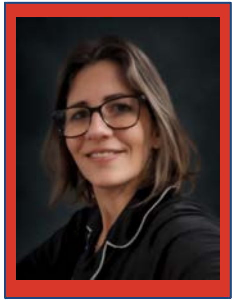
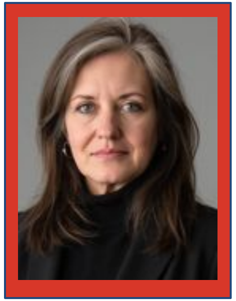
Transforming Service Delivery

Poole College of Management & Office of IT

IT Community Event
February 14, 2025





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Welcome

Objective

Showcase how Poole College and OIT leveraged Enterprise Service Management (ESM) and ServiceNow to improve service delivery for faculty and staff.

Agenda

- ☐ Current ‘Customer’ Experience
- ☐ Enterprise Service Management (ESM) Methodology
- ☐ ESM Delivery & a Unified Customer Experience
- ☐ Poole College’s Challenges & Goals
- ☐ Collaboration & Project Delivery
- ☐ Live Demo
- ☐ Service Operations Workspace
- ☐ Lessons Learned
- ☐ Q&A

Current Customer Experience

Channels Across Campus

Internal Customers

Authenticated

- Faculty
- Staff
- Students

Support Channels

- UHR Portal
- My Pack Portal
- OIT Portal
- DELTA Portals
- DASA Portal
- College Portals
- Email Support
- Phone Support
- Chat Support
- Walk In
- Websites
- Other

External Customers

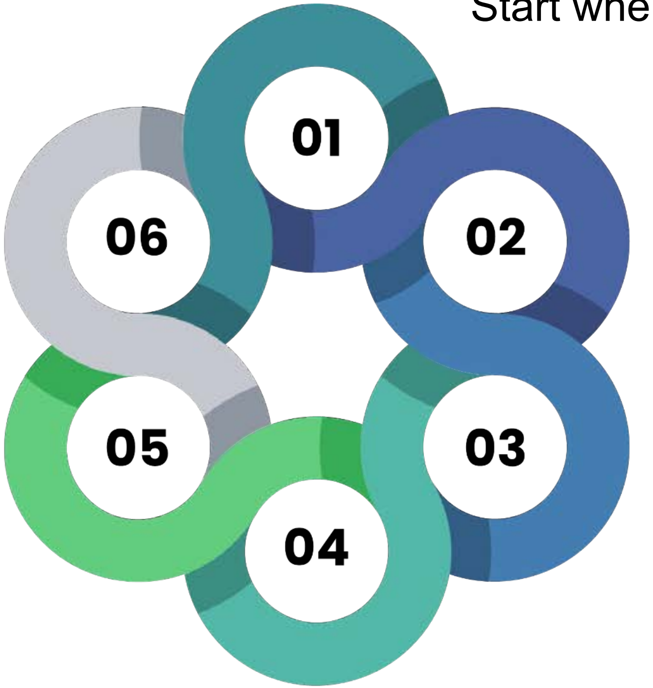
Unauthenticated

- Community
- Partners

Enterprise Service Management

A methodology that defines how a service provider structures and delivers services to the people who need them.

Start where you are…



1. WORKPLACE

Understand the current state, including org structure, process health, and cultural factors...

2. WORFORCE

Identify who performs the work, where they fall in the organization (centralized, decentralized or hybrid).

3. SERVICE MODEL

Establish levels of service. (Level 0 self-service to Level 3 or 4 expert support)..

4. PROCESS ALIGNMENT

Define purely local, purely centralized, and any hybrid service processes.

