knowledge17

WORK at LIGHTSPEED

Using Linguistic Analysis to Speed Up Ticket Categorization and Assignment

Samuli Rantala
ITSM Development Manager
Elisa Appelsiini

Mikko Pääkkönen
Business Development Manager
Symfoni Finland

© 2017 ServiceNow All Rights Reserved

servicenow

Agenda

- Introductions
- Background and business needs
- The way to approach the problem and choosing the right tool
- Project timeline
- Project outcomes
- Lessons learned and top takeaways

© 2017 ServiceNow All Rights Reserved

Speaker Introduction



Name: Samuli Rantala

Title: Manager

Function: ITSM Development

Company: Elisa Appelsiini

Experience: 8 years in ITSM-development

Expertise: ITSM, ITIL, Process development

Achievements: Has been responsible for the Elisa Appelsiini ServiceNow system for the past 6 years

Current Projects: Streamlining processes and working with service automation

© 2017 ServiceNow All Rights Reserved

Speaker Introduction



Name: Mikko Pääkkönen

Title: Business Development Manager

Function: Product Development

Company: Symfoni Finland

Experience: 15 years in ITSM and Network management. ServiceNow experience since 2012

Expertise: ITSM, ITIL, Process & Offering development

Achievements: Several successful ServiceNow implementation projects as lead solution architect. Customer mentoring for successful ServiceNow deployments beyond IT Service Management

Current Projects: Wide variety of assignments including process development, mentoring, process & testing automation, integration architecures and trainings

© 2017 ServiceNow All Rights Reserved

My Company



Name: Elisa Appelsiini

Industry: IT Services

Market Focus: Elisa Appelsiini is part of Elisa. Elisa is a telecommunications, ICT and online service company for consumer, corporate and public administration organisation customers.

Company's Primary Products/solutions:

- IT services
- Online Services

Company-wide Initiatives

- Customer Orientation
- Accelerate digital service businesses
- Collaboration

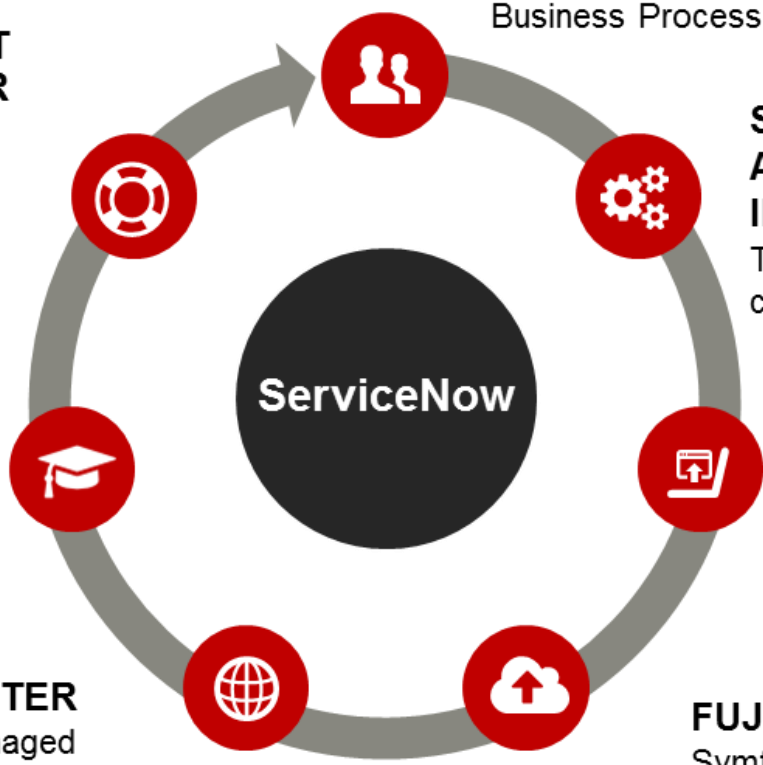
© 2017 ServiceNow All Rights Reserved

Symfoni – a Fujitsu company

BUSINESS CONSULTING
Strategy, Business Change,
Business Process Optimalisation

AUTHORIZED SUPPORT PARTNER
Trained and certified ServiceNow support

SERVICENOW CERTIFIED RESELLER AND IMPLEMENTATION PARTNER
Trained and certified sales, trained and certified consultants, 400+ implementations



