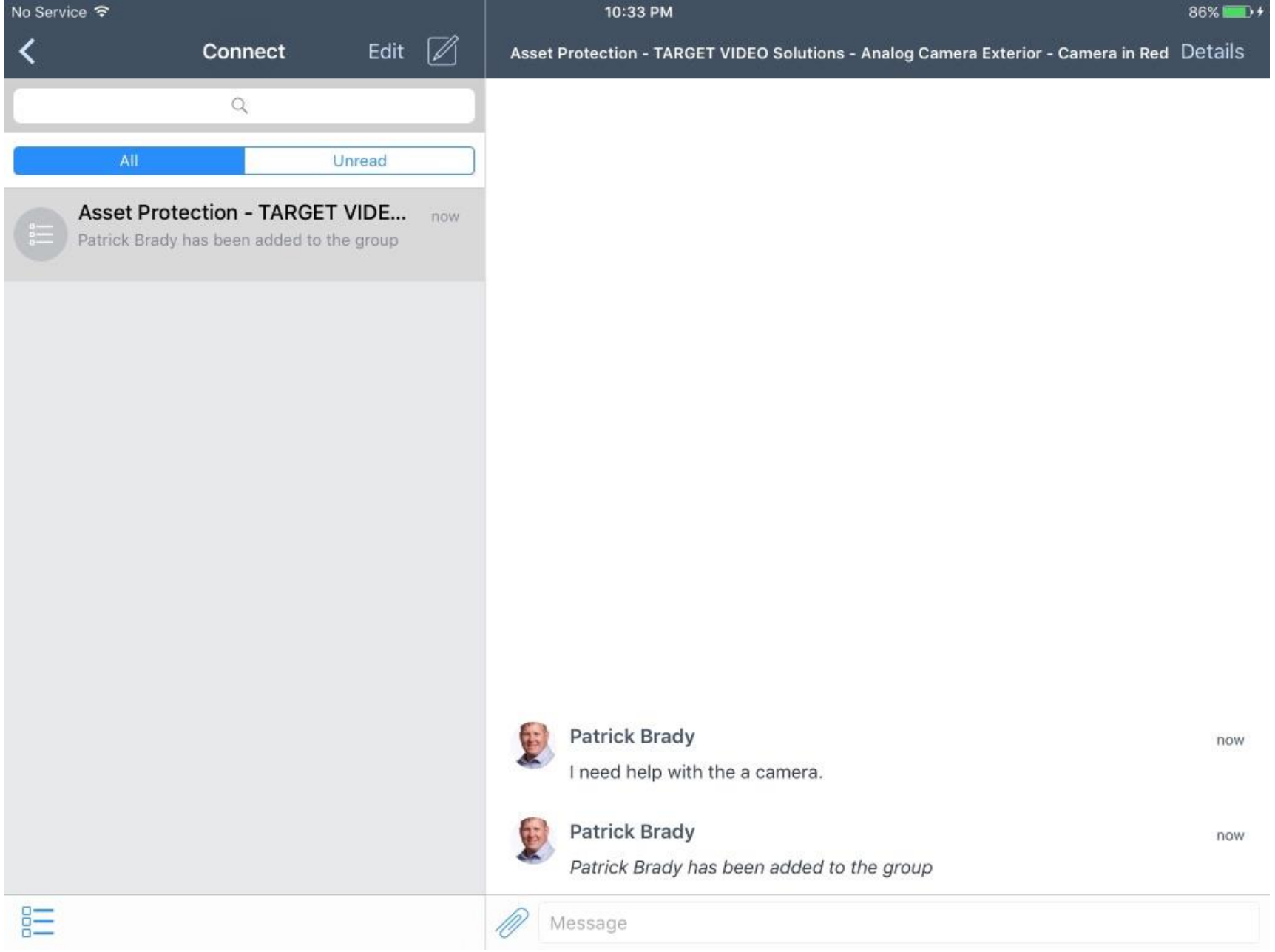
© 2017 ServiceNow All Rights Reserved



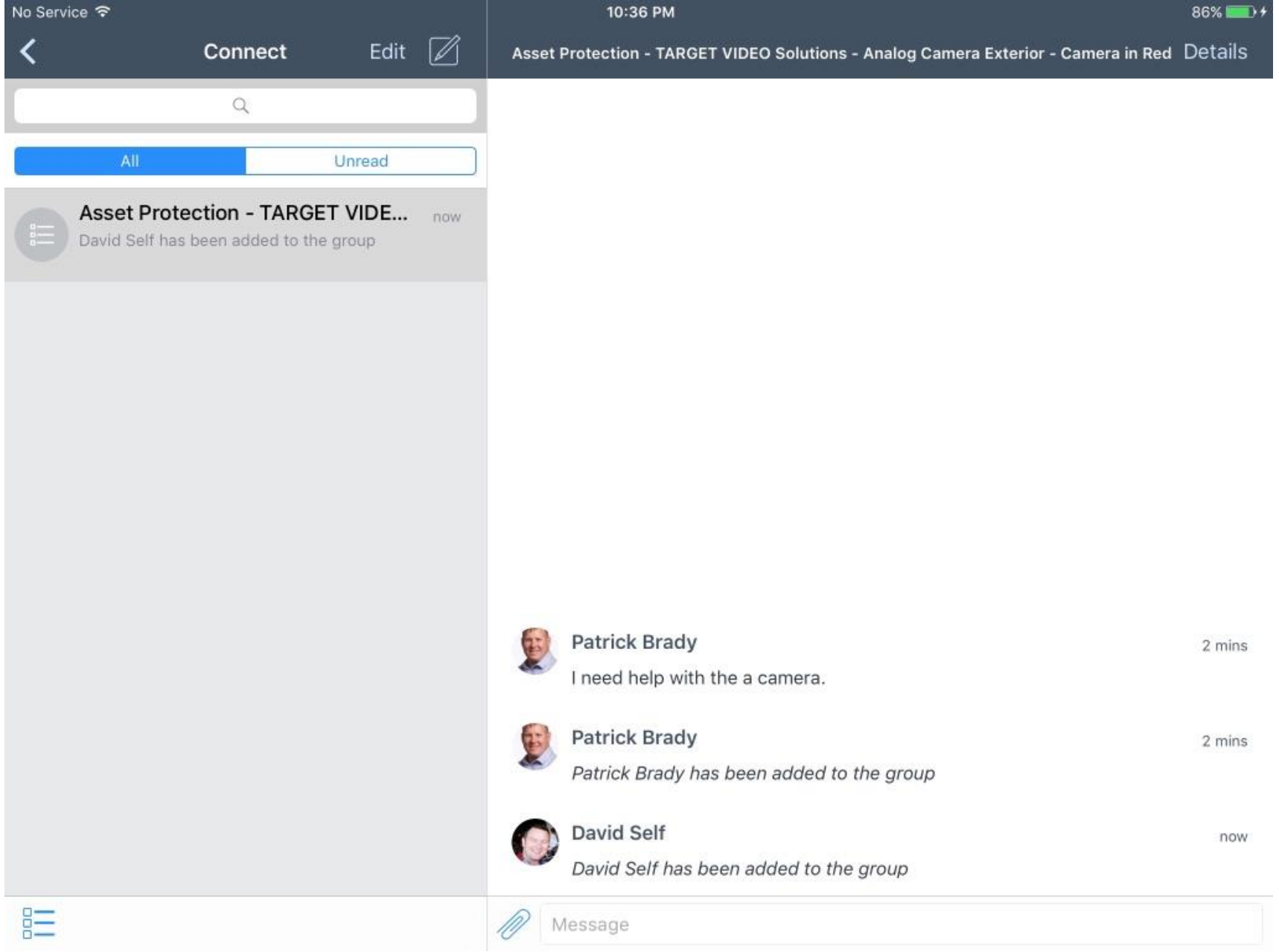