5. Process Automation

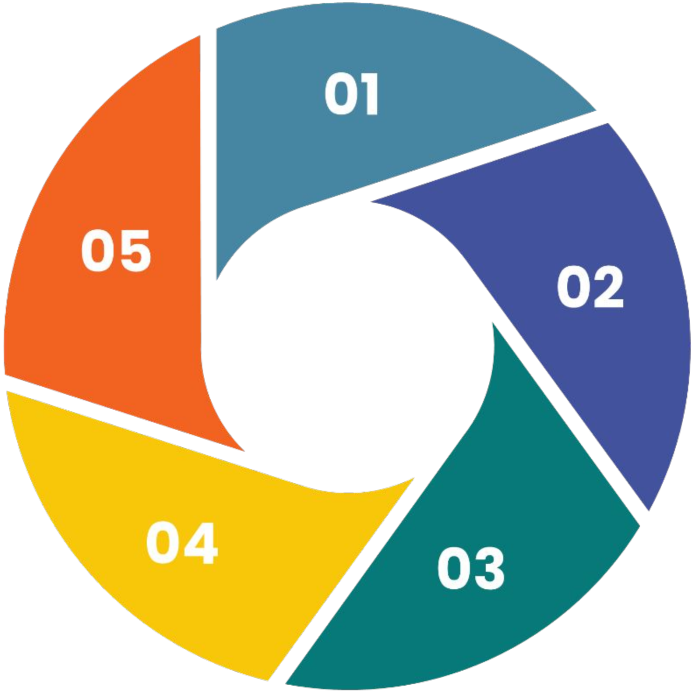
Design portals and workflows that serve both customers and service providers efficiently..

6. Governance

Ensure people, processes, and tools are fit for purpose and aligned with University goals

ESM Delivery via ServiceNow

Existing Services or New Services - Each completed step enables the Service Provider to improve the customer experience and operational efficiency.



1. SERVICE STRATEGY

Align services with campus needs and value.

2. SERVICE DESIGN

Develop service models, workflows, and customer experiences based on inputs.

★ **3. SERVICE IMPLEMENTATION**

Build and configure portals, request management, and knowledge management..

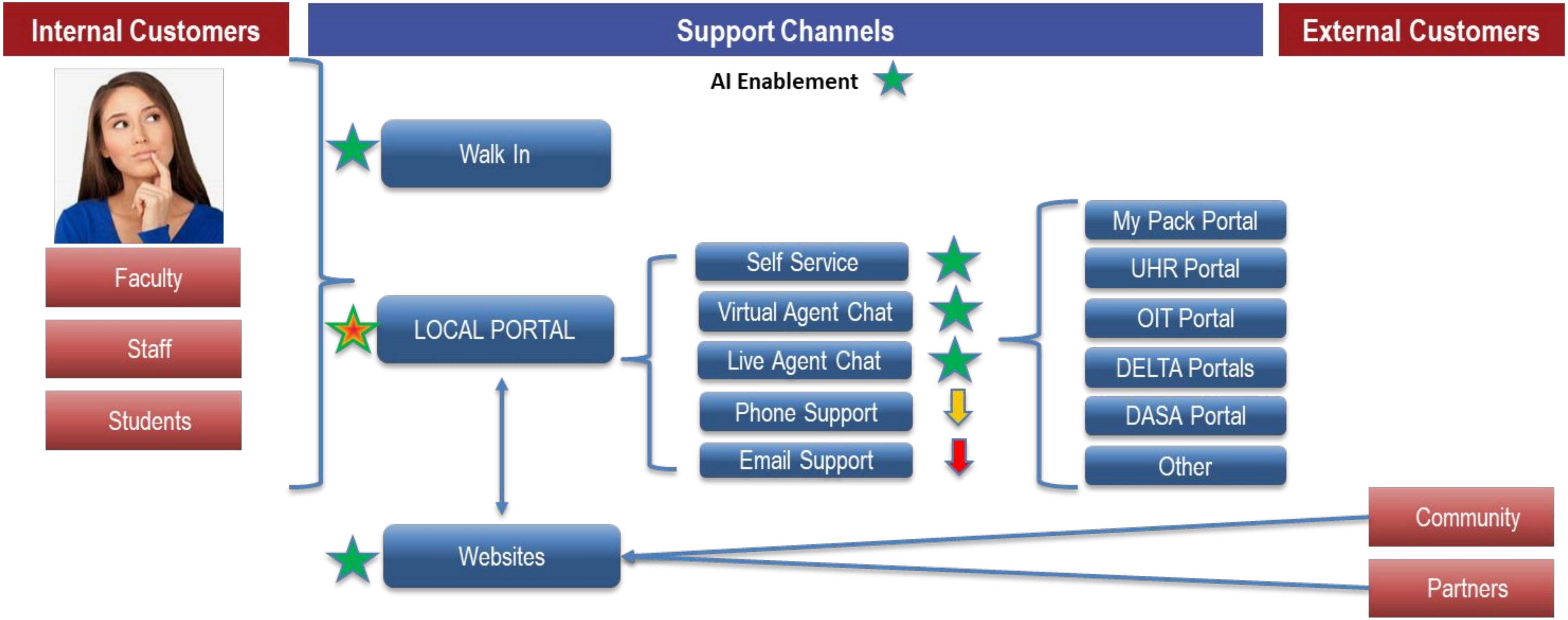
4. SERVICE OPERATION

Deliver and support services efficiently, ensuring a seamless experience.

