knowledge17

WORK at LIGHTSPEED™

Now on Now: Performance Analytics

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servicenow

Agenda

- Introduction
- An Analytics Primer
- Now on Now: Driving Customer Experience
- Value and Takeaways
- Q & A

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Speaker Introduction



NAME: Heath Ramsey

TITLE: Director, Analytics and Reporting Customer Success

FUNCTION: Business Unit

COMPANY: ServiceNow

EXPERIENCE: At ServiceNow for 4+ years—in the Analytics and Reporting BU for 2 years

EXPERTISE: Utility Player (Consulting, Sales, Marketing, Support, Enablement, etc.)

ACHIEVEMENTS: Flew 145,000 miles in 2016 to meet with customers and drive adoption of Performance Analytics

CURRENT PROJECTS: Driving customer adoption/enablement of Performance Analytics

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Good Morning!

BRE4192
Now on Now:
Performance Analytics

You Are Here



BRE1100
K17 Morning After Party
Recovery

You Want To Be Here



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Session Overview



Objectives

- We treat ourselves as Customer 0 when it comes to our product. This is a glimpse into our internal journey with Performance Analytics.



What You Will Learn

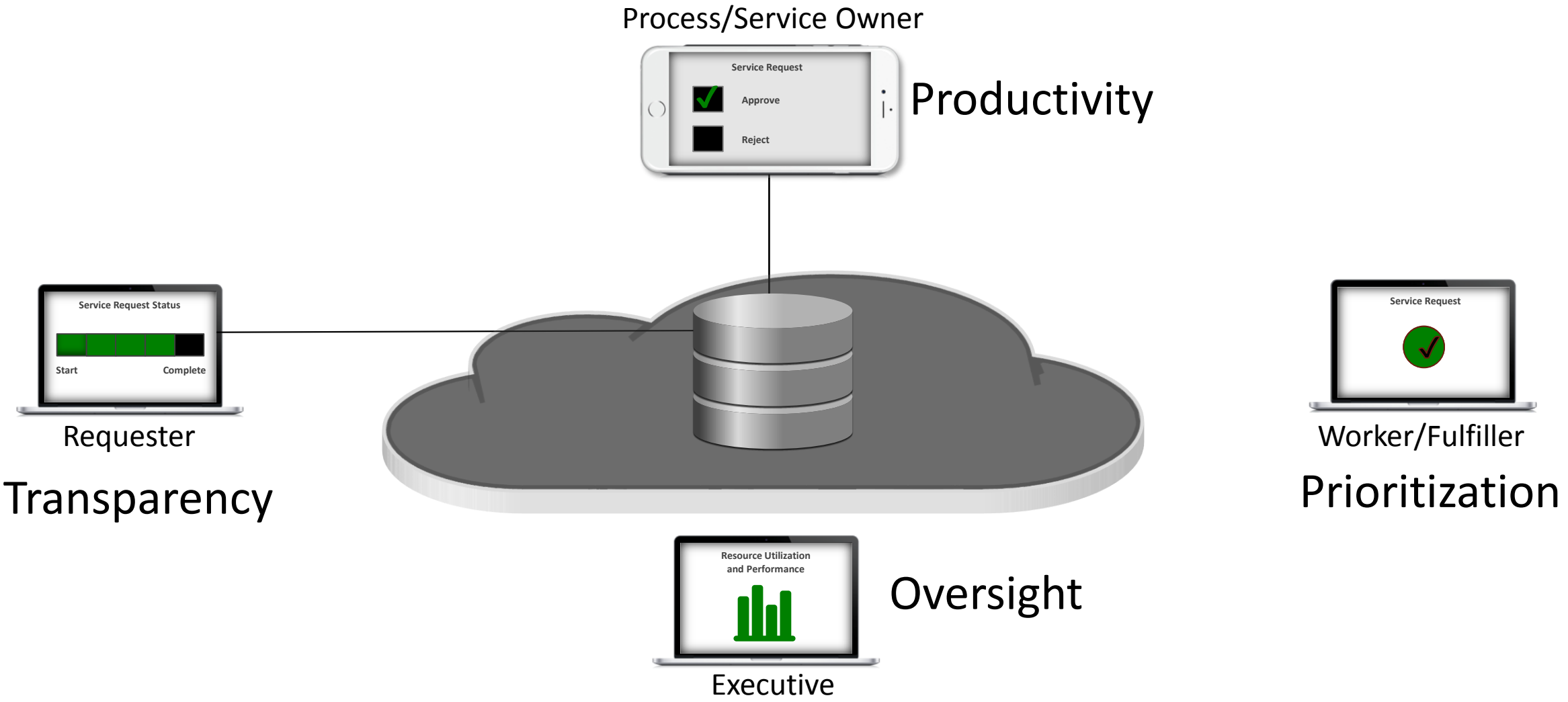
- Performance Analytics is invaluable in helping you drive stakeholder alignment in-platform
- Data is the fuel that makes the analytics engine run
- Analytics is adopted best when there is trust (technical and non-technical)
- Change is hard (but very important)