AUTHORIZED TRAINING PARTNER
Certified ServiceNow trainers,
ITIL accredited trainers

DESIGN & DEVELOPMENT SERVICES
Custom application development,
Symfoni Value Improving Practice

GLOBAL DELIVERY CENTER
Application Management, Managed Services, Support, Off-site implementation

FUJITSU SERVICENOW SOLUTIONS
Symfoni WE, Fujitsu TRIOLE

© 2017 ServiceNow All Rights Reserved

Objectives and What You Will Learn

- Our objective in this presentation is to share our journey to improved ticket categorization through the use of linguistic analysis to help you realize the benefits to your organization or to help you in your own implementation
- We will cover:
  - The starting point – our business drivers
  - An overview of the project
  - The value delivered to our organization
  - Our lessons learnt
  - Our top tips to a successful implementation

© 2017 ServiceNow All Rights Reserved

Background and business needs

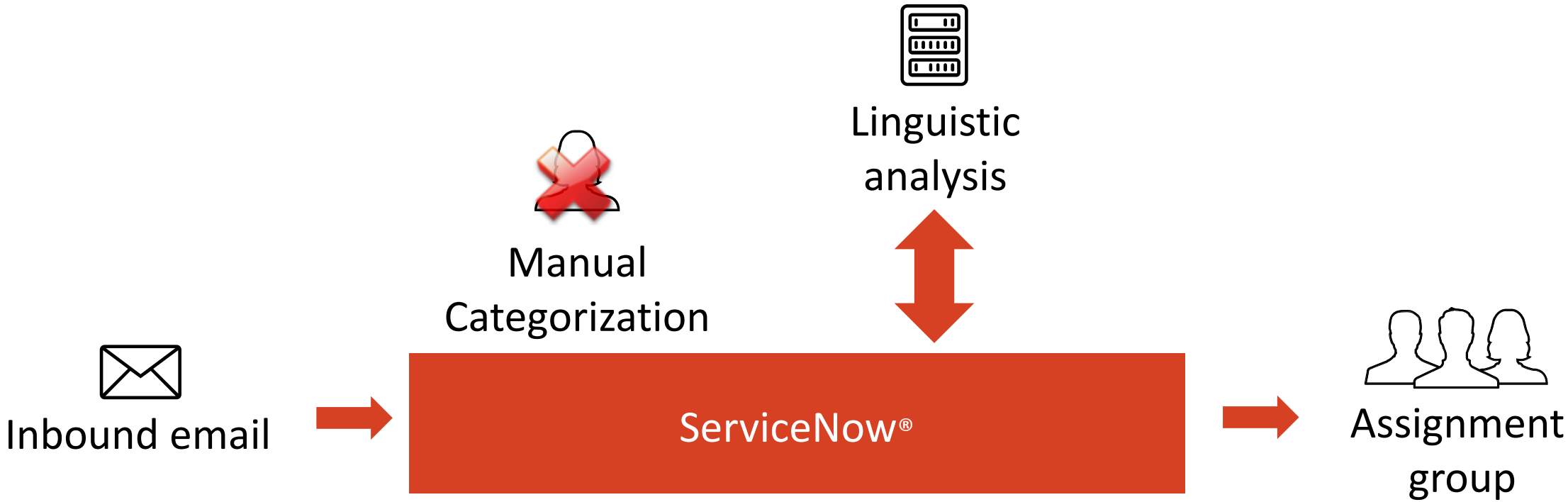
Situation:

- All created incidents default to ”Error”-category
  - ”Error”-category has the most strict SLA
- Increasing volumes
  - 11/2014: 2000 inbound email per month
  - 01/2017: 9000 inbound email per month
- 1 FTE used in manually handling the categorization phase
  - There was pressure to hire additional personnel just to manually categorize tickets
- Some information was consistently missing from the tickets
  - Affected device or service