© 2017 ServiceNow All Rights Reserved



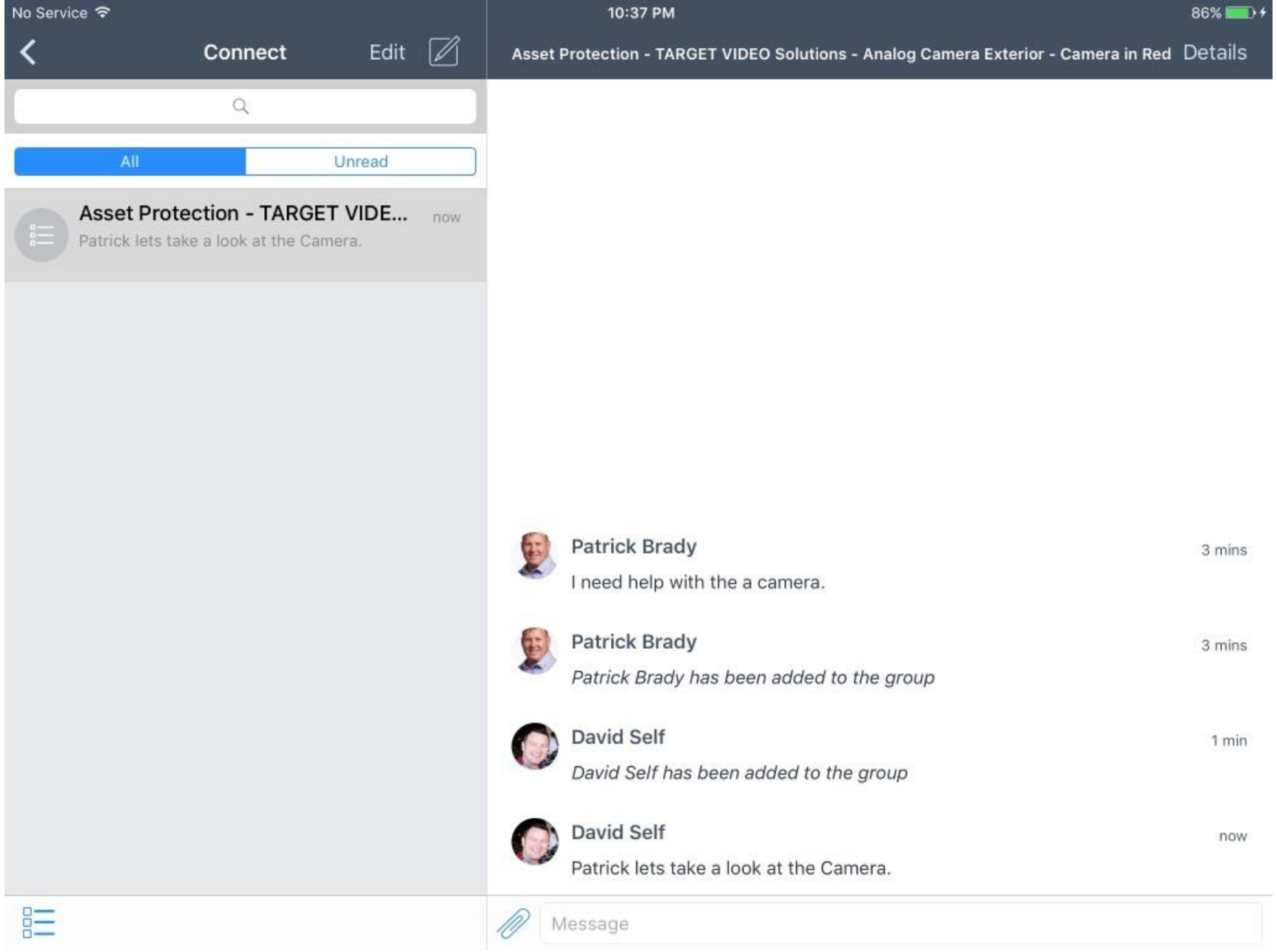
© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved