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An Analytics Primer

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Process in Platform: Consistency, Repeatability, and Data



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Getting People Aligned In-Platform

"How can I see trends that affect cost and quality?"

Process/Service Owner

Requester



Performance Analytics

Worker/Fulfiller

Executive

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Getting People Aligned In-Platform

"How can I see trends that affect cost and quality?"

Process/Service Owner

"How can I work more efficiently to achieve targets?"

Requester



Performance Analytics

Worker/Fulfiller

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Getting People Aligned In-Platform

"How can I see trends that affect cost and quality?"

Process/Service Owner

"How can I work more efficiently to achieve targets?"

Requester



Performance Analytics

Worker/Fulfiller

"How can I make more informed business decisions?"

Executive

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Data From Records Drive Analytics



Incident Process Owner | Groups | Groups | Edit

Incident KPIs | Incident KPIs Canvas | Tier analysis | Incident operations | Incident pivot table | Incident staffing | Automation candidates | Self-service adoption | Incident Map

Incidents | New | Go to | Opened | Search | 1 to 12 of 12

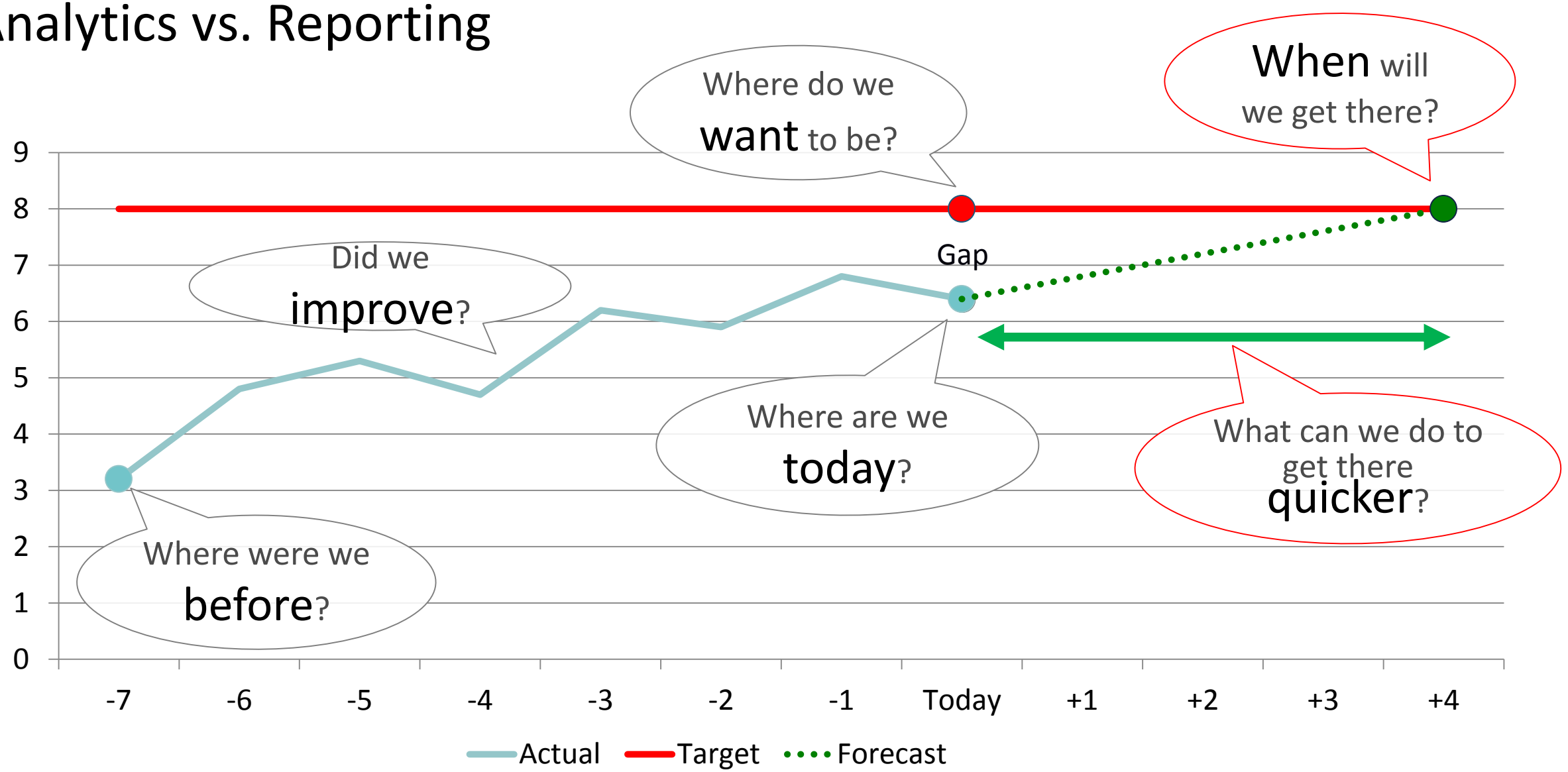
All > Incident state in (Awaiting Evidence, Awaiting User Info, On Hold) > Created by = demo.pa > Resolved is empty > Assignment group Parent = Tier 3 > Category = Hardware > Priority = 5 - Planning > Reassignment count = 0 > Incident state = Awaiting User Info

