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WORK at LIGHTSPEED™

ServiceNow CSM
A Complete Customer Support Solution

YOSSI SHASHA
SENIOR PROJECT MANAGER
Amdocs

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servicenow

Speaker Introduction



NAME: Yossi Shasha

TITLE: Project/solution Manager

FUNCTION: Senior MIS manager

COMPANY: Amdocs

EXPERIENCE: 10 years of experience in projects management in MIS

EXPERTISE: PGM, PM, PMP

ACHIEVEMENTS: Recently completed CSM deployment & implementation process adopting the latest market trends

CURRENT PROJECTS: Driving transformation projects in customer support

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35 Years

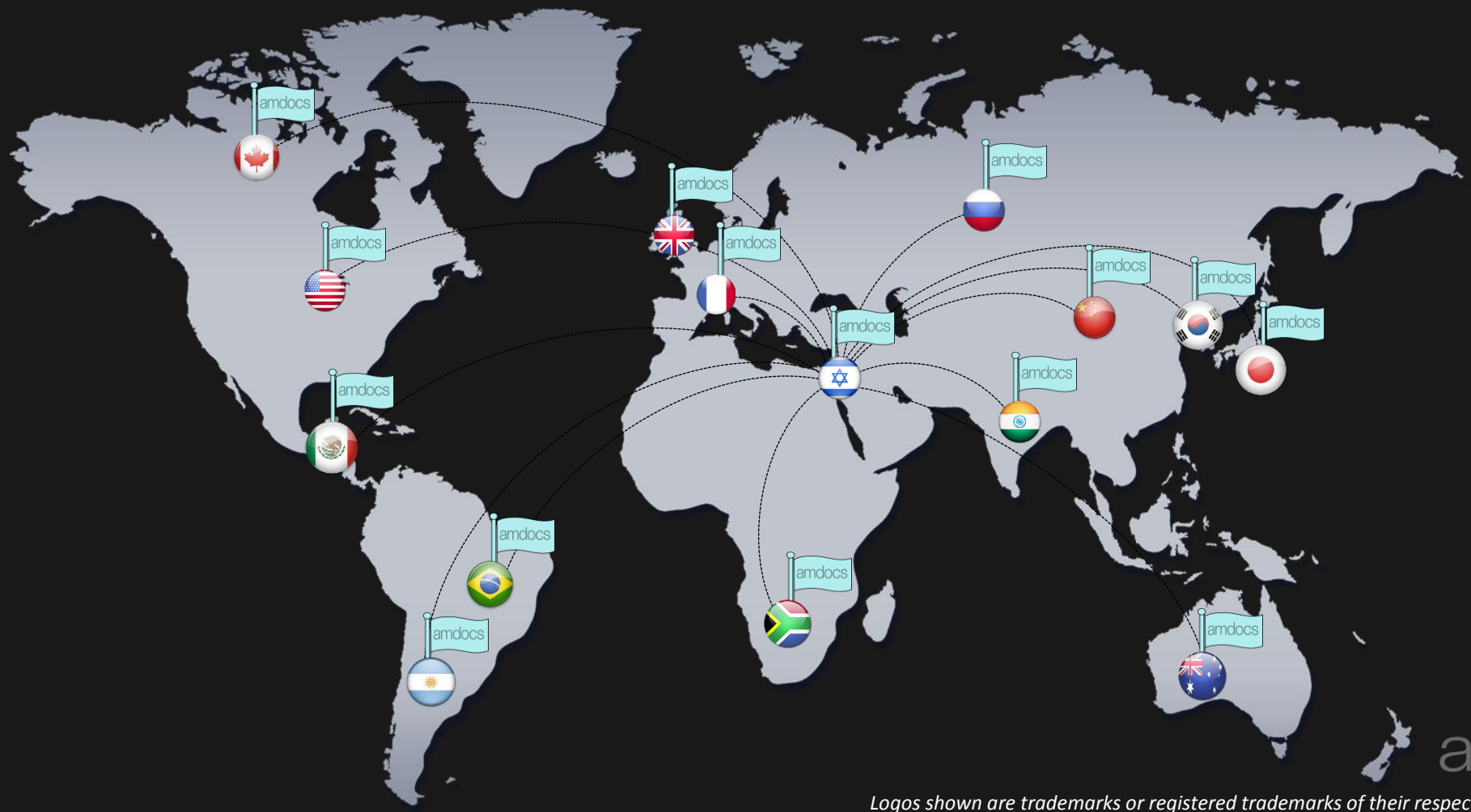
27k Employees

95 Facilities

350 Customers

70 Countries

2016
3.7$ Billion



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35 years

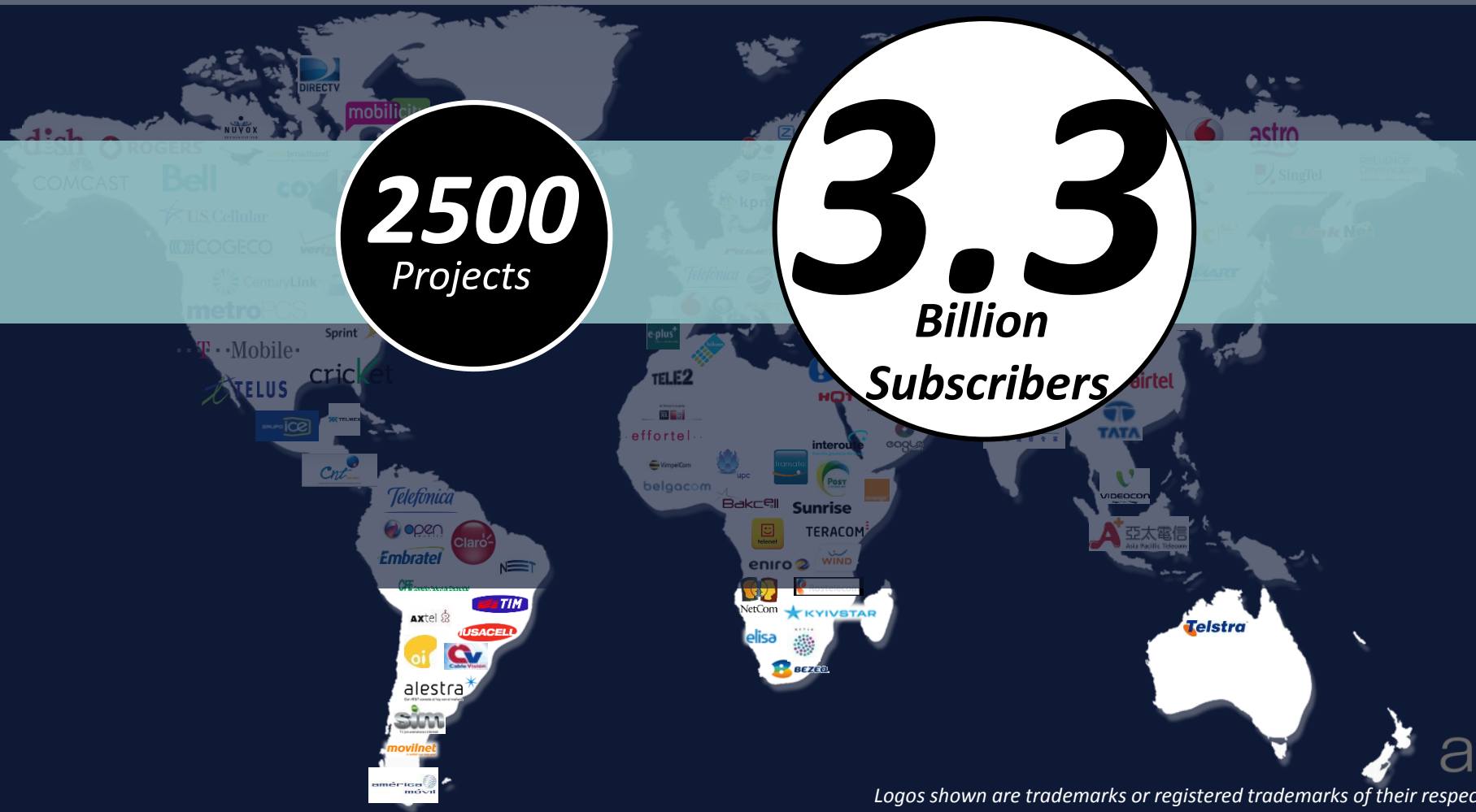
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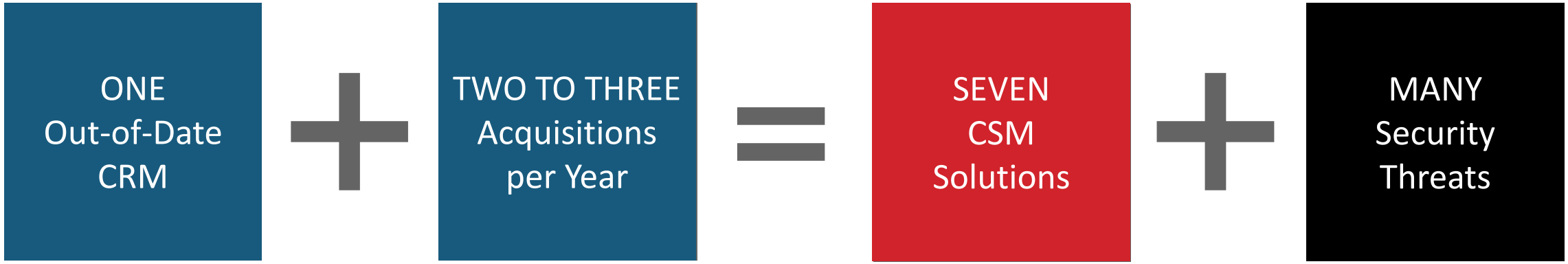
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Chapter 1: Do Nothing