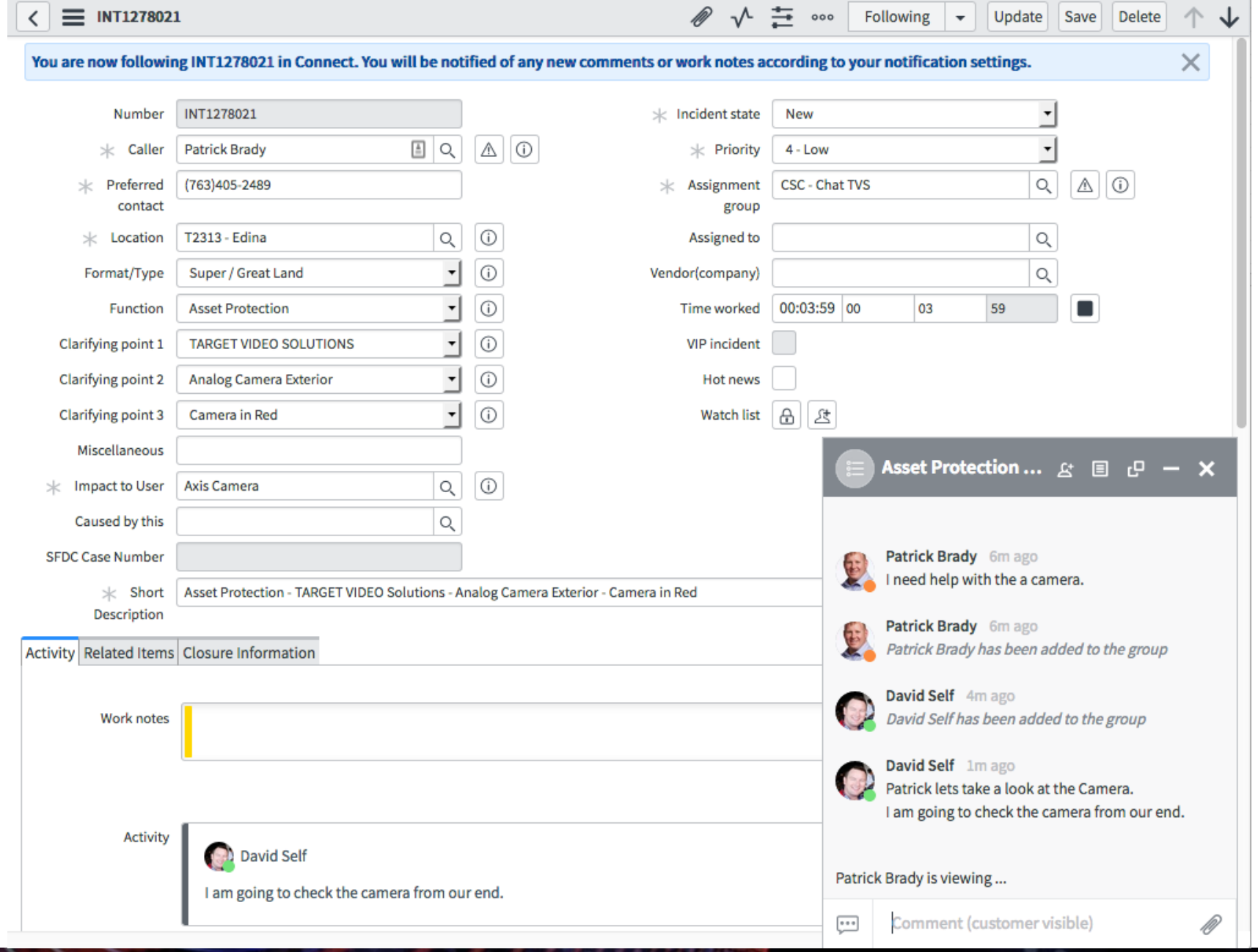
© 2017 ServiceNow All Rights Reserved



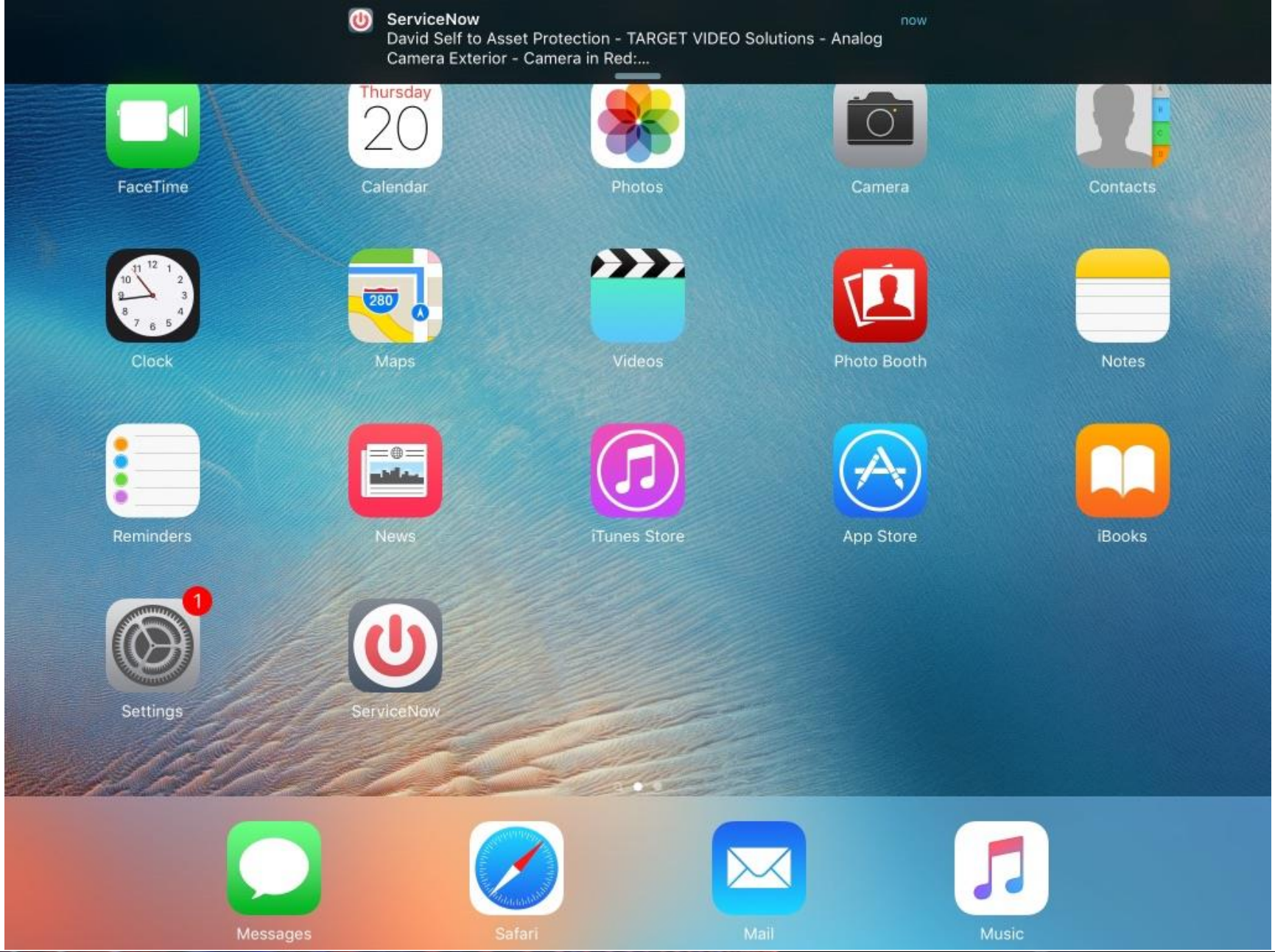
