



Case Study

Service Management Consulting Optimizes Functioning for US-based Marketing & Advertising Company

Client:

The client is one of the leading Marketing & Advertising companies in the United States. Their specialization is in digital marketing, marketing analytics, personalization, mobile marketing, marketing automation, pricing and promotion, customer experience analytics

Challenges

As a result of the corporate spin-off, the client faced the following challenges:

- Design, standardization and operationalization of ITSM processes
 - Transitioning to a new ITSM tool
 - Implementation of monitoring tool
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LTI Solution

- ITIL® process design & documentation; job aids and functional specification design including for integration of ITSM tool with Solarwinds, Slack, Confluence, etc.
- IT Service Catalog – business & technical service catalog design and development
- ITSM process training, operationalization and hyper care support
- ITSM metrics, KPI reports and development, and configuration in ITSM tool.

Business Benefits

- Improved awareness and visibility of IT services through IT Services Catalog
- Reduced operating costs and improved process compliance
- Operationalization steered
 - Adoption of self-service reducing service desk workload
 - Improved usage of Knowledge resources to improve First Call Resolution (FCR)
- **~8% reduction** in Operating costs due to process adoption and seamless execution.
- **~15% improvement** in productivity due to automated workflows, reports, and knowledge base
- **~10% resource** optimization realized through self-service.

CIS Technology Offering Used

Digital ITSM4

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