knowledge17

WORK at LIGHTSPEED

Redefining the future of services with CSM and ITOM on ServiceNow: Live from Europe

Katia Battheu
Director, Enterprise Business Operations
Proximus

Peter Vandermaesen
Head of Proximus Professional Customers Operations Service Desk
Proximus

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servicenow

Speaker Introduction



NAME: Katia Battheu

TITLE: Director

FUNCTION: Enterprise Business Operations

COMPANY: Proximus

EXPERIENCE: 3 years **training**, 5 years **project management**, 7 years **people management** technically flavored (project, change & release, operations), 6 years **people management** in business eco system with focus on customer experience & business transformation

EXPERTISE: Leadership, Change management, Operations, Business transformation, Telco & ICT , Program management

ACHIEVEMENTS: Multiple successful project deliveries, Integration of different NOC's after company mergers, Implementation aligned service model across fix, mobile & ICT technology domains …. Always with care for the employee that is crucial to make it happen

CURRENT PROJECTS: **Running operations division efficiently with optimal Customer Experience & motivated staff**
Excite: a business & IT transformation towards the NEW Professional Customer Experience

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Speaker Introduction



NAME: Peter Vandermaesen

TITLE: Head

FUNCTION: Professional Customers Operations Service Desk

COMPANY: Proximus

EXPERIENCE: 5 years in Training & Education, 7 years in pre-sales & product management, 3 years in Program Management, 8 years in Customer Service Operations

EXPERTISE: Business Strategy & Transformation, Change Management, Operations Management, Program Management, Telecommunications, CRM

ACHIEVEMENTS: Over the past 6 years, transformed the ICT Customer Service Centre for Proximus' professional customers towards a streamlined organisation with increased customer satisfaction year over year, reduced cost of ownership and SLA respected in > 96% of all cases.

CURRENT PROJECTS: Roll out of ServiceNow as global incident management & servicing tool throughout the organisation. Leading the Service Centre from traditional process flows to a digital collaboration model, with a maximized "First Time Resolution" rate, reduced incident lifecycle and maximized proactivity.

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Agenda

- About Proximus
- Excite: a business & IT transformation towards the NEW Enterprise Customer Experience
- Zoom in: setting new standards for Servicing with ServiceNow
- Change management

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Agenda

About Proximus

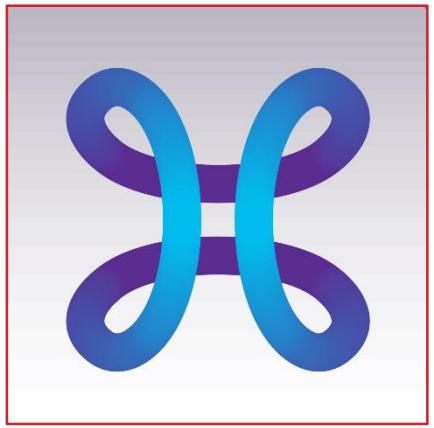
Excite: a business & IT transformation towards the NEW Enterprise Customer Experience

Zoom in: setting new standards for Servicing with ServiceNow

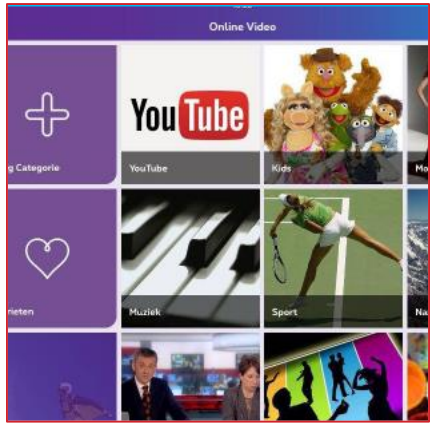
Change management

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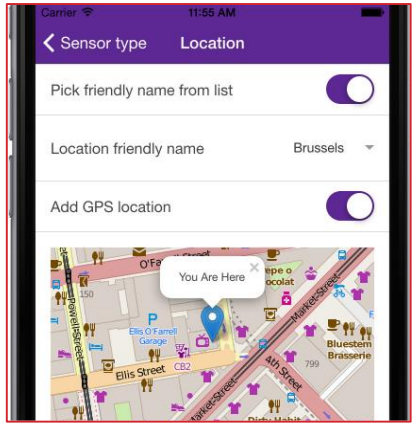
Proximus is…



Proximus is a **telecommunications** company operating in the **Belgian and international** markets. We are the **leading national provider** of telephony, internet, television and network-based ICT services.



