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> "ServiceNow has given us control over process inefficiencies. By combining the service catalog, workflow and performance analytics, we've made our work more structured, predictable and measurable."
>
> —Derrick Brown, IT User Support Services Director, Tideworks

TIDEWORKS TECHNOLOGY®

Headquarters

Seattle, Washington

Industry

Technology

Highlights

- Improved employee efficiency and customer support by standardizing and automating IT processes

- Performance Analytics delivers actionable insights and a single real-time dashboard

- Reduced the time to onboard a new employee from weeks to days

Tideworks Drives Customer Satisfaction with ServiceNow Performance Analytics

Transportation Software Company Transforms the Way It Manages Its Customer Commitments

Tideworks Technology is a global leader in transportation software solutions. The company provides cost-effective, reliable terminal operating systems and graphical planning solutions for marine and intermodal terminal operations. Over 300,000 logistics professionals use Tideworks systems every day to load vessels and trains, track containers, and make payments at 100 terminals around the world.

For Tideworks, meeting customer commitments is a top priority – it's how they maintain credibility and grow trust with their clients. As a provider of mission-critical software, ensuring uninterrupted service is a top priority, and they back this goal up with committed IT support staff and service level targets. However, like many organizations, Tideworks relied heavily on manual IT processes. By standardizing and automating their processes, the company knew they could increase efficiency and respond more quickly to customer needs.

Faster and More Efficient Customer Support

Tideworks chose ServiceNow to transform the way they support their customers. According to Derrick Brown, Tideworks' IT User Support Services Director, "ServiceNow has helped us to pull everything together. By creating catalog items and using workflows to drive structured and predictable work, we've been able to become much more efficient. This process efficiency is critical for us – we're a very lean, tight organization, so every place we can gain efficiency translates into more throughput, better customer satisfaction, and more business opportunities."

Performance Analytics Delivers New Insights into Customer Satisfaction

With ServiceNow Performance Analytics, Tideworks then took customer service to the next level. By measuring and analyzing how their processes are performing, the company can now make better informed decisions and take targeted actions. Brown says that, "Performance Analytics has helped us in many ways. By correlating customer satisfaction with other metrics, we can see the positive or negative impact of our actions on what customers think. With a one-stop dashboard, we spend less time producing charts and more time analyzing what they mean. And, our executive team can have fact-based discussions with our customers at any time using up-to-date information."

Brown cites one key example, saying that, "Previously, we had conflicting information – our satisfaction scores were high, but we weren't meeting our service-level targets. With Performance Analytics, we discovered that our customers were actually pleased with our response to incidents – we were just measuring ourselves on the wrong scale. Now, we've implemented different service levels so that we know that when something isn't going according to plan. Before, things would go red when the customer really didn't care. Now, if something is red, we know there's a problem."

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Leveraging ServiceNow Across the Enterprise

Tideworks has also started to use the ServiceNow platform more broadly. One key example is onboarding new employees. According to Brown, "We had a very complicated onboarding process that involved 10 to 15 different groups. Because the process was manual, it would take us weeks to make sure everything was in place for a new hire – and we still had to follow up after the person joined. By using ServiceNow to structure and manage our onboarding process, we've got the process down to a couple of days. Given the number of people we onboard, we've saved years of effort. And, it makes our business much nimbler – the faster we onboard someone, the faster they can attack real revenue opportunities."

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