© 2017 ServiceNow All Rights Reserved

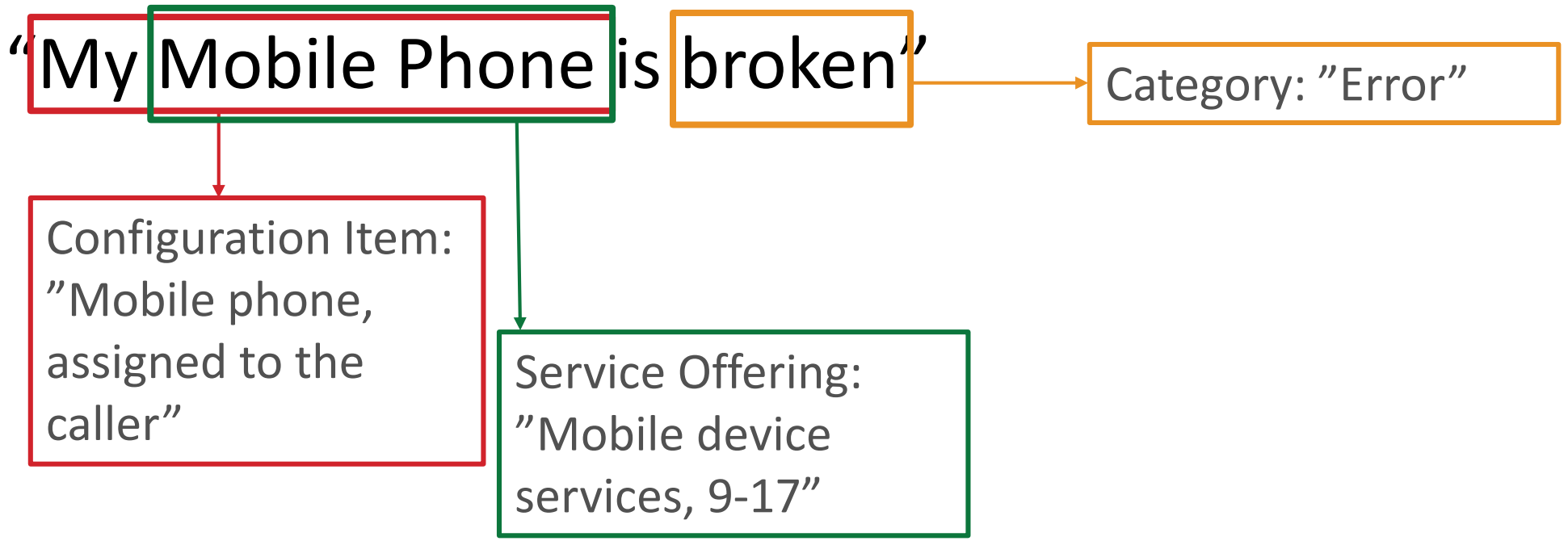
Solution at a Glance

Using Linguistic Analysis for ticket categorization with an external system



© 2017 ServiceNow All Rights Reserved

What is Linguistic Analysis?



