



“We have not once regretted the decision to make ServiceNow our customer service partner. The functionality exceeded our expectations and we were very happy with the results and value for money.”

— Michael Terkildsen, Unit Manager, Network Operations Center, Stofa

Stofa:

The Key to Modernising is Firstly Knowing What You Want to Achieve

Customer

Stofa

Highlights

Enabling faster, better customer service for a leading Danish broadband supplier

Headquarters

Horsens, Denmark

Geographies

Local (Denmark)

Employees

400+

Business

IT Services, Telecommunications

Challenges – Ask for data around these

- Long, costly, and inefficient lead times for telephone-based customer support
- Lack of queueing and prioritising system for issue management

Stofa is one of Denmark’s leading providers of broadband and cable TV solutions with a customer base of 480,000 households across the country. In an age where much of the consumer’s professional and private life is spent online, it is critical for customer service management to handle issues promptly and efficiently.

In 2016, Stofa made the decision to modernise its customer service operation, which runs under the banner Network Operations Center (NOC). NOC is called in when an issue cannot be handled by Stofa’s first level support. However, previously the issues were handled over the telephone—often with the customer waiting on the line—and no way to prioritise or queue issues. During peak hours with many customer requests, the waiting times could be very long—leading to a stressful environment for employees and often leaving customers dissatisfied. It was time to bring in a new toolbox.

“I had experienced service management implementations in the past and for me this was a very good case of how such a solution can improve processes quickly. Together with Syspeople we reviewed a number of systems and it was quickly apparent that ServiceNow had the platform that was best suited to our needs,” said Michael Terkildsen, Unit Manager, Stofa Network Operations Center.

Eliminating “rush hour” requests

Stofa started the modernisation work with a comprehensive review of all existing processes for handling customer issues, identifying bottlenecks, and outlining what could be done to streamline and unify customer service delivery. A key improvement would also be to introduce a system that would eliminate the “request rush hours” for the Network Operations Center and enable the scheduling of issues throughout the working day.

When the desired new processes began to take shape, Stofa brought in Syspeople both as a future implementation partner and as a sounding board. Syspeople is a Danish service management, automation, and monitoring expert company as well as an implementation partner of ServiceNow. It offers advice and assistance in the field with interest, passion, and integrity.

“Syspeople are both knowledgeable and adaptable. One of the team’s key strengths is that they always find a way to make ideas become reality and deliver real improvements. I don’t think I’ve ever heard the words ‘that’s not possible.’ As a strategic partner, they were invaluable and as soon as we had decided on the processes, all the components and pieces of the program fell into place very quickly,” said Terkildsen.

Solution

- ServiceNow Customer Service Management
- Configuration Management (CMDB)
- Incident and Problem Management
- Knowledge Management

Implementation Partner

Syspeople

Results

- Significant improvement in customer-facing response time
- More efficient internal communication
- More even workload for second level support team
- Significant reduction on internal resources spent on case resolve
- Better platform to follow up and analyse issue management processes

“We view ServiceNow’s offering as a complete and proven cloud-based service management platform, with an intuitive user interface that provides comfortable access to services. The solution provides a powerful toolkit that secures service delivery overview and efficiency for management, service professionals, and end users alike,” said Mikkel Leth-Nissen, CEO, Syspeople.

Fast implementation, fast action, fast results

In Stofa’s experience, implementation of the new solution went smoothly and the results exceeded expectations.

“We’ve not had a single reason to question our choice. I was positively surprised about the functionality we’ve received for the relatively small investment. The implementation was easy and as intuitive as the interface itself, with a lot of functionality available out-the-box,” said Terkildsen.

“This was a successful and smooth implementation, not least because we were working with a customer that is familiar with and understands the potential value in service management solutions,” said Mikkel Leth-Nissen.

One key functionality that Syspeople developed on Stofa’s request involved a tailored system to handle larger issues in the network, for instance service disruption affecting a large number of households. When several customers contact Stofa about the same issue, the individual requests can be collected and escalated and all customers can receive updates over their preferred manner of contact: text message or email. Customers can also respond back on the requests over a link.

What was also apparent to Stofa is that the implementation has provided a better structure for service delivery. The previous bottleneck where first level support staff had to hand issues to NOC over the phone has been eliminated. When a customer service employee registers a request in the Now Platform™, they are also verified that the request has been picked up and managed—or scheduled, which is another significant improvement.

Prioritising urgent requests

Rather than a service delivery process operating strictly on a “first come, first served” level, urgent requests can be prioritised promptly and other requests can be scheduled across the working day to ensure a steady workflow without stressful peaks. Requests can be tasked to ensure that the best available person for each request can manage it, at the most suitable time.

This naturally improved the consumer experience significantly. Waiting on hold while a first level support technician tries to get hold of a NOC specialist is no longer necessary. Instead, new ways to interact with the end customer and provide timely updates on requests ensures that valuable customers feel seen and cared for when an issue arises.

Next steps: Change as a constant

The implementation of ServiceNow for Customer Service Management has been a resounding success for Stofa, but it is no means finished with the Now Platform, and Stofa is reviewing how the platform could help enable better processes.

“For instance, we are currently implementing change management across the business on the Now Platform. All changes are being put in a calendar, which is then approved by a change advisory board. This provides an extra level of security to ensure that all change is well thought through and won’t result in unforeseen consequences,” said Terkildsen.