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Amdocs Customer Support Mathematics



~~Major projects to align~~ (Do Nothing)

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Chapter 2: The Penny Drops

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The Last Straw



A very painful Post Migration Integration

- Timelines
- Effort & cost
- Compromising on business process

We needed a better solution

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A “Better Solution” Will Be…

One
CSM platform for
all Business Lines within Amdocs

Straight forward
Integration of new
Business Lines / Acquisitions

With the additional benefits of…

Leveraging CSM
development efforts

ROI by reducing and
consolidating support

Customer Value
through Best of Breed

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Chapter 3: Searching for a Solution

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Mapping Out Requirements and Desired Features

- ❑ Logical separation – one platform, MULTIPLE flavors
- ❑ Acquisition-ready – Integrate new business units with minimal effort
- ❑ Scalability and performance
- ❑ Business Continuity and Data Recovery compliance
- ❑ Functionality & roadmap of customer support
- ❑ Ease of upgrade
- ❑ Fast and simple customization

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Market Research

- There is no clear Gartner category for Customer/Product Support
- "CRM is a business strategy that can be supported by many different CRM technologies" *(Gartner, April 2015)*
- The industry is "Platforming":

Customer service and sales	IT service management	Development Lifecycle
Microsoft Dynamics CRM, salesforce	now	Atlassian JIRA

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Why ServiceNow?

- Logical separation – one platform, MULTIPLE flavors
- Acquisition-ready – Integrate new business units with minimal effort
- Scalability and performance
- Business Continuity and Data Recovery compliance
- Functionality & roadmap of customer support
- Ease of upgrade
- Fast and simple customization



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Chapter 4: The Sale

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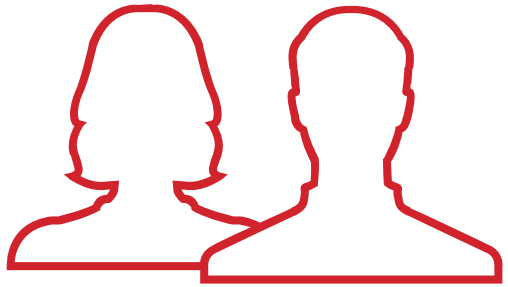
Gaining Buy-In