Number	Opened	Short description	Caller	Priority	State	Category	Assignment group	Assigned to	Updated	Updated by
INC0010315	2016-04-20 07:23:24	IP phone direct dial not working	Davin Czukowski	5 - Planning	Awaiting User Info	Hardware	ITSM Engineering	Alejandro Mascall	2016-04-20 07:23:24	guest
INC0010299	2016-04-19 14:52:24	Amazon EC2 server is down	Zackary Mockus	5 - Planning	Awaiting User Info	Hardware	Technical Services	Abel Tuter	2016-04-19 14:52:24	guest
INC0010251	2016-04-18 11:45:24	Request for a Blackberry		5 - Planning	Awaiting User Info	Hardware	Technical Services	Alejandro Mascall	2016-04-18 11:45:24	guest
INC0010215	2016-04-18 05:50:24	iPhone - connection to our phone system	Fred Luddy	5 - Planning	Awaiting User Info	Hardware	Technical Services	Alejandro Mascall	2016-04-18 05:50:24	guest
INC0010099	2016-04-17 08:10:24	How to add a Printer	Eric Schroeder	5 - Planning	Awaiting User Info	Hardware	Technical Services	Abel Tuter	2016-04-17 08:10:24	guest
INC0010091	2016-04-17 07:56:24	Authentication Failure	Ted Keppel	5 - Planning	Awaiting User Info	Hardware	Technical Services	Abel Tuter	2016-04-17 07:56:24	guest
		Google App Engine is becoming sentient.	Tia Neumaier	5 - Planning	Awaiting User Info	Hardware	Database	Abel Tuter	2016-04-17 05:53:24	guest
		Password Prompt Problem		5 - Planning	Awaiting User Info	Hardware	IT Securities	Abel Tuter	2016-04-12 03:30:00	system
		VPN Access	Dennis Millar	5 - Planning	Awaiting User Info	Hardware	Technical Services	Abel Tuter	2016-04-19 22:06:24	guest
		When I send an email to the Sales group	Wayne Webb	5 - Planning	Awaiting User Info	Hardware	Technical Services	Abel Tuter	2016-03-17 07:03:24	guest
		Threshold breach for Access Live		5 - Planning	Awaiting User Info	Hardware	Database	Abel Tuter	2016-03-16 10:25:24	guest
		Blocked mail	John Bohnhamn	5 - Planning	Awaiting User Info	Hardware	ITSM Engineering	Abel Tuter	2016-04-10 10:02:24	guest