© 2017 ServiceNow All Rights Reserved

Customer Asks for help.

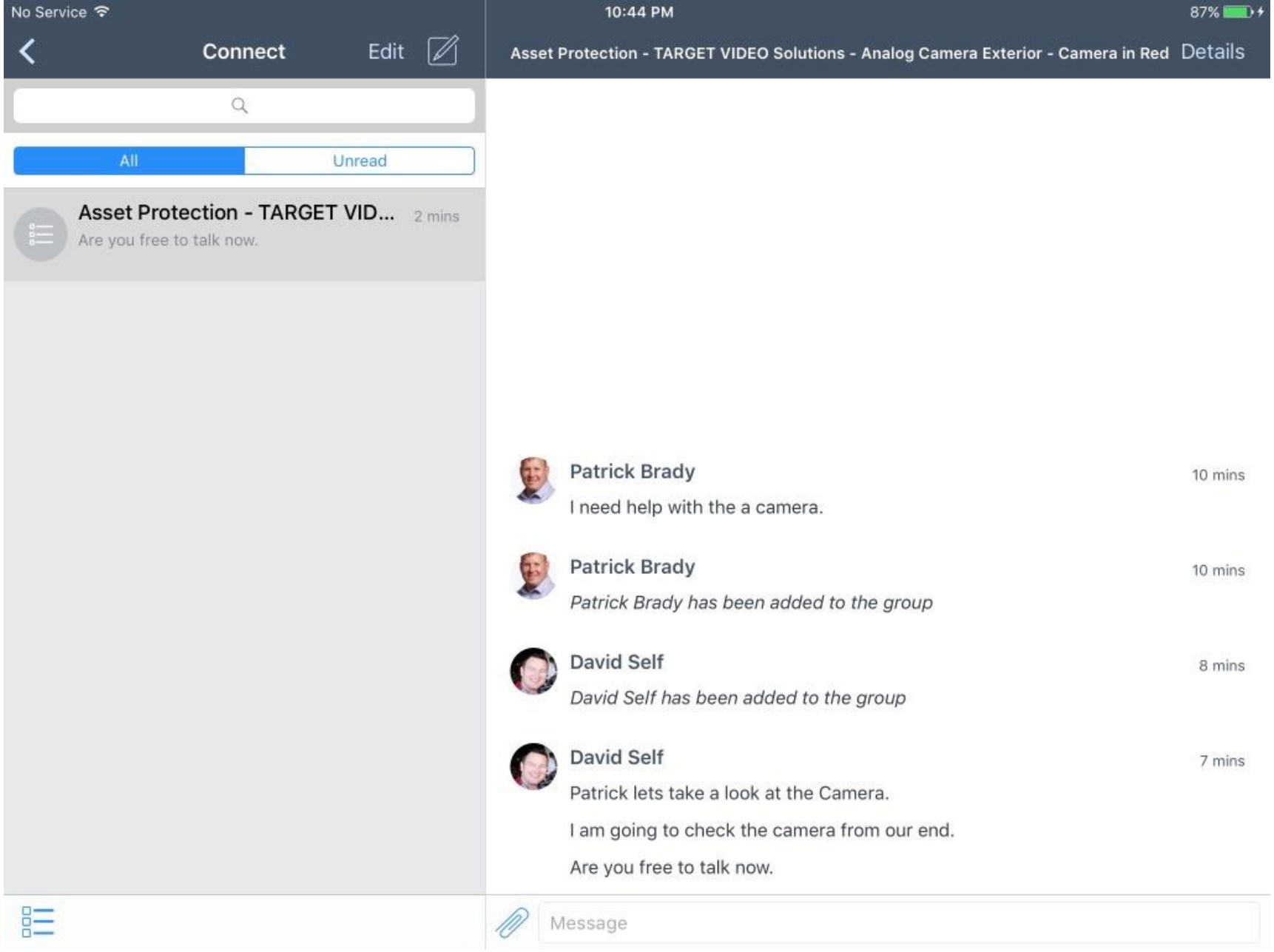