Our **high-quality** interconnected **fixed** and **mobile** networks offer access anywhere and anytime to digital services and data, as well as to a broad offering of multimedia content.



We are **investing in future-proof networks and innovative solutions**, creating the foundations for **sustainable growth**.



We put the **customer at the heart** of everything we do. Our aim is to deliver the best customer experience and to simplify the customer journey by offering accessible and easy to use solutions.



We **contribute to the economic, social and environmental development** of the society in which we operate.

1 2 3 4 5

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Proximus in Key Figures (2016)

€ 5.9 billion

Underlying Revenue



€ 1.8 billion

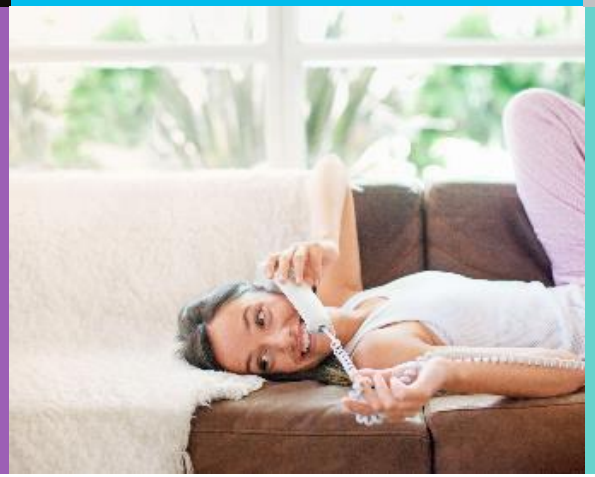
Underlying EBITDA

13,600 FTE's



€ 559 million

Free Cash Flow generation



€ 1 billion

Investments

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Overall Customer base – (Q4 2016)



Fixed Internet lines

1,92 million



Unique TV customers

1,49 million



Total mobile customer base

6,5 million



3- & 4-Play households & small offices

1,36 million

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We serve the enterprise market