1 to 12 of 12

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Analytics vs. Reporting

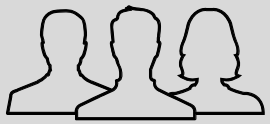


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The Vision . . . And The Journey

Data Foundation

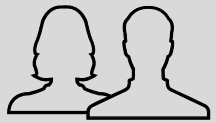
Data Quality
Organizational Structure



Workers/Fulfillers

Service Optimization

Incident Management
Knowledge Management



Process/Service Owners

Responsive Business

Gain $1M in Service Desk Efficiency



Executive

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Now on Now: Driving Customer Experience

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What We Were Trying to Accomplish

Add Business Goals Here. Where did request come from, who initiated it, etc.

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Our First Step

Collect Requirements



Discuss Visualizations

Review Existing Excel

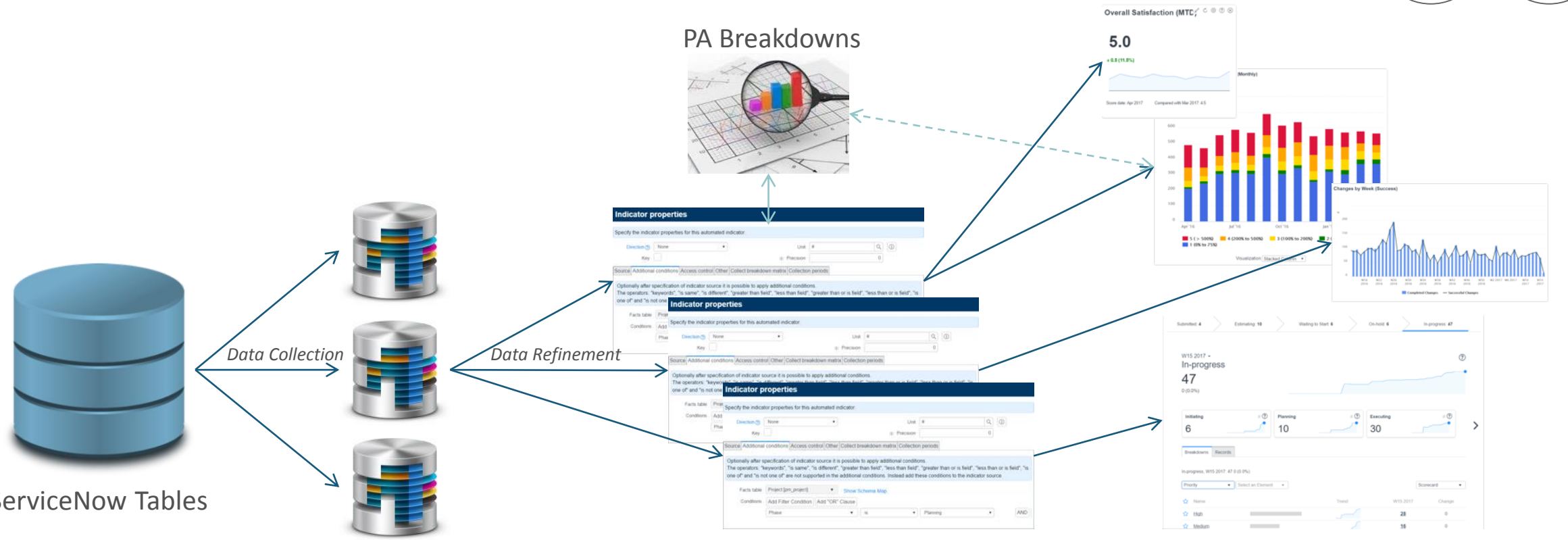
Review Breakdowns

Data Requirement Gathering: 5 Days

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Doing the Cool Stuff

Development



Data Layer: 12 Days

Visualization Layer: 8 Days

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Review and Acceptance!



Initial Review

Preliminary sign-off

Initial Review

Published



Data Review and Publication: 1 Day

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Success!



26 Days!

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And Then What Happened?

Add what happened during rollout. Discuss organizational structure and stakeholders.

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Success?



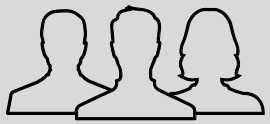
26 Days!