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Business Case Based On ROI

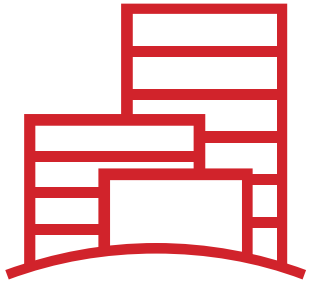


For IT management &
Financial stakeholders

- Subscription
- Real cost of on premise HW
- Future upgrade for on premise application
- Maintaining knowledge for different applications
- Include future acquisition PMI’s
- Mandatory changes for existing applications
- Operational & IS risks

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Business Case Based On Functionality & Support



For Business Units

- Identify business units pain points
  - High maintenance for security policies
  - Dependency on IT for every change
  - Long development processes
  - Painful upgrades
  - System availability
  - Quick mini projects
  - Scalability
- Identify value & business drivers
  - Continues improvements
  - Reporting & trends
  - Out of the Box CSM features (Chat, Q&A, notification, etc..)
  - Powerful user admin
  - Rich configuration capabilities

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Chapter 7: Successful Project Keys

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Where to Focus

- Align to platform capabilities
- Identify business need rather then business requirement
- Avoid the focal point “trap”, do customer validation
- Adopt MVP (Minimal Viable Product)
- Invest in planning
- Develop in agile & use Demo’s.
- Communication & change management