Telco | 100 K customers | IT



WAN-LAN Connectivity



Network-based communications



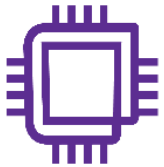
Professional & Managed services



Datacenter infrastructure



Network-enabled services



Internet of Things



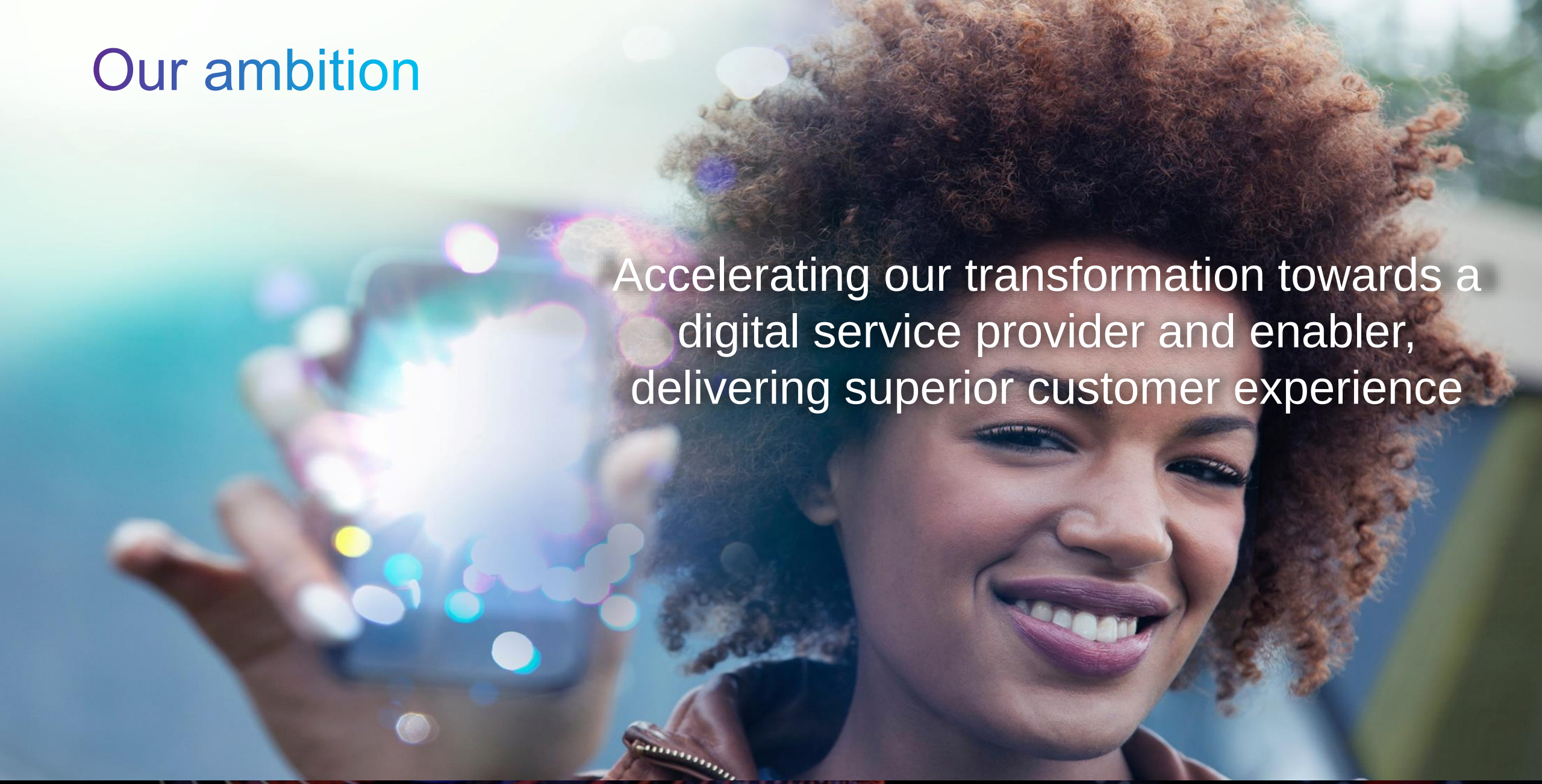
Communication & Collaboration



Security

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Our ambition



Accelerating our transformation towards a digital service provider and enabler, delivering superior customer experience

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Excite

Business & IT transformation towards the NEW Enterprise Customer Experience



*Evolving towards **new ways of working** supported by **more simplified systems, tools and processes** ensuring we can offer, quote, sell, invoice and maintain industrialized solutions to **all corporate customers**.*