© 2017 ServiceNow All Rights Reserved



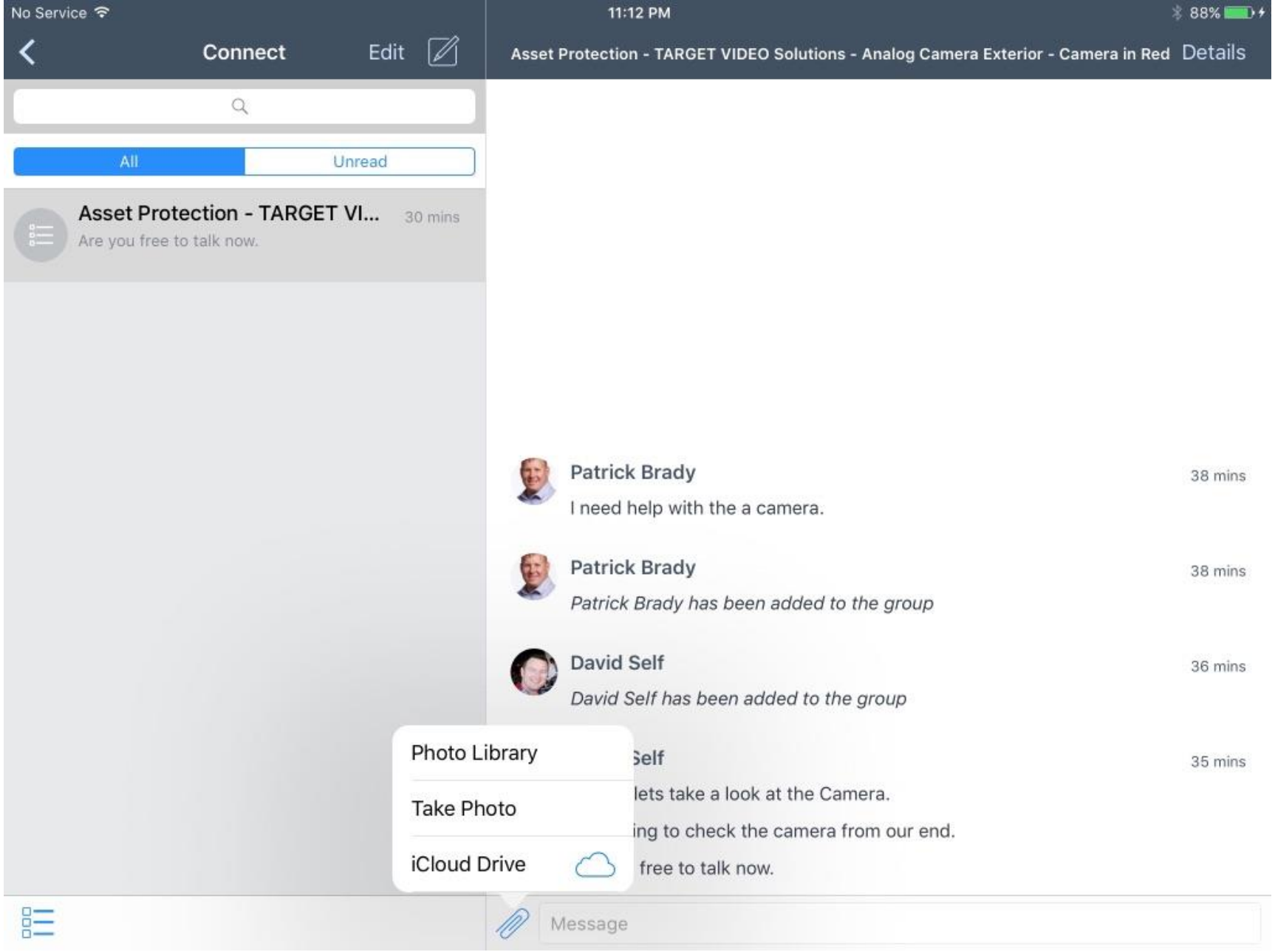
© 2017 ServiceNow All Rights Reserved