© 2017 ServiceNow All Rights Reserved

Choosing the right tool

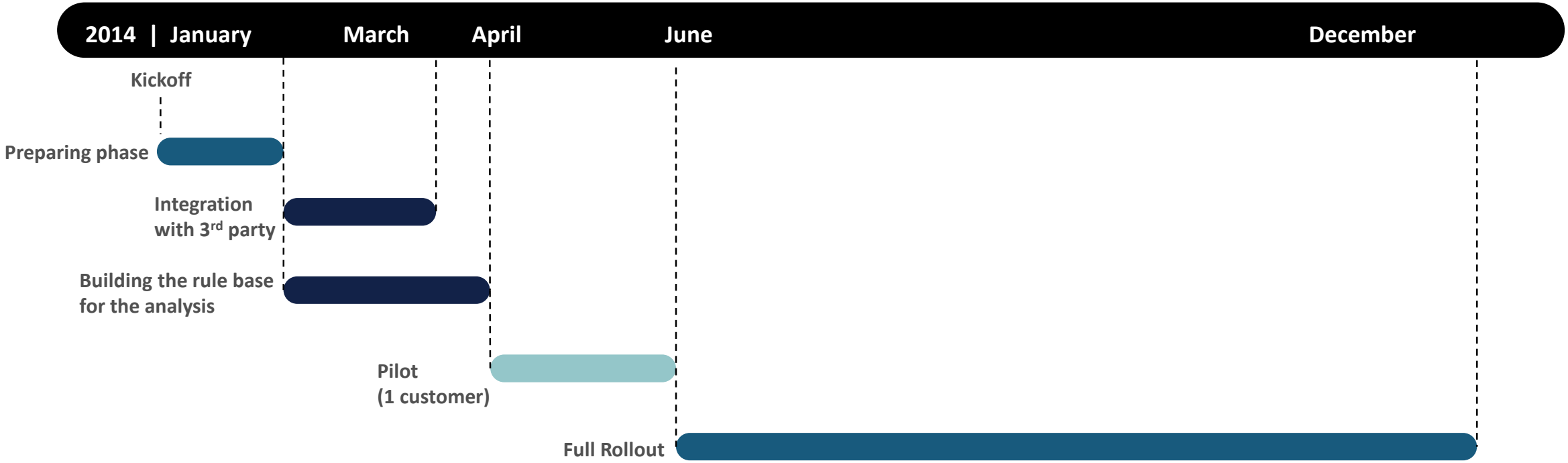
- Finnish language
  - In 2014 there were very few Finnish products available
  - Informal language in tickets, using mixed English and Finnish
  - Finnish language has changed a lot during the past 40 years → Some customers use different expressions and words
- Appelsiini is a Service Provider to multiple customers
  - Different customers have different vocabularies
- Good integration APIs
- Future proof solution vendor

© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved

Project Timeline



© 2017 ServiceNow All Rights Reserved

Value Outcomes after the project

Correct values set

68

%

Correct values with no human interaction



Resolve time saved per ticket through each automatic categorization

2

FTE Saved

Manual labor saved

© 2017 ServiceNow All Rights Reserved

Quality Outcomes after first rule iteration

	Before	After
Category set correctly	35%	58%
Affected Service set correctly	78%	87%
Correct Standard Request selected	33%	52%

© 2017 ServiceNow All Rights Reserved

Lessons Learned

1. Ensure dedicated/named admins for the system or use administration-as-a-service
   - Consistency in administration will ensure quality
2. Choose the right tool
   - If the need is very specific, it is worth spending time locating the right tool
3. Iterating the rule base is an ongoing process

© 2017 ServiceNow All Rights Reserved

Our Next Steps

- Assess possibility for an automated solution for the rule base iteration
  - Automatic feedback loop
- Produce automatic reporting for the quality of the categorization
  - Real-time quality dashboard
  - We need to justify the need for active administration and the need for dedicated personnel

© 2017 ServiceNow All Rights Reserved

Top Takeaways

1

Massive benefits from automating manual processes

2

Choose the right tools and right partner

3

It’s an ongoing process, not an one-off project

© 2017 ServiceNow All Rights Reserved

Thank You

Samuli Rantala
ITSM Development Manager
Elisa Appelsiini

Mikko Pääkkönen
Business Development Manager
Symfoni Finland

samuli.rantala@elisa.fi | mikko.paakkonen@symfoni-esm.com | #Know17

© 2017 ServiceNow All Rights Reserved

Q & A

Samuli Rantala
ITSM Development Manager
Elisa Appelsiini

Mikko Pääkkönen
Business Development Manager
Symfoni Finland

samuli.rantala@elisa.fi | mikko.paakkonen@symfoni-esm.com | #Know17

© 2017 ServiceNow All Rights Reserved