5. CONTINUOUSLY IMPROVE

Monitor, optimize, and evolve services based on feedback and performance data.

Journey to a Unified Customer Experience



Internal Customers

- Faculty
- Staff
- Students

Support Channels

AI Enablement ★

- ★ Walk In
- ★ LOCAL PORTAL
  - Self Service ★
  - Virtual Agent Chat ★
  - Live Agent Chat ★
  - Phone Support ↓
  - Email Support ↓
    - My Pack Portal
    - UHR Portal
    - OIT Portal
    - DELTA Portals
    - DASA Portal
    - Other
- ★ Websites

External Customers

- Community
- Partners

Poole College's Challenges and Goals

Before ServiceNow

- Faculty and staff struggled with multiple platforms and processes to request support from business services, Instructional Design, IT, Marketing and Communication, and HR
- Lack of visibility into request statuses
- Inefficiencies and delays in fulfilling requests
- Inability to reference previous requests to aid in request fulfillment

ServiceNow Incident Module

- Faculty and staff enjoyed the ease of sending emails to submit tickets
- Better visibility of submitted tickets
- Inefficiencies and delays in fulfilling requests due to lack of required information
- No visibility to resources such as the Knowledge Base, quick links, and system outages
- Lack of flexibility for different types of requests (Incident module)

ServiceNow Full Suite**

- Centralized, user-friendly service portal
- Service Operations Workspace for fulfillers to access all types of requests
- Automated workflows for faster processing
- Timely and efficient request submission and completion
- Improved customer communication and ticket tracking
- Data-driven decision-making
- Accessible resource library for customers and service fulfillers
- Everything the Incident module has **plus so much more! ****

**Service Portfolio, Service Portal, Service Request Management, Knowledge Management, Service Operations Workspace, Agile Teams, Visual Dashboards, Reports, Mobile…

Power of Collaboration

Shared Vision

- Improve customer experience
- Deliver operational efficiency
- Build horizontal workflows for seamless, user-focused service

Cross-Functional Expertise

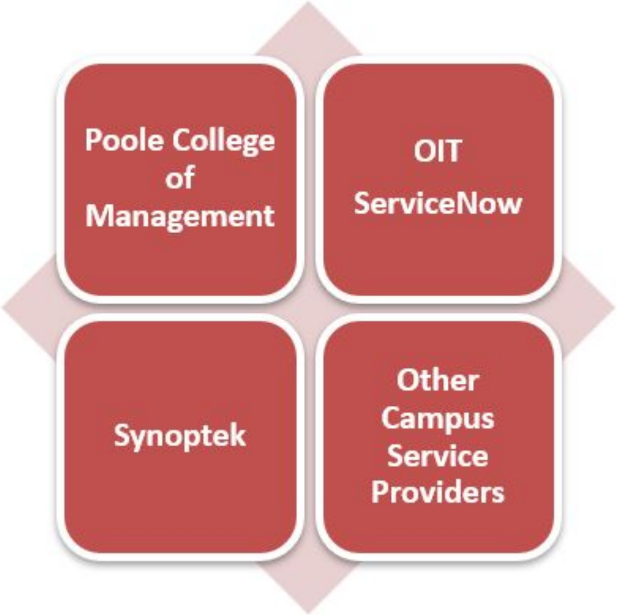
- Blend business insights with operational and technical skills
- Outcome focused

Adaptive

- Begin with what you have and refine as you go

Stronger Together

- Collective ownership for lasting impact
- Collaboration fueling innovation and success.



