M&CSAATCHI

freshservice

M&C Saatchi sees

300%

increase in self-service
with Freshservice

freshservice

INDUSTRY: Advertising

USAGE: IT, HR, Facilities

M&C Saatchi – M&C Saatchi, the largest independent advertising agency network in the world, needed to replace an existing IT service management (ITSM) tool that hindered operational IT performance and the adoption of self-service. After selecting and quickly implementing Freshservice for 27 agents across IT, HR, and Facilities, M&C Saatchi has benefited from increased staff efficiency and morale, better service quality, improved process maturity, and a 300% increase in self-service use.

M&C SAATCHI NEEDED A NEW APPROACH TO IT SERVICE DELIVERY AND SUPPORT

Faced with the need to commit to another subscription term for Hornbill's cloud-based ITSM tool, M&C Saatchi realized that it needed a better-fitting solution, as:

◇ The existing ITSM tool was deemed to be inflexible, i.e. difficult to configure and customize, and not user-friendly enough. As a result, user uptake was poor, resulting in work backlogs and difficulties in measuring performance.

◇ There needed to be a renewed focus on self-service – to drive efficiency and to relieve the pressure on an extremely busy IT team which was working with limited resources.

The usability issues were a real issue for M&C Saatchi's IT team, in particular the UI, the lack of single sign-on, limited branding options, limited reporting capabilities, and that it was tricky to use the existing ITSM tool on anything besides Windows-based laptops or desktops.

WHY M&C SAATCHI CHOSE FRESHSERVICE

M&C Saatchi knew that it needed to replace its existing ITSM tool and considered a number of other ITSM offerings in addition to Freshservice, including Zendesk, Heat, and ServiceNow Express. Software-as-a-service was still the preferred delivery method, with the M&C Saatchi UK IT team of 15 – 5 of which are service desk agents – needing to support over 1200 users, and approximately 1200 computers (split 70:30 between Windows and Mac). Plus, the new solution had to be up and running in two months, with minimal configuration and resources required.

M&C Saatchi chose Freshservice, ahead of the other ITSM offerings, based on seven key criteria:

1. **SaaS:** Freshservice is a true cloud offering, having been born in the cloud rather than moved there.

2. **Ease of implementation:** Freshservice is proven to be easy and quick to implement.

3. **UI:** M&C Saatchi deemed Freshservice to have a clean, modern, and attractive UI which importantly allowed them to follow company branding policies.

4. **Simplicity:** from the ability to configure and customize Freshservice to its simple workflows.

5. **ITSM process support:** with Freshservice providing support for all the core ITSM processes.

6. **Integrations:** and in particular ADFS/SAML integration for single sign-on.

7. **Financials:** that Freshservice was a cost neutral replacement for the legacy ITSM system.

With M&C Saatchi particularly pleased with:

- ◇ The quality of the out-of-the-box self-service functionality
- ◇ The CMDB and discovery tool capabilities
- ◇ Freshservice being a truly cross-platform solution, i.e. full-featured on all browsers
- ◇ The Freshservice mobile app

THE SPEED AND EASE OF FRESHSERVICE IMPLEMENTATION

Even with M&C Saatchi's requirement for a quick implementation, the IT team was still surprised at how quickly Freshservice was implemented – with Adam Le Feuvre, project manager for M&C Saatchi's Freshservice implementation, stating, "Even though we thought it would be quick to implement, it surprised us as to how quick it could be. The portal customization options were also a pleasant and welcome surprise – being able to work with HTML, CSS, and JavaScript on the portal design opened a lot of doors of opportunity."

But the speed of implementation means little without usability and high levels of use. Tool usage has increased from the day of Freshservice launch – with the M&C Saatchi IT team on track to log and handle over 22,000 calls this year. But this increase in tool usage is not confined to IT users, with Adam stating, "Freshservice is also intuitive for end users, with no training and minimal announcement of change required. It's easier to use (than the old ITSM tool) and a more enjoyable experience for both end users and IT staff." v

THE BENEFITS OF FRESHSERVICE

After the rapid implementation, Freshservice was quick to deliver both soft and hard benefits – starting with winning over the M&C Saatchi IT team, with Adam stating, "The IT staff really like it, especially the service desk. Giving staff a tool that feels modern, and that works as you would expect with modern websites and applications, has made a positive impact. The UI is good, the UX is good. It's quick and easy to learn, limited training is needed for IT staff, and no training is needed for end users across the company. Freshservice empowers the IT staff to work faster and more efficiently, and as a result it's a motivator too."