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Why - Excite

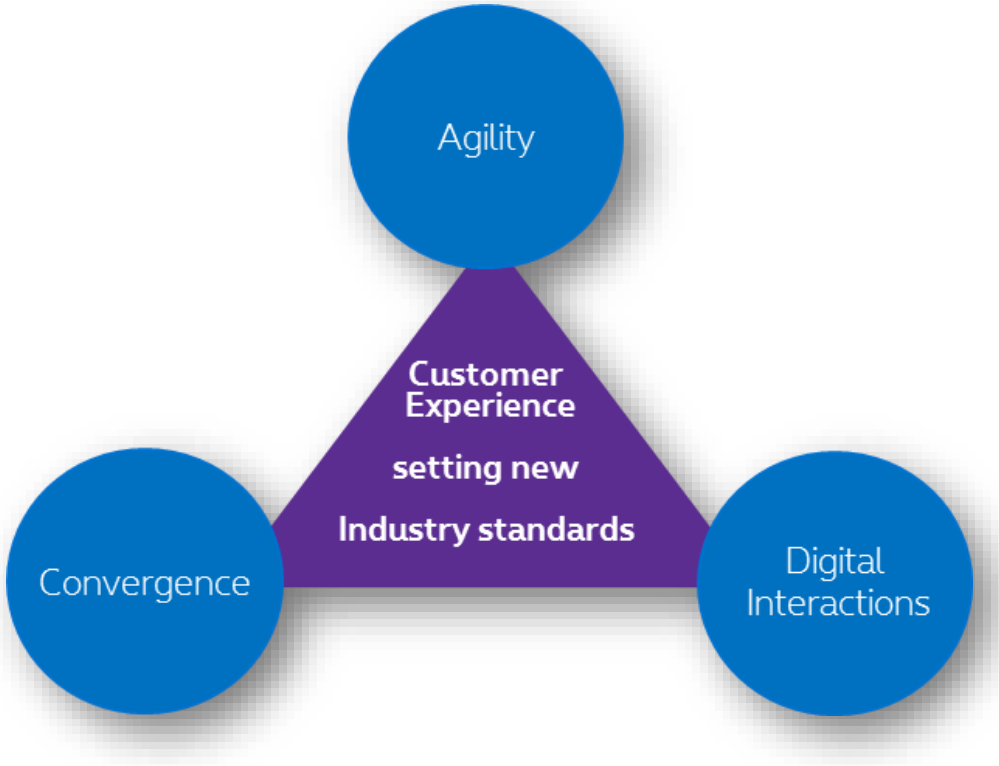
Setting the **new industry standards** when it comes down to **customer experience**

Bringing **true convergence**:

from 5 delivery streets to 1 delivery street

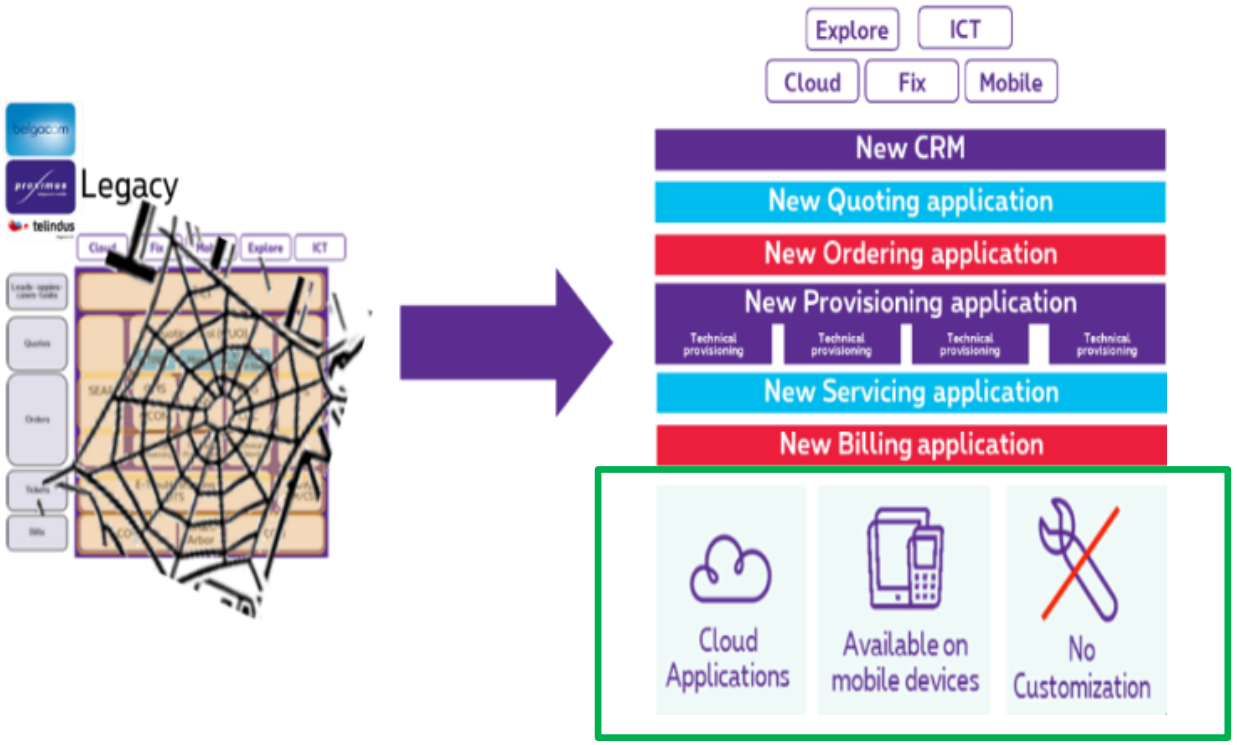
(fix voice, fix data, mobile, cloud, ICT)