Poole College of Management

OIT ServiceNow

Synoptek

Other Campus Service Providers

Project Delivery

PLANNING & INITIATION

July

- Define Expected Service Outcomes
- Define Customer and Service Scope
- Engage Stakeholders
- Current State Assessments
- Service Model Definition
- Service Provider Alignment
- Name Project Resources
- Project Launch

DESIGN

Sept - Dec

- Train Project Team
- Design Desired State for local processes
- Design Desired State for hybrid and centralized processes
- Requirements Definition for standard portal
- Org Change Management Planning
- User Criteria Requirements

BUILD & TEST

Dec - Fec

- Build Service Portal
- Build Service Catalog Item Forms and Flows
- Define SLAs
- Build Knowledge Bases and Articles
- Align services to standard service catalog taxonomies
- Build User Criteria
- UAT Training and Execution

TRAIN & IMPLEMENT

Jan & Feb

- Service Provider Workflow & ServiceNow training
- Organizational Change Management Plan Activities
- System Implementation

OPERATE

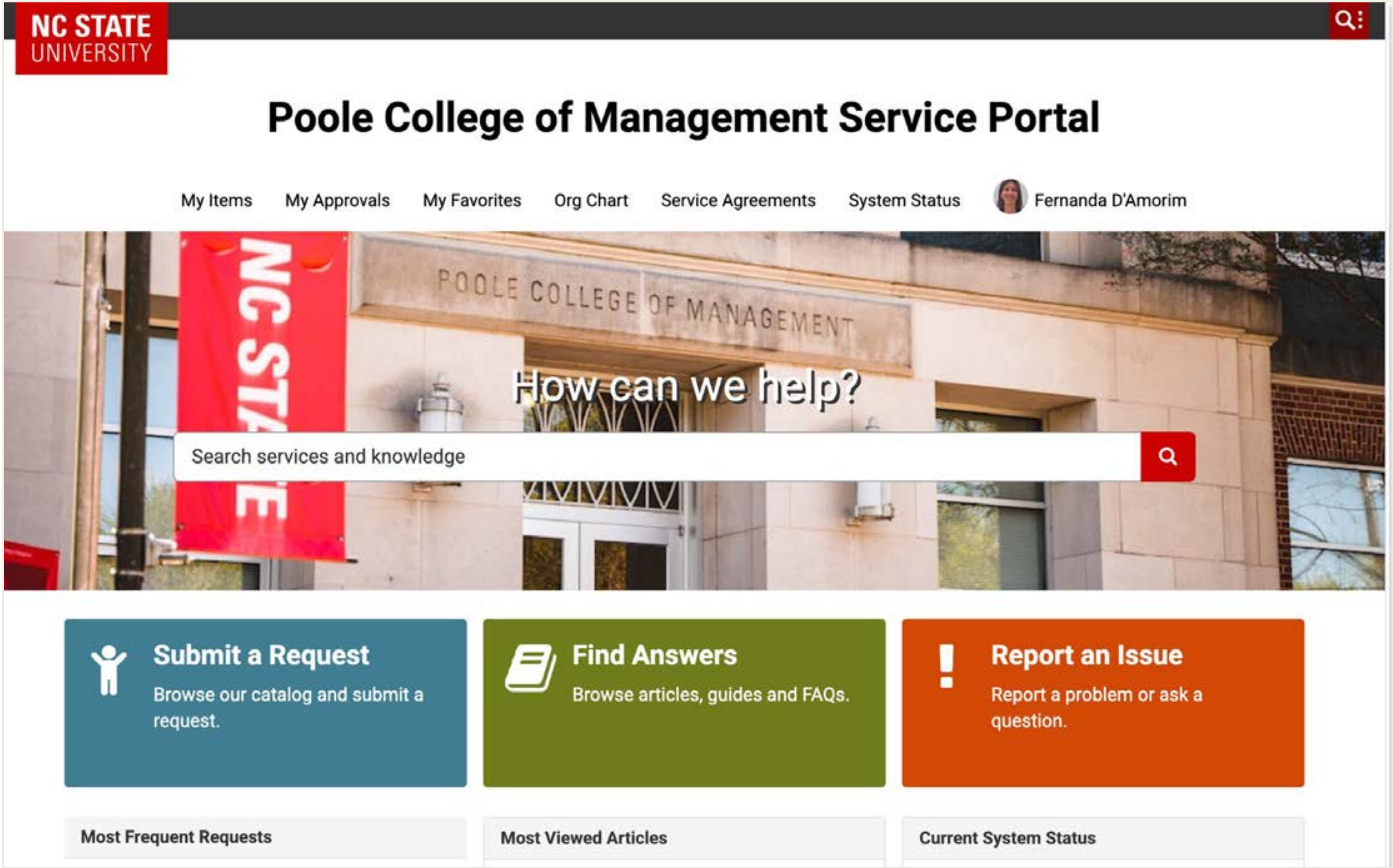
Feb - March

- 2 Weeks Post Implementation Support
- Defect Resolution
- Refine Reports
- Survey Response Management
- Customer Feedback Sessions

