



Highlights

Initiative:

IT service catalogue development

Industry:

Passenger transportation service provider

Business:

One of Canada's largest providers of passenger transportation services in a fast paced, competitive industry, with a customer service focused culture needed to upgrade its service management capability and focus.

Key client challenges:

- Perception that IT had become disconnected from the business
- Business users were increasingly frustrated with lack of clarity around IT service offerings and accompanying service levels
- Rapid business growth drove the need to clearly define and publish IT services in a service catalogue

Duration: Six weeks

Delivery objectives:

- Structure IT as a service provider through a services based model
- Define IT services in terms the business understands
- Establish ownership and full accountability for business and IT services
- Define service metrics to allow IT and technology partners to fully understand service offerings
- Create a solid foundation and road map for other IT initiatives

Getting the service catalogue right

Enhance service delivery quality, accountability and ownership, with an unwavering focus on improving the customer experience.

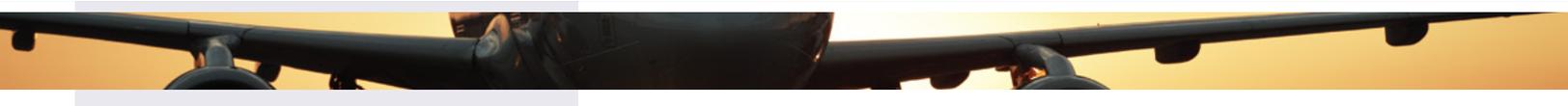
Adopting a service focus

In a relatively short time period, this passenger transportation service provider experienced tremendous success and explosive growth. Even though customer service was core to its brand, rapid growth had caused the IT organization to become disconnected from the business. IT no longer understood its relationship to the business or how its activities impacted the business. The service catalogue had become an absolute necessity.

The leadership of the IT organization was asking the department to rethink its relationship to the broader business; to consider the idea of 'business partnerships', much the way HR organizations have structured themselves. Difficulties arose when it became apparent that IT did not deliver services in a way that aligned with the business partner concept.

As a result, the IT leadership of this organization engaged Integritas to create a strategy for defining a service catalogue which would depict, to the business, the services it offered, the service level agreements it offered, and the expectations for those services. In order to do this, IT needed to define the requirements for each and every service: service ownership, a description, pricing, components and features, hours of availability and who to contact to request service and to obtain support.

“Whether its implementation of a new tool or development of a service catalogue, look at it from a consumer point of view first, not the IT view; because the point of these tools is to make it easy for the customer to request stuff from IT.” – Sponsor IT Manager





Focus on the end user

Armed with their ServiceWise approach which focuses first and foremost on customer experience, Integritas identified each service catalogue item and mapped it to a business service offering.

In many cases, IT organizations build their service catalogues and offer services through the lens of IT. What makes sense to IT is sometimes incomprehensible to the business. End user interfaces can become difficult to understand and navigate in a self-service environment.

Integritas worked with this organization to understand first, what does the end user ask for, and second, how does IT deliver the service? Once these understandings were in place, Integritas was able to help this organization define their service catalogue in a business, user friendly fashion.

In the span of just six weeks, the first critical step in this IT organization transitioning to becoming a more customer centric organization was complete, and the foundation was in place to complete the definition of all services and publish them in a service catalogue.

Experience counts

Integritas established the strategy for delivering the service catalogue and provided the resources to assist the customer in building the service catalogue. This initiative required seasoned leadership, experienced people and a distinct appreciation for the end-user experience. The benefits are significant:

service complexity is reduced, service fulfillment times have declined, the end user experience is greatly improved.

Three years later, this transportation service provider continues to reap the benefits of this initiative, while enjoying streamlined, efficient service delivery to perfectly complement its continued growth.

The Integritas Way

Integritas specializes in service management.

We combine our passionate belief in the value of good process and our battle tested ServiceWise methodology with a collaborative client approach, in order to optimize service delivery.

We have years of experience with the ServiceNow platform and a deep understanding of its possibilities. Through our belief that people, process and technology must be considered together, we can help organizations deliver measurably better service performance.

Since 2007, we have completed more than 50 service management projects across a broad range of industry verticals with our team of process experts who are passionate and enthusiastic about improving service management.

[Learn more at integritas.ca](https://www.integritas.ca)