Freshservice also looks as though it's a part of M&C Saatchi. The combination of it working well, being branded, and having a custom portal created in line with M&C Saatchi's in-house design standards has increased buy-in across the business and has also improved the business perception of the IT department.

The key operational benefits realized by M&C Saatchi include:

Increased efficiency

Freshservice has allowed M&C Saatchi to make more efficient use of its limited IT people resources.

Better service quality

Response times have dropped, with the "ticker" feature aiding this, and greater visibility by the system allowing elimination of ticket backlogs.

Greater insight

M&C Saatchi has improved the measurement of performance and seen better performance against SLAs.

Potential cost savings

While the move to Freshservice is cost neutral, M&C Saatchi expects to save further through greater self-service adoption.

"If another organization is frustrated with their current ITSM tool and wants a breath of fresh air (pun intended), then Freshservice is there ready and waiting."

Adam Le Feuvre
IT Service Director
M&C Saatchi

At an ITSM best practice level, existing capabilities have also improved:

◇ **Problem management** principles have been adopted. There was some semblance of problem management activity pre-Freshservice but it wasn't a recognized process and the legacy tool didn't help. Whereas Freshservice is now assisting and more-formal problem management is making a real difference.

◇ **Change management** as with problem management, did exist prior to Freshservice – but it was again informal and lacking real ITSM tool support. Freshservice has been a driver for the introduction of "proper" change management at M&C Saatchi, with the process now embraced by IT staff.

◇ **IT asset management** was previously fragmented, plus a manual process and overhead. Now with Freshservice, IT asset management is centralized and automated.

However, one of the biggest wins for M&C Saatchi is the increased adoption of self-service and self-help. The chart below, provided by M&C Saatchi, shows that Freshservice has increased end-user take-up of self-service. Freshservice went live in the middle of October 2016, when portal views immediately jumped by over 300% (with the associated increase in self-help and self-service transactions).

27	270	11802
number of agents	days of freshservice	tickets solved

USING FRESHSERVICE OUTSIDE IT

M&C Saatchi are also using Freshservice outside of IT, having seen the benefits of what the industry terms "enterprise service management." This is the use of ITSM principles and capabilities, including the technology, in other business areas to improve performance and service.

These other corporate service providers – in M&C Saatchi's case, HR and facilities (building services) – have similar operational and service management requirements to IT in terms of dealing with requests for help, service, information, or change. And, as such, they can benefit from proven ITSM best practices and capabilities – such as ticketing, workflow and automation, knowledge management, and self-service – to improve operational efficiency and to deliver a better customer experience.

M&C SAATCHI'S LESSONS LEARNED

Adam offers up the following advice to other companies looking to invest in a new ITSM solution. In terms of the tool selection process:

- Be prepared to shop around.

- Look for other customer experiences and read case studies as these are much more useful and insightful than a sales person or company website.

- Industry events, such as SITS in the UK, are a good place to scour the market (for both tools and their happy customers).

- Make a list of all the functions your current tool has, make a "wish list" of features you'd like, and make use of the available free demo instances so that you can get a feel for the product in your own time."

In terms of tool implementation: "Get someone in to help. While it's true that people within your business and IT department will know their processes better than an external consultant, an external consultant will have greater experience of ITSM implementations and be able to advise and steer your implementation. A good external consultant will also deliver the solution (and the benefits) quicker because they'll be dedicated to doing so rather than also maintaining a day job. The ideal situation is to have an external consultant working with a small group of internal staff with regular communication and effective project management. Freshservice implementation works well with an agile approach too."

ABOUT FRESHSERVICE

Freshservice is a cloud-based IT service desk and IT service management (ITSM) solution that is quick to set up, easy to use and manage to simplify work across organizations.

Freshservice leverages ITIL best practices to enable organizations to focus on what's most important – exceptional service delivery and customer satisfaction. With its powerfully simple UI, Freshservice can be easily configured to support your unique business requirements and integrated with other critical business and IT systems. Native integrations are provided "out-of-the-box" with many of the most popular cloud services such as Google Apps, Dropbox, AWS, and Bomgar to speed up deployment and reach.

Freshservice is built on the proven Freshdesk platform, whose flagship customer service offering supports more than 70,000 customers worldwide, including Honda, 3M, Macmillan, Bridgestone, and UNICEF.

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Refreshing ITSM