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The Vision . . . And The Journey

Data Foundation

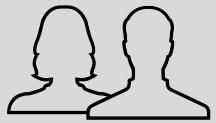
Did we have a solid data foundation?



Workers/Fulfillers

Service Optimization

Did we have the right processes analyzed?



Process/Service Owners

Responsive Business

What did our executives want to see?



Executive

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Meetings, Meetings, Meetings . . .

Secondary Review



Review original requirements

Meet with key stakeholders

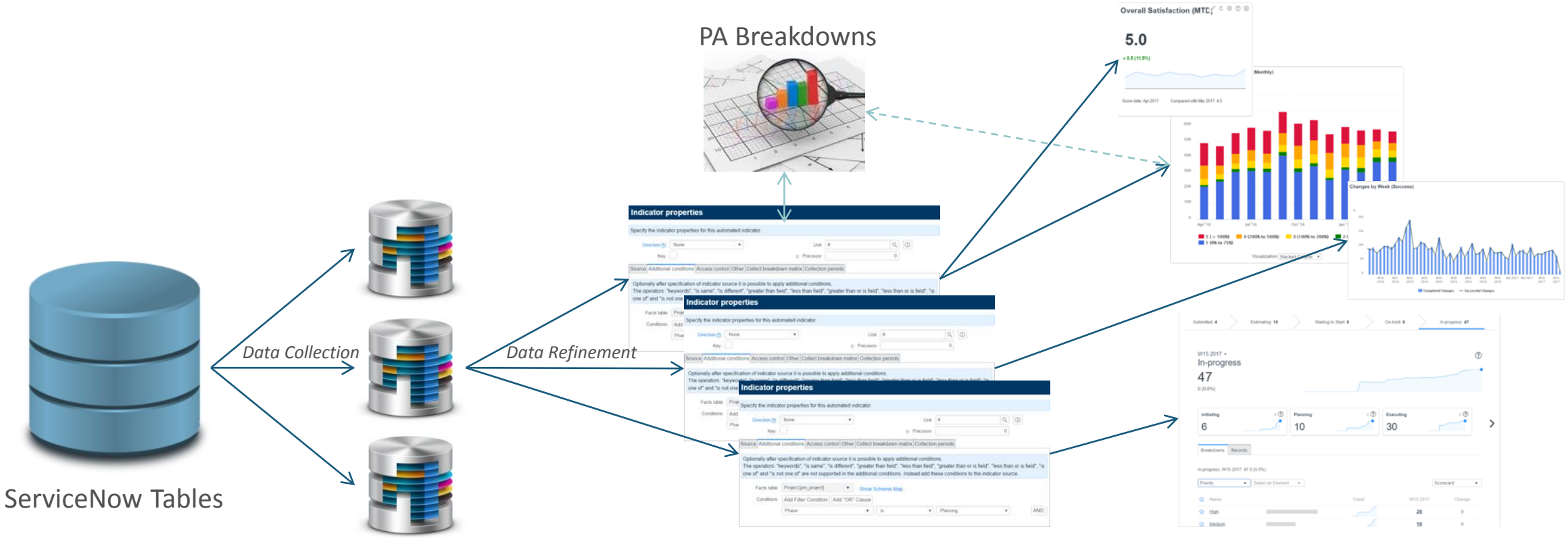
Collect new Requirements

New Requirements Gathering: 3 Days

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Still Cool . . . But

Additional Development Work



Data Layer: 8 Days

Visualization Layer: 5 Days

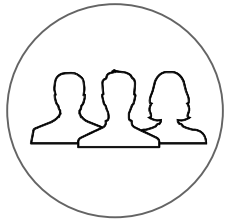
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More Review

Meet w/ original requestor

Meet w/ all stakeholders & experts

Expert Review & Phase II



Launch Phase II



Data Review and Publication: 3 Days

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Success?



45 Days

Request Submitted

Collect Requirements

Development

Initial Review

Published

Secondary Review

Additional Development Work

Expert Review

Phase II

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Lessons Learned

Expose the impact of what happened and the lessons learned.

73% increase in duration

42% less efficiency in completion

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Value Outcomes



Additional description



Additional description



Additional description

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Thank You

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Q & A

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Thank You

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