Business transformation linked to TOOLS, PROCESSES and PEOPLE



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2 Approach - Excite



Building a new professional market landscape including product simplification gradually

Greenfield approach, cloud solutions, no customisation, mobile first

Digital is the new default

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How - Excite

Gradually & Agile

With intermediate deliverables

Gradually customer contract **commercial on boarding** per solution, per customer

Loosely coupled track implementation, minimum viable platforms bringing sufficient E2E quality, define capabilities independent from technical provisioning



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4 Tracks & Solutions- Excite





Customer journey mapped to 7 tracks + transformation/change management

Selection of Vendors offering cloud solutions

Voice of the customer:

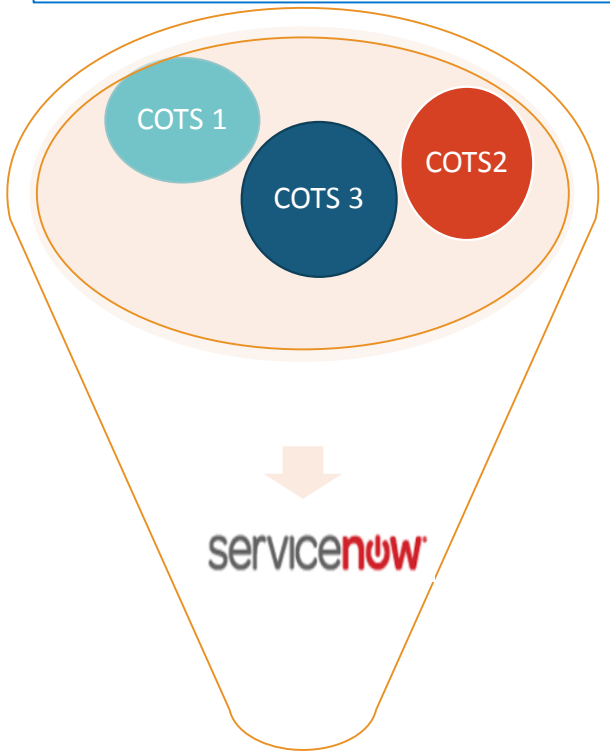
co-creation with customers

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Our choice

Proximus found a **trusted partner** in Infosys® for undertaking the Co-Ownership and Co-Accountability of doing Excite transformation Program. **Infosys** brought in:

- **Global industry experience** towards conducting the transformation
- Utilized its **deep understanding** of technology products
- Gave **access** to global resource pool and best practices



- ✓ We conducted a rigorous technology selection process for selecting the right products. The evaluation was made on **Excite principles** of: Cloud-based, Out of the box, mobile first and simple.
- ✓ **Use cases** were given to the participating product vendors for implementing and demonstrating and servicenow was able to meet all of the key requirements, more importantly the **digital enablement capabilities**.
- ✓ Infosys was able to leverage its Service Now **managed services platform** which proved to be a very efficient way of starting on Servicing transformation journey very quickly.

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Setting new standards for servicing

My E2E solution managed and maintained within the agreed SLA



My solution incidents will be detected fast and solved quickly

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Servicing vision: key pillars



Shift left
Shift down



Based on Industry Standards



Customer Special Projects



E2E Converged SLA



Native Digital Capabilities



Upselling during Servicing



Maximize Prevention and Proactivity



Open integration with other ITSM tools

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ServiceNow – Extending the capabilities for a better tomorrow

Digital Interaction

- Digitalization which ensures synergy between humans and systems
- Increased outreach within Proximus and our Customers
- 360° view and consistent omni channel experience