Phase 2 Project Planning

- Virtual Agent Chat
- SOW AI Features

[DEMO]



Poole College of Management Service Portal

My Items · My Approvals · My Favorites · Org Chart · Service Agreements · System Status · Fernanda D'Amorim

How can we help?

Search services and knowledge

Submit a Request
Browse our catalog and submit a request.

Find Answers
Browse articles, guides and FAQs.

Report an Issue
Report a problem or ask a question.

Most Frequent Requests

Most Viewed Articles

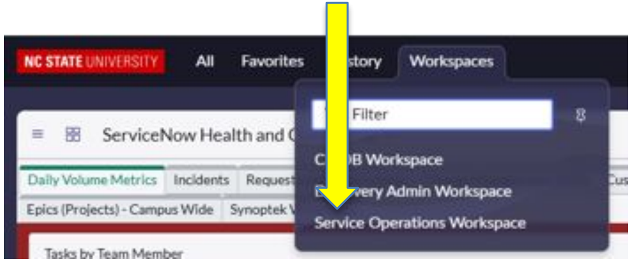
Current System Status

NC STATE
UNIVERSITY
POOLE COLLEGE OF MANAGEMENT
NC STATE

Service Operations Workspace

Improving Fulfillment Efficiency

Live for ALL ITIL Licensed Analysts/Fulfillers


NC STATE UNIVERSITY
All
Favorites
story
Workspaces
Filter
ServiceNow Health and
Daily Volume Metrics
Incidents
Request
Epics (Projects) - Campus Wide
Synoptek
Cus
B Workspace
very Admin Workspace
Service Operations Workspace
Tasks by Team Member

- **What is Service Operations Workspace?**
  - Centralized dashboard for fulfillers/service providers.
  - Consolidates requests, incidents, and task management.
  - Provides a unified view to streamline operations.

- **Key Benefits:**
  - **Faster Response Times:** Single pane of glass for all operational work.
  - **Better Collaboration:** Real-time updates and integrated communication.
  - **Performance Insights:** Metrics on service efficiency and trends.

Lessons Learned

- Planning phase - collaborate with process partners hybrid and centralized Services
- Engage unit level service fulfillers early and often
- Plan and develop knowledge articles in tandem with your services (catalog items).

Learn More

Xanadu & AI

Coming Soon

- Service Operations Workspace Training
- ServiceNow Training and Certification for Student Workers
- Upgrade to Xanadu March 18, 2025

Contact Us

Contact ServiceNow Team

- Become a Power User - Build Catalog Items
- Convert to the NEW standard Service Portal
- Leverage ServiceNow for Enterprise Service Management

