



# ServiceNow Implementation for a leading U.S. based full-service brokerage Company

## About The Customer

Our Customer is an U.S. based full-service brokerage providing business insurance, employee benefits, private client insurance, and retirement services to businesses and individuals across the country.



## Challenges:

- *Manual Process for resolving IT helpdesk queries with a manual CRM tool*
- *Too many emails led to increased work hours for helpdesk staff*
- *Longer resolution time for incidents and problems.*
- *Deteriorating IT branding strategy due to inefficient helpdesk*
- *Employees had zero visibility on incidents/ problem raised by them*
- *No defined SLAs for the helpdesk staff*

## Solution:

- *Implementation of ServiceNow ITSM workflow within 300 hours.*
- *Formal Change Controls configured*
- *Easing their day-to-day operations by implementing Employee Self-Service Portal, and Custom Portal.*
- *Implemented Service Catalog and Problem management in ITSM workflow*
- *Extensive use of ServiceNow Express*

## Business Scenario:

Consistently recognized as a top workplace but it had followed a haphazard helpdesk system. This manual haphazard helpdesk led to a lot of operational inefficiencies which led to low value proposition of customer's IT branding.

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## The Need:

Our customer was using a manual CRM tool which led to a lot of work delays and cost overrun. Being an Insurance Service Provider, our customer had multiple departments but lacked a single point system where employees can resolve their IT related issues. Even their employees weren't aware about the difference between an Incident and a problem due to less exposure to the ITSM tools. Further, their helpdesk was reduced to an email or a manual note scribble without any defined SLAs.

They were also anticipated to implement ServiceNow change management as they didn't have a change management plan in place. They wish to implement ServiceNow based on 3 different KPIs:

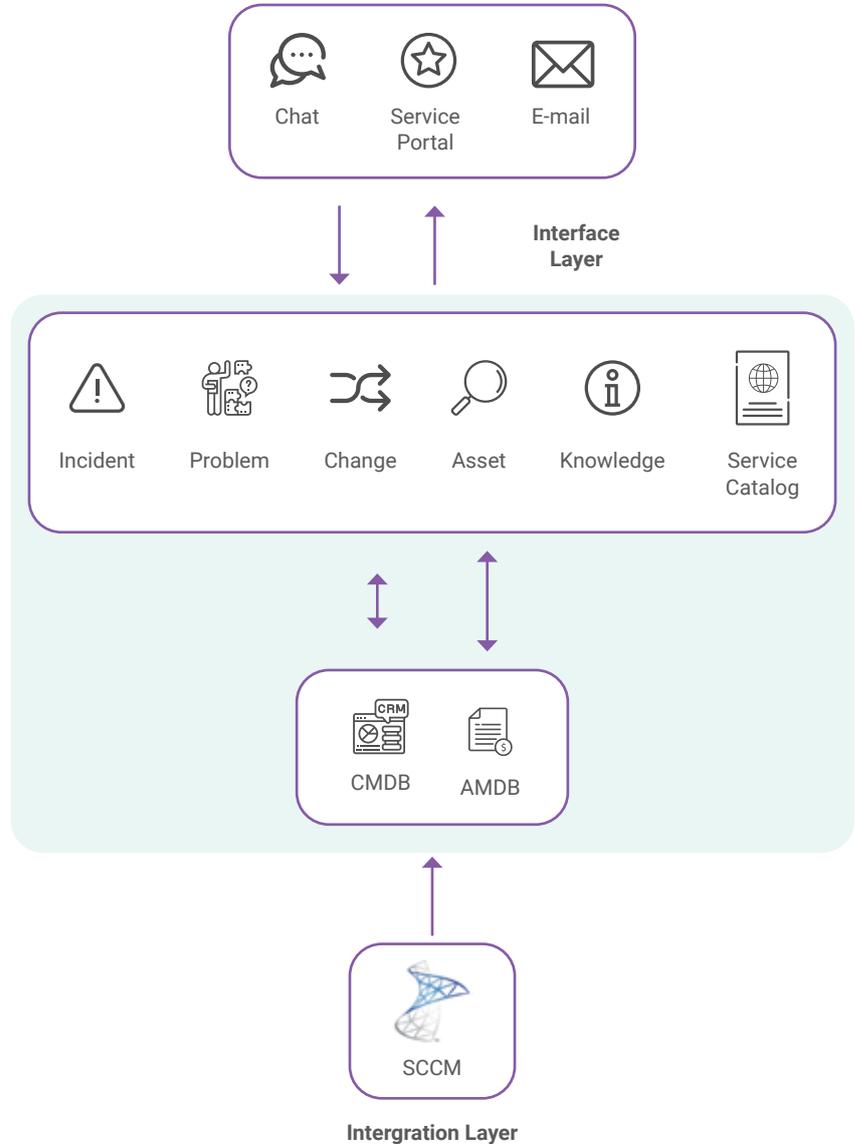
- Defining what your Service Experience must be, both at customer and employee level.
- ServiceNow's varied tools and services offering.
- Staying afloat with Market trends.



## Results:

- *Enhanced Service Experience and extension of such experience to their customers*
- *Formal change control across the organization*
- *Implementation of Change management led to defined SLAs*
- *Branding shift from helpdesk to IT Service Desk*
- *Single system to unite all helpdesk related operations*

## Workflow Diagram:





## Aspire's Solution

Aspire came up with an implementation roadmap that defined work hours for each module. Major solutions offered were Core data setup which includes AD integration, SSO Enablement; Incident Management, Change management, Problem Management, Asset Lifecycle Management which includes requirement gathering, layout customization, defining SLAs and testing.

### Solution in detail:

- Applications were customized based on the requirements from the customer.
- SCCM integration with ServiceNow Asset Management Module was implemented
- Made automated ITSM workflows with the help of our ServiceNow Expertise Consultants
- Integration of all helpdesk related task at a single point system to enable ease of Service Access.
- One system to cater all the needs of every department and made its access available through interface layers such as Chats, Service Portal and Email
- Integration of all the workflows in ITSM with CMDB and AMDB.

## Benefits

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- **650 work hours saved** per month across the organization
  - **67% reduction** in resolution time and backtracking
  - **58% reduction** in cost with better deliverables.
  - **The improved UI design and enhanced user satisfaction.**
  - **Better performance metrics** with new ways to track support offered by the Service Desk staff
  - **Hassle-free report generation** and fetching of monthly reports



## Customer Testimonials



*We were in the early stages of ITSM and ITIL. By leveraging ServiceNow, we are able to get a structured mix of both. Aspire systems helped us to implement this within a short period of time*

– *Vice President of IT* 



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