



“By creating a platform for IT service excellence, we are supporting Amplifon’s employees in delivering exceptional retail experiences to customers.”

— Raffaello Infantino, Corporate IT Director of Operations, Amplifon



Transforming IT Service Delivery to Create Exceptional Customer Experiences

Customer

Amplifon

Highlights

Global business offering hearing solutions empowers retail staff to deliver exceptional customer experiences by transforming IT service delivery

Headquarters

Milan, Italy

Geographies

Global

Employees

11,700

Business

Healthcare

Challenges

- Costly system downtime at retail sites due to a reliance on email and phone channels was negatively impacting the critical customer experience
- Limited localisation of IT support due to inflexible IT service desk tool
- No ability to bring critical outsourcing IT providers into the service delivery process

Amplifon is the global leader in hearing solutions and services, employing more than 11,000 staff across the Americas, Europe, the Middle East, and Asia Pacific. The global organisation’s 3,800 retail stores and hearing centers form the heart of Amplifon’s business, and are the primary point of interaction with customers.

Supporting the 5,000+ hearing care professionals at these retail sites is critical, ensuring front-line personnel are empowered with the systems to help customers to recover their experience of everyday sounds.

This support is delivered by Amplifon’s corporate IT team, local country IT staff, and outsourced service providers, under the direction of Corporate IT Director of Operations Raffaello Infantino. However, Amplifon’s BMC service desk tool was not allowing the business to effectively support its retail operation and the wider business.

“Our service desk tool simply wasn’t a strategic fit for our global, multi-site business and was failing to support our staff with a high-quality IT service. Our employees couldn’t readily interact with IT specialists and there was limited ability for outsourced partners to use the tool,” said Infantino.

A single global service platform for highly-localised delivery

In 2016, Amplifon implemented the ServiceNow platform at its headquarters in Italy, as a strategic phase in its cloud transformation programme.

“Our primary objective was to create just one global instance for IT service management, but with the flexibility and localisation to suit every country’s needs. This is exactly what ServiceNow delivered,” said Infantino.

Adopting a “platform-as-a-service” model was essential to align the IT service approach with the company’s cloud transformation programme. It has allowed Amplifon to quickly roll out the Now Platform™ to other key countries in Europe, including the UK, France, Belgium, and Germany.

Further expansion across the Americas, Europe, the Middle East, and Asia Pac is well under way, with ServiceNow expected to go live in the USA, New Zealand, and more European countries in a matter of months.

The flexibility of the Now Platform was a clear benefit when considering the new approach. It allows Amplifon to optimise its approach to IT service delivery at a corporate level, while providing the technical capabilities for local IT teams to carry out country-specific functions and develop tailored services as required.

Solution

IT Service Management

Results

- Email completely removed from the IT service delivery process thanks to a central self-service portal and automated processes
- Dramatic reduction in the number of tickets, as the knowledgebase empowers employees to resolve their own issues quickly and efficiently
- High employee satisfaction, due to a highly-localised service, delivered in local language, by local IT experts

“As a global business, we have many local nuances that we must deliver against as an IT function—for example, the specific data privacy rules in Australia. Using ServiceNow, every single member of staff can interact with our IT teams through the same platform to raise a query or issue, yet receive a highly-localised service, in the language they choose, connecting with the local expert they need,” said Infantino.

Due to the reliance on outsourcing, the ability to allow external suppliers to access and use the platform was also very important. It permits multiple partners to interact with employees, IT teams, and the wider business in the areas they were contracted to support.

Service excellence at 3,800 retail sites

The transformation in IT service delivery has been focused on the most important part of the Amplifon business: its retail sites and hearing centers, where customers interact with Amplifon staff on a daily basis.

“It’s absolutely critical that our front-office IT systems support our customer-facing staff. Using ServiceNow, we can deliver IT services directly to our retail and hearing centre sites as soon as it’s required, so our employees can focus on engaging with customers and creating a positive in-store experience,” explained Infantino.

Through a central IT services portal, retail staff can access and search a comprehensive knowledge base to find answers to their query or raise a ticket directly with their local IT support team.

“ServiceNow has dramatically simplified the interaction between IT and our retail sites,” said Infantino. “Instead of calling or emailing the service desk, staff can use the IT service portal to raise tickets, make requests, and find answers to queries in an instant. By creating a platform for IT service excellence, we are supporting Amplifon’s employees in delivering exceptional retail experiences to customers.”

The knowledge base has significantly reduced the number of tickets being raised by Amplifon’s retail staff. Employees are empowered to find information for themselves and resolve their own issues, freeing up the IT team to focus on requests that require their direct input and intervention.

In addition, as the self-service portal and automated processes create efficient and effective workflows to manage issues, email will be completely removed from the IT service delivery process within six months of a country going live with the Now Platform.

Creating a platform for employees to interact with every business process

Following the success of the Now Platform for IT service management, Amplifon is looking to expand the platform to support other areas of IT delivery and the wider business.

These include introducing ServiceNow Project Portfolio Management (PPM) to allow the corporate IT team to understand, monitor, and manage the full breadth of projects being carried out across the organisation. Centralisation of demand management means resources can be easily aligned to priority activities, ensuring projects are delivered on time in line with business requirements.

ServiceNow Customer Service Management (CSM) is another area, bringing real-time collaboration, self-service, and automation into the customer service process for minimum resolution times and maximum customer satisfaction.

“Using ServiceNow, we have completely changed a traditional way of working. We are moving quickly to expand the platform across the entire global organisation, but the real success will be extending ServiceNow to other areas of our business. With ServiceNow, we have the opportunity for every employee to interact with any business process through the same platform,” stated Infantino.