Maximized Proactivity

- Greater transparency in availability of services and information
- Customer Centric Capabilities – Case Life Cycle, Knowledge Management, Community



Connect & Collaborate

- Responsive Operations teams keeping the customer informed
- Unified Interface for Customers, Agents, Field Tech – Registration to Resolution



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ServiceNow – Extending the capabilities for a better tomorrow

Sharing the knowledge to reduce the incident lifecycle

"Customers would like to be able to check a line or service"

"Customer wants to consult the history of a previous case on the same asset. Currently he has to log a new ticket and can't refer to the old one"

"Customer would like Proximus to have an overview of assets/ lines available so you do not have to look it up in case of an issue"

Digital Interaction

- One Click Case Creation
- History available as reports, dashboards and full view records
- Spotlight on Self Service through multi channel reach via
  - Diagnostics
  - Knowledge
  - Integrated Reporting



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ServiceNow – Extending the capabilities for a better tomorrow

Reduced # of reactive tickets through event monitoring, correlation, automated notification, embedded root cause analysis

"The customer needs Proximus to be proactive in monitoring and telling the customer there is something wrong.

A preferred solution is a dashboard that shows the status of the customer's products/ services."

Maximized Proactivity

- Automated impact assessment of Network outages/ degradation
- Real time Status tracking
- Orchestrated environments reducing time for
  - Analysis by minimizing human intervention and
  - Remediation through automated recovery



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ServiceNow – Extending the capabilities for a better tomorrow

From traditional process flows to a collaboration model, increasing the "First Time Resolution" rate

"The technician needs to indicate when he will arrive so the customer can make sure there is somebody to receive him, provide access and support him"

"An SLA should represent an E2E Service. Today Proximus offers different products with different SLA's."

Connect & Collaborate

- The Proximus technician can
  - Manage his incident
  - Share remediation test results
  - Real time customer appointment scheduling
- E2E Service SLA's allow for better escalation management of potential breaches



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Be the change you want to see



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Change management is key



implies

Change for employees



Adapt to a new simplified way of working (>3000 employees)

Adapt to work with new simplified systems, tools and processes

Change for customers



Adapt to digital channels (100K customers)

Adapt to the way they interact with Proximus

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How to go about change

- Change Impact
- KPIs & Behaviours
- Engage the Business
- Build Capability
- Manage Success
- User Adoption Plans

Training & documentation

Support and promote Excite

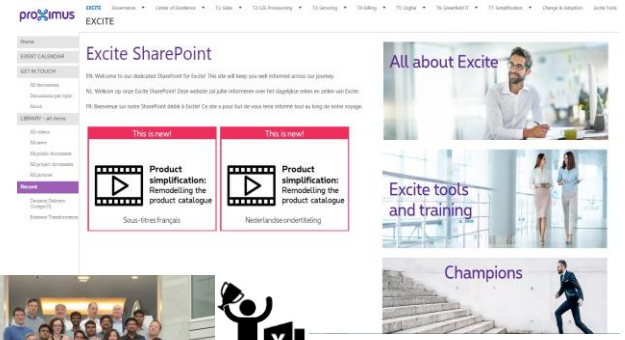
Change Roll-out

Help implement change

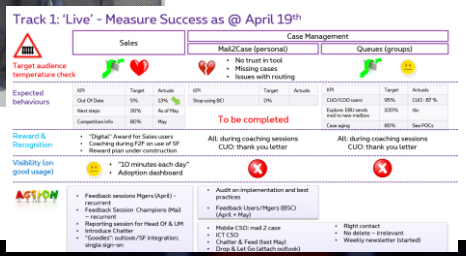
Receive and feedback questions and concerns

Role model new behaviours and new way of working

Awareness, Appeal, Ask, Act, Advocate







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Key Takeaways

1

Business transformation is inevitable for growth

Facilitated by Agile IT & Design Thinking

2

We are passionate about our Customer Experience

We believe ServiceNow will enhance the life of us and our customers

3

Change is always for good

You can't overinvest in change management and user adoption

"If you can dream it, you can do it" Walt Disney

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Take the Survey

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

Thank You

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Q & A

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