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Post Production

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Continuous Improvements

IT/MIS version



Fast track

Ops user changes

IT/MIS versions

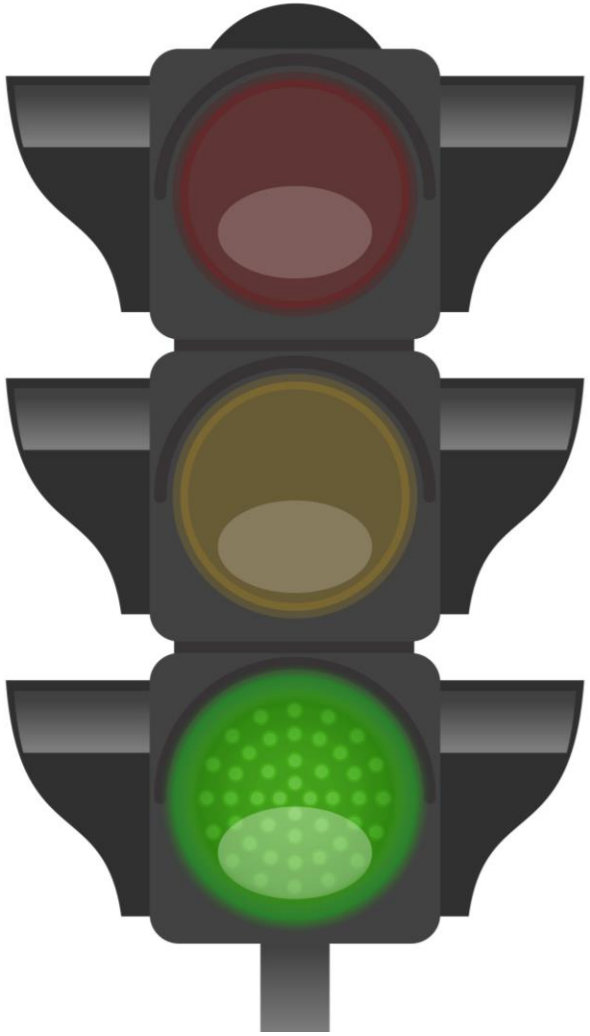
Platform upgrade



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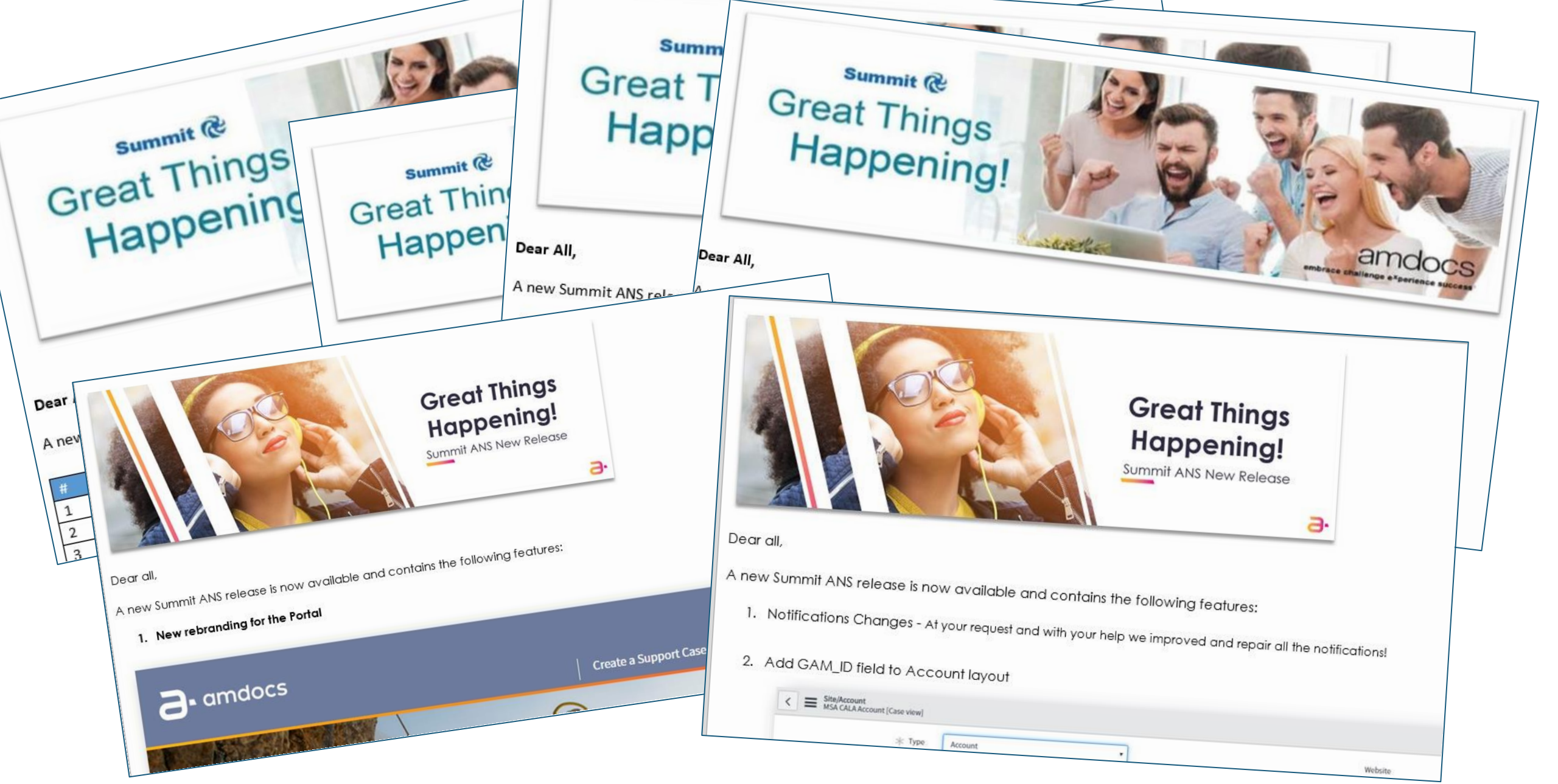
The Fast Track

- The fast track is used for
  - bunch of small CR's
  - 1 medium CR
- How it works
  - Customer sets the priority
  - Team provide short effort estimation
- Allocation for fast track
  - 1 day for design
  - 3 days for development
  - 1 day for testing
- Rollout interval BI weekly



- The fast track benefits
  - Continues improvements
  - Small CR's doesn't wait for the big version
  - Increase in overall customer satisfaction

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Thank You

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Q & A

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Thank You

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