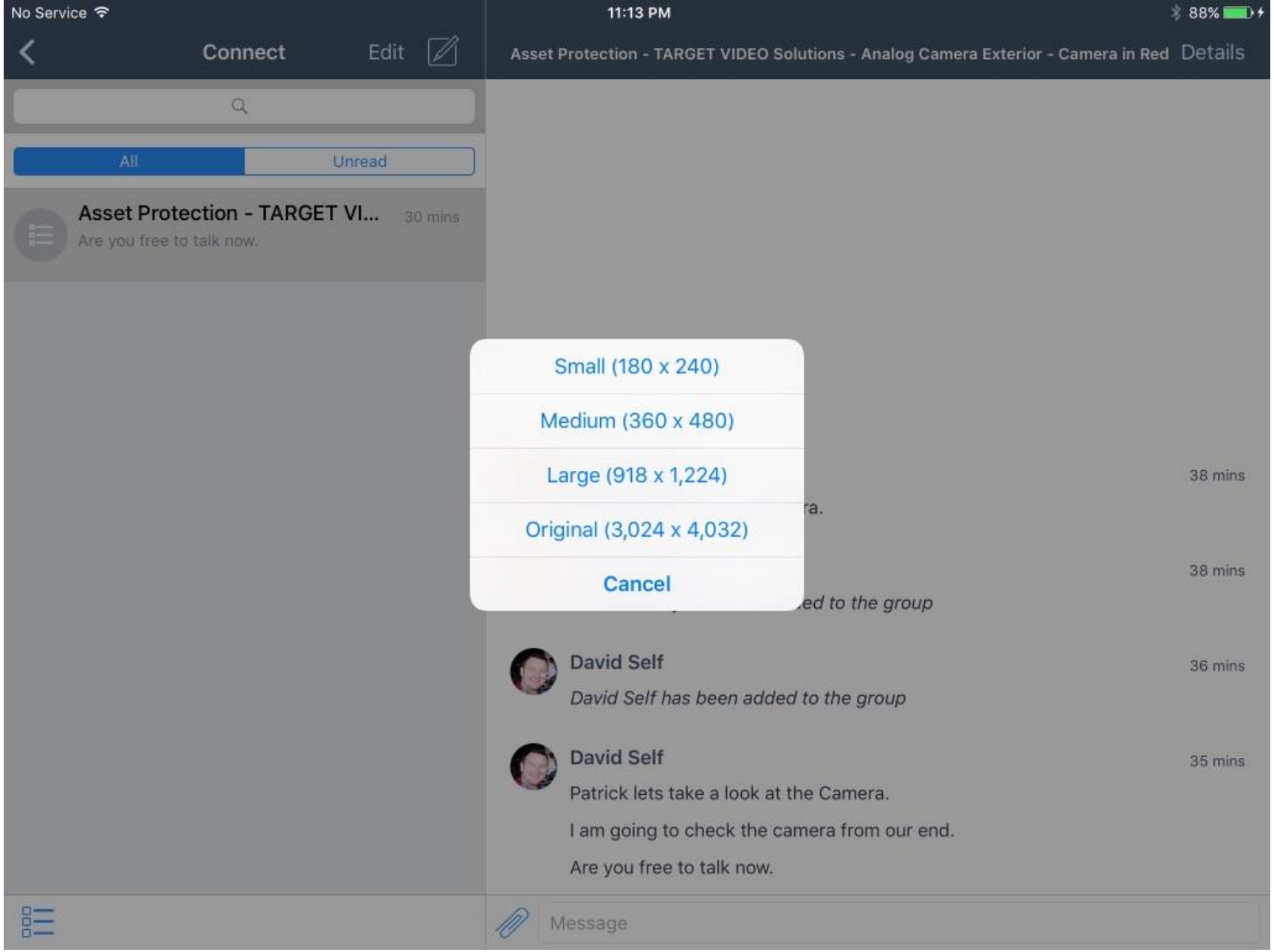
© 2017 ServiceNow All Rights Reserved



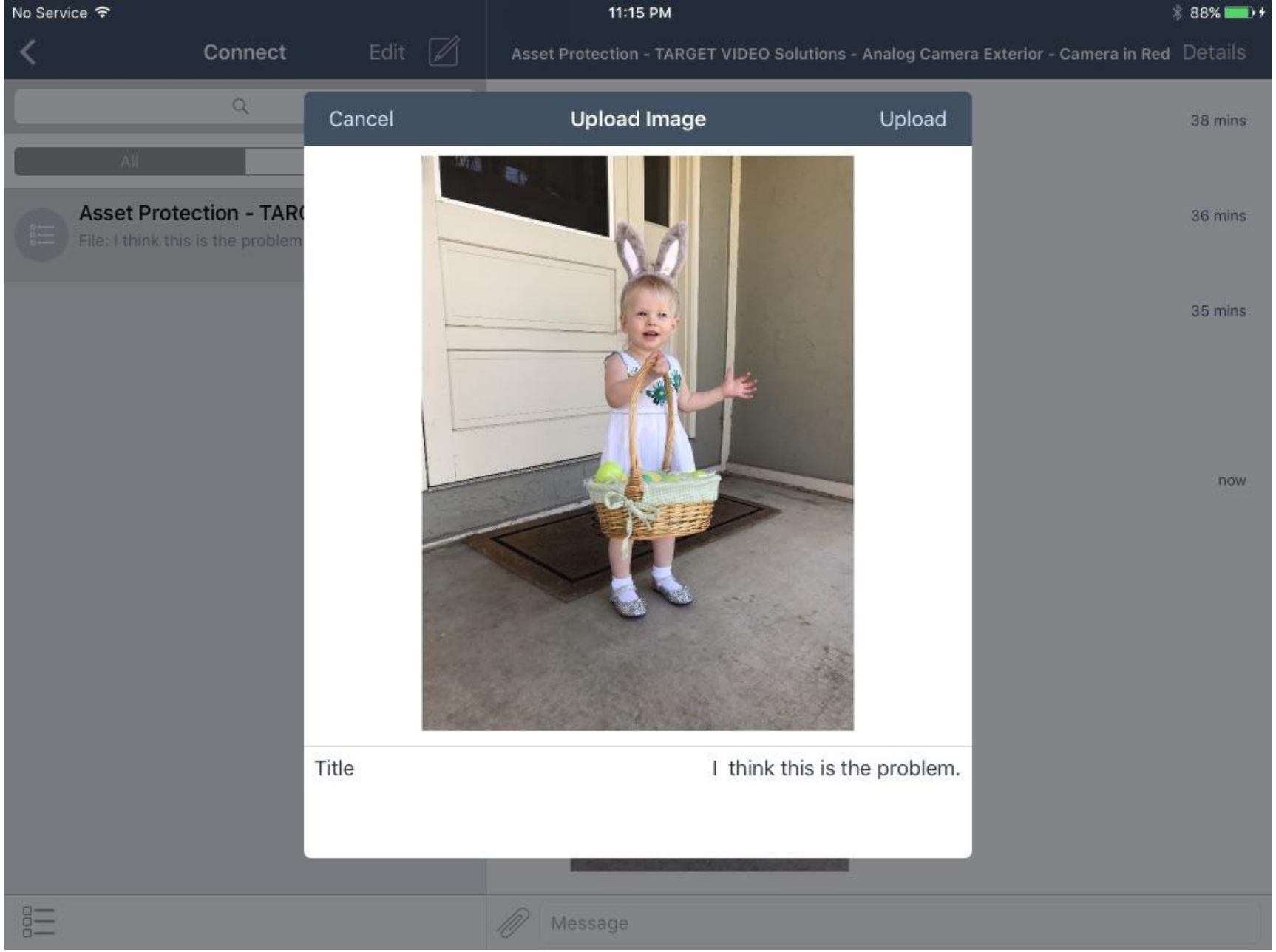