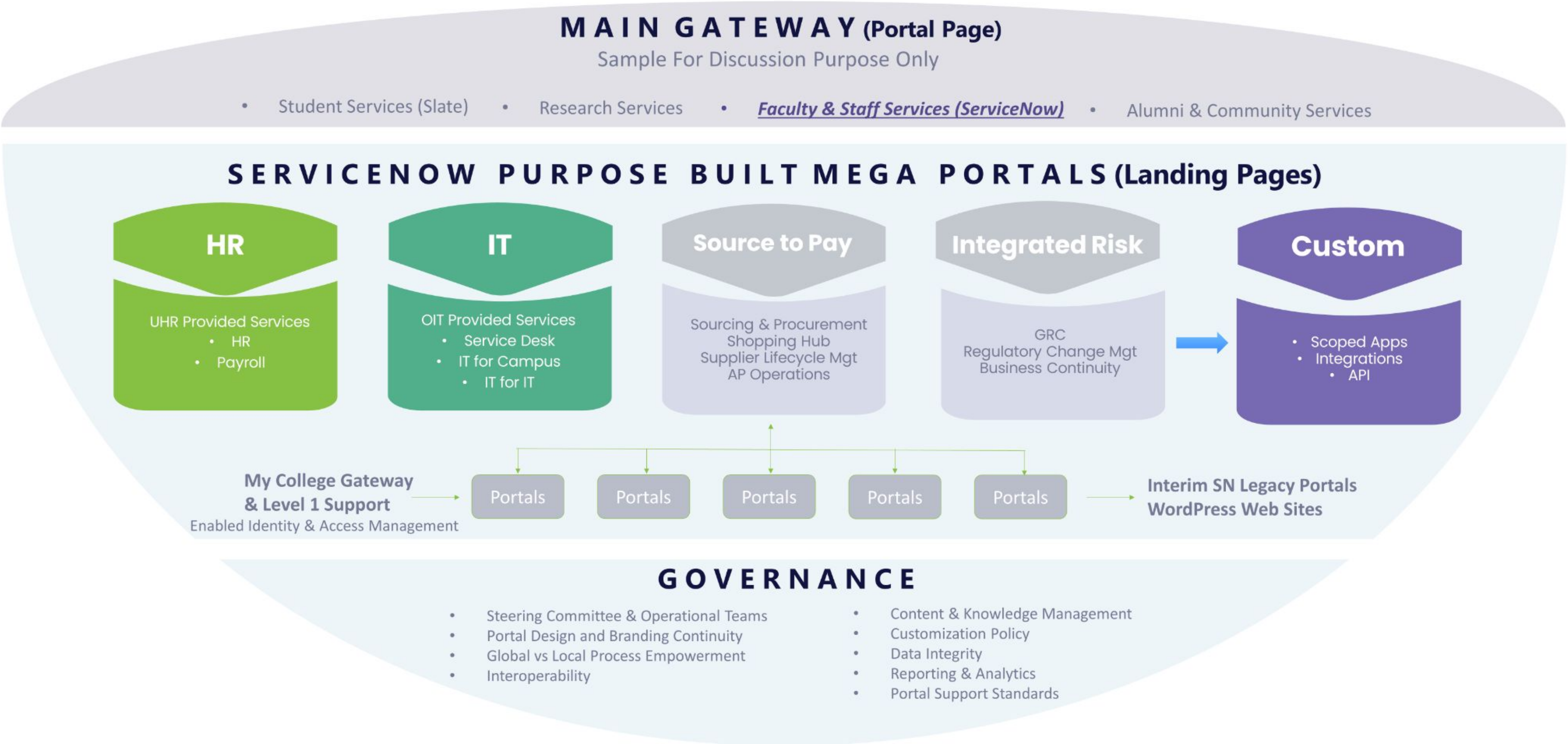
Q&A

Open Questions

Enterprise Service Model

Level 0 Self Service	Customers find answers or request services on their own through a **knowledge base, chatbots, or service catalog**. Fastest and most convenient option, reducing demand on support teams.
Level 1 Service Desk	A centralized team handles general inquiries, resolves common issues, and routes requests to the right teams if needed.
Level 2 Specialist Support Teams	Issues that need expert attention are escalated to a specialized team (e.g., HR specialists, IT technicians, procurement analysts).
Level 3 Deep Expertise/ Vendor Support	Complex issues requiring highly specialized skills or external vendors (e.g., system engineers, legal teams, software providers).

ServiceNow Portal Structure



MAIN GATEWAY (Portal Page)

Sample For Discussion Purpose Only

- Student Services (Slate)
- Research Services
- ***Faculty & Staff Services (ServiceNow)***
- Alumni & Community Services

SERVICENOW PURPOSE BUILT MEGA PORTALS (Landing Pages)

