



Orchestrating a transformational approach to service delivery

Qlik® is a leader in the data analytics market, delivering intuitive analytics and Business Intelligence (BI) solutions that allow more than 48,000 customers worldwide to visualize and explore information, generate insight and make better decisions.

Qlik prides itself on its commitment to customer success, offering world-class consulting, training and support services to ensure organisations get the most out of its technology platform. Key to this is empowering its employees with the technologies and demonstration environments to engage with prospects and clients.

But, as Dan Le Masurier the Director of IT Service Delivery at Qlik, explains, the IT operations team was struggling to keep up with demand: "The volume of issues and requests were increasing dramatically in line with company growth. We were onboarding hundreds of new employees and changing our systems on the fly. But in such a fast-paced environment, it was clear we lacked the necessary IT controls."

Qlik needed a more sophisticated approach to service delivery for its internal customers. All incidents, changes and requests were raised by email and placed into one system, with no differentiation between the type of 'case' that a user was raising.

"We were acting like a small-scale help desk, and it simply was not sustainable," says Daniel. "We lacked KPIs and SLAs, and very limited reporting functionality on our activities or performance. To scale effectively, we had to change both our operating model for IT and the system we were using to support that."

A best practice choice

A review of the leaders for IT service management in the Gartner Magic Quadrant gave Qlik its shortlist for possible solutions.

The primary requirement was a best practice approach to request, change and problem management for the seven first-line agents who were handling around 2,500 incoming emails every month from employees.



Customer

Qlik

Highlights

Analytics and business intelligence specialist transforms the service experience for employees, maximising productivity and satisfaction

Headquarters

Radnor PA, USA

Geographies

Global

Employees

2,000

Business

Technology

A proof of concept kicked off a rigorous selection process, but it quickly became clear that ServiceNow offered the ideal approach.

Daniel explains: "We needed ITIL-based service delivery on a scalable, cloud-based platform. At every stage, ServiceNow demonstrated its ability to meet all our service delivery requirements and transform the experience for both our IT team and internal customers."

Empowering employees

The ServiceNow platform has dramatically streamlined the IT service operation at Qlik, making the request, incident and problem process a much better experience for employees.

Through a user portal, employees interact with the IT team, for example to request new software, password resets or hardware such as a new laptop, or raise an issue. Knowledge documents are also on hand to provide information on common queries so employees can find a quick fix without involving IT.

"Our employees were sending in emails, receiving an automated acknowledgment email and then had to wait and assume that something would happen," says Daniel. "Now they love the way they can log into a portal and see how their request is progressing. There are no black holes and the visibility means we have a very transparent relationship with our most important customers – our employees."

The chat function in the service portal has proved to be very popular, emulating the kind of experience that is delivered by consumer-facing organisations and promoting positive engagement between IT and users.

Daniel explains: "Our employees really like the chat functionality. They can ask easy questions of our frontline support team, who can provide a quick answer – it's a win-win for both sides."

Making the experience better for IT, customers and employees

From an agent perspective, the experience has also dramatically improved. Workflows and task routing are completely automated, which has empowered Daniel's team to accelerate the progress of tasks and their resolution.

Rather than all requests, incidents and problems coming into the IT team in a long queue of undifferentiated emails, the ServiceNow portal captures all information, classifies each incoming case and automatically routes them to the right team.

"The ITSM process was painful for our agents. It was difficult to know what to prioritise and all approvals had to be managed manually," says Daniel. "Using ServiceNow, we can arm frontline agents with all the relevant information they need to process a case quickly and effectively."

An example is onboarding a new employee. The IT team receives all the details required to set up the IT system, passwords and required permissions, with requests all pre-approved by relevant managers and departments.

"Everything needed to set up a new starter is provided in one go," says Daniel. "It means we can ensure a new hire is up and running in a matter of hours, rather than managing a lengthy process of information gathering and approvals that could take us weeks. It saves both time and effort and new hires have an excellent experience on their very first day with us."

Challenges

- Increased volume of incoming requests, over reliance on email for issue resolution, lacking ability to prioritise and classify issues
- Low satisfaction within the IT team, lengthy and manual processes
- Resource-heavy process for creating cloud demo environments, lack of control over cloud environment and associated costs

Solution

- IT service management
- Governance, Risk and Compliance
- Project Management
- Orchestration
- Security Incident Response

Results

- A self-service portal that captures and classifies requests, incidents and automates delivery to the right agent for faster resolution and increased satisfaction
- Frontline agents are empowered with all the relevant information they need to process a case quickly and effectively
- Cloud management has enabled cost control and allowed pre-sales teams to create client demos in minutes
- This links well to its central focus of how 'Qlik prides itself on its commitment to customer success'

A new approach to cloud management

With a powerful service platform in place, Qlik moved quickly to expand its use across multiple areas of the business. Custom applications have been developed for a large number of operational areas, including HR, legal, research and development, and sales.

The self-service portal now offers more than 10 different options to users, who can request a wide range of services through one single sign-on.

ServiceNow Orchestration, which automates multi-system tasks on remote services, services and hardware, has enabled a new approach to cloud management that has proved to be invaluable for the Qlik pre-sales leadership team.

Daniel explains: "The Pre-sales team would spend hours out of work building client demos in cloud environments, paying for these on credit cards, but rarely focusing on closing down the environments after use. ServiceNow has enabled us to automate the provisioning of cloud demonstrations, giving us control over the process and dramatically reducing our cloud spend."

Now pre-sales representatives can spin up demos in just a couple of minutes on client or prospect sites, by setting up an instance selecting the correct size of cloud environment, and the series of machines needed, with a link to a sub-set of demo data.

A strategic business approach

Daniel is keen to highlight the transformative impact that ServiceNow has had across Qlik, particularly in the way the IT operation is perceived by the business.

"ServiceNow has made IT much easier to do business with," says Daniel. "IT is now perceived as a strategic partner that underpins service delivery right across the business."

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– Daniel Le Masurier, Director IT Service Delivery, Qlik