© 2017 ServiceNow All Rights Reserved



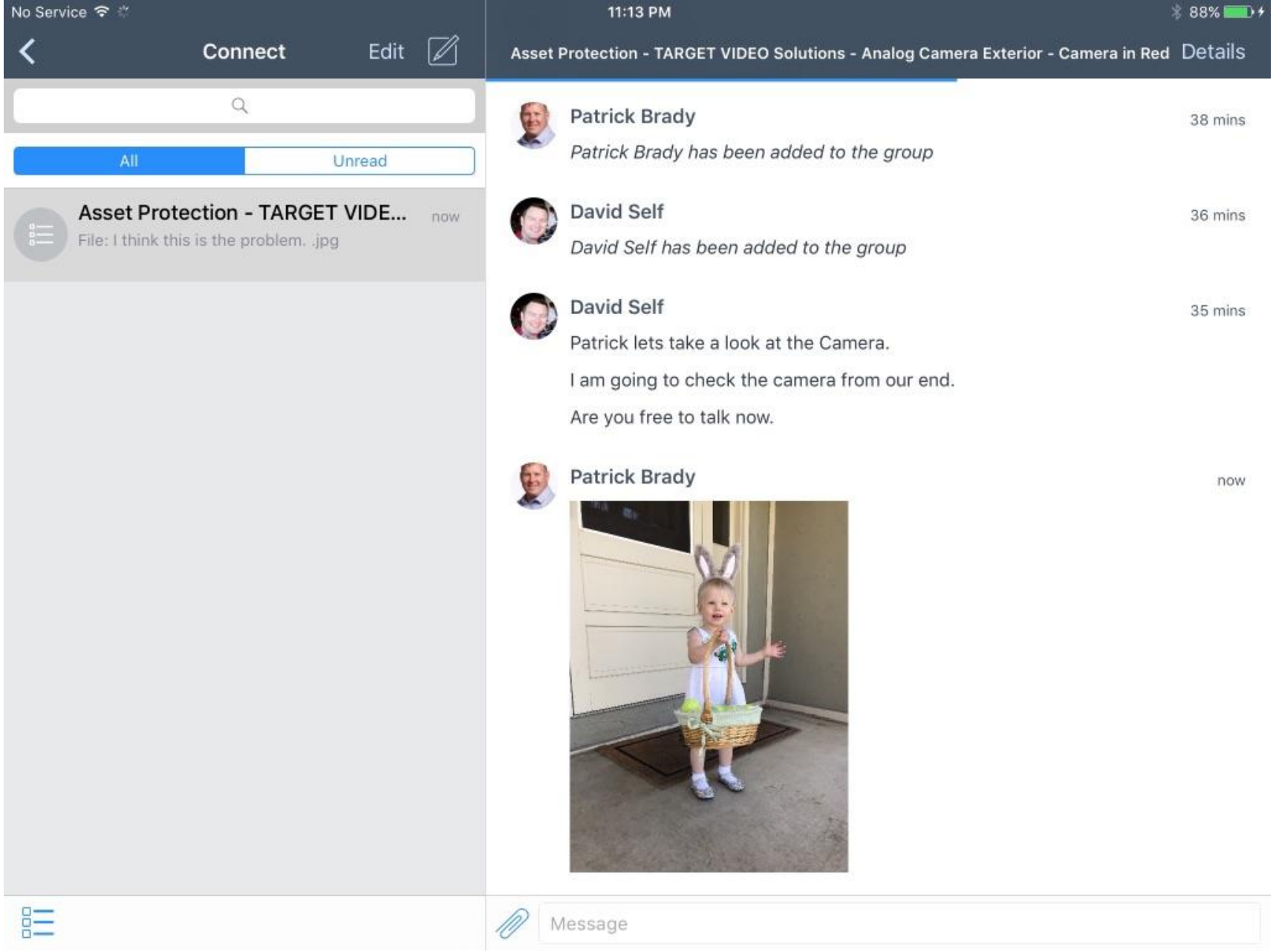
© 2017 ServiceNow All Rights Reserved



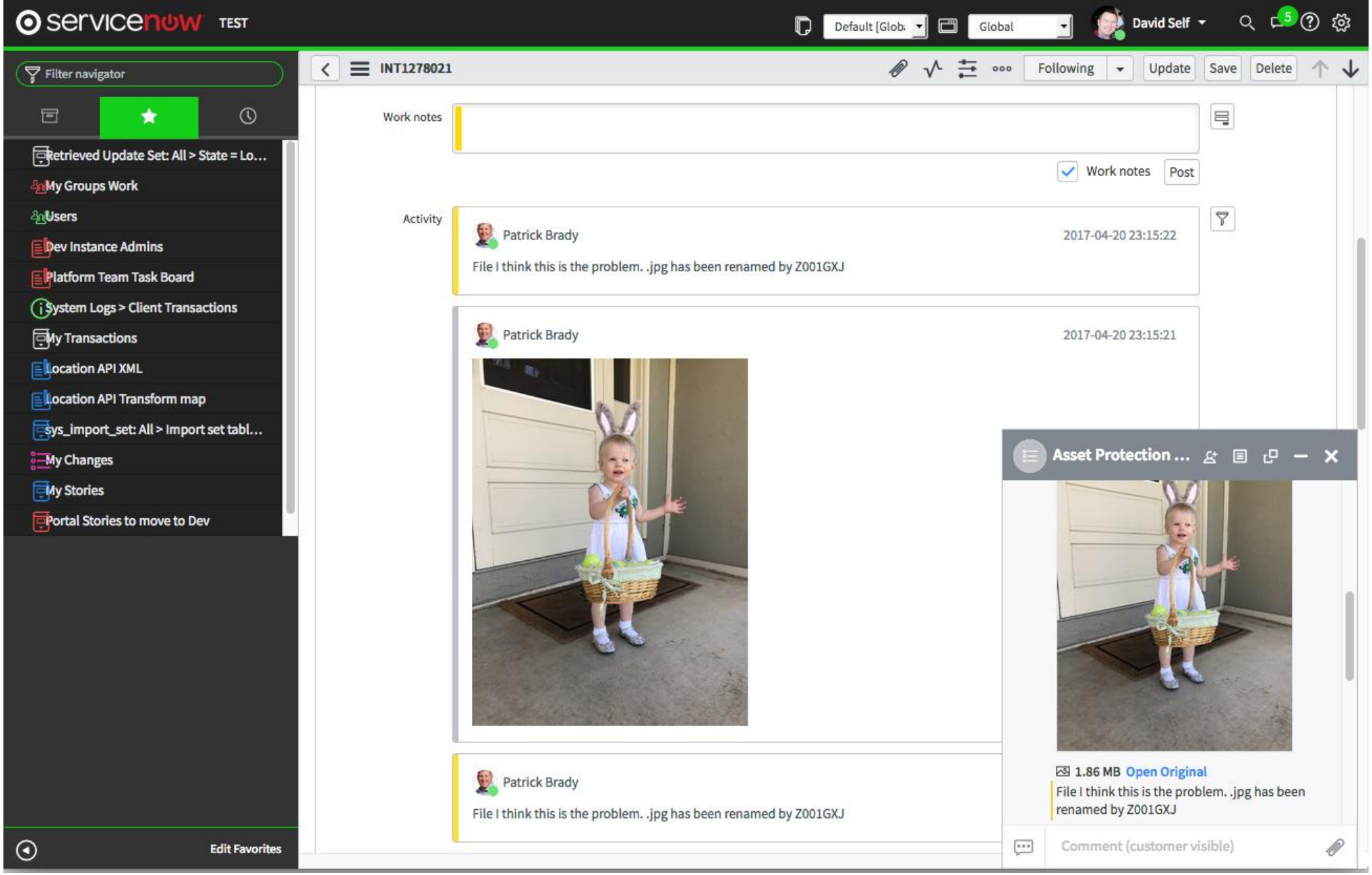
© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved

Questions

© 2017 ServiceNow All Rights Reserved