HR

UHR Provided Services
- HR
- Payroll

IT

OIT Provided Services
- Service Desk
- IT for Campus
- IT for IT

Source to Pay

Sourcing & Procurement
Shopping Hub
Supplier Lifecycle Mgt
AP Operations

Integrated Risk

GRC
Regulatory Change Mgt
Business Continuity

Custom

- Scoped Apps
- Integrations
- API

My College Gateway
& Level 1 Support
Enabled Identity & Access Management

Portals
Portals
Portals
Portals
Portals

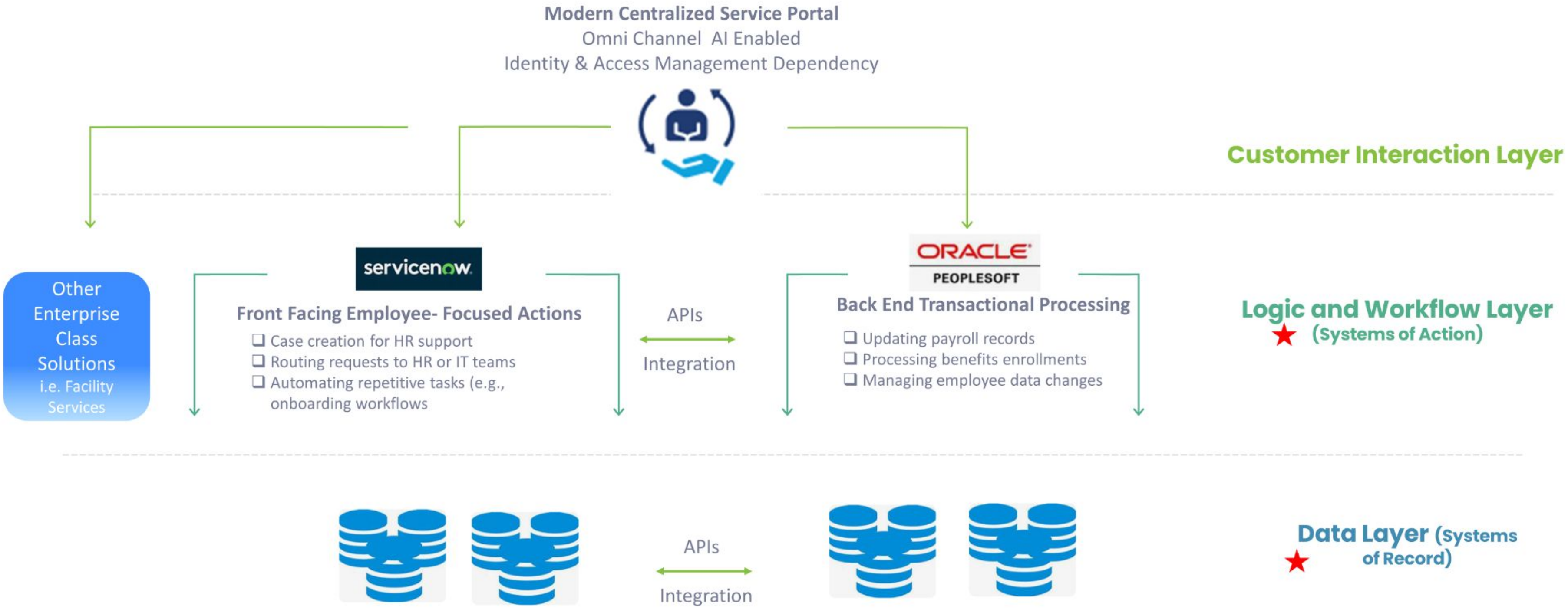
Interim SN Legacy Portals
WordPress Web Sites

GOVERNANCE

- Steering Committee & Operational Teams
- Portal Design and Branding Continuity
- Global vs Local Process Empowerment
- Interoperability
- Content & Knowledge Management
- Customization Policy
- Data Integrity
- Reporting & Analytics
- Portal Support Standards

Modern Complimentary Enterprise Platforms

Shared Goals: Improve User Experience and Operational Efficiency



Modern Centralized Service Portal
Omni Channel AI Enabled
Identity & Access Management Dependency

Customer Interaction Layer

Other Enterprise Class Solutions
i.e. Facility Services

servicenow

Front Facing Employee- Focused Actions

- ☐ Case creation for HR support
- ☐ Routing requests to HR or IT teams
- ☐ Automating repetitive tasks (e.g., onboarding workflows

APIs
Integration

ORACLE
PEOPLESOFT

Back End Transactional Processing

- ☐ Updating payroll records
- ☐ Processing benefits enrollments
- ☐ Managing employee data changes

Logic and Workflow Layer
★ (Systems of Action)

APIs
Integration

Data Layer (Systems of Record)
★