

Value at the Heart of the Customer Success

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About the speaker

Speaker



Adventurer



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Customer A: Context

- Existing legacy ITSM Platform
- No upgrades
- Not state of the art
- Using already small parts of the ServiceNow platform

→ New implementation project

Customer A: Value

- Replacement of the old system, which was unupgradable
- New capabilities
- Objectives:
 - Optimize operational efficiency (time, quality, effort)
 - Improve productivity of the employees (time, quality, effort)
 - Ensure high availability and service continuity
 - Rationalize systems
 - Manage assets

Customer A: My approach

- Business case & objectives
 - KPIs mapped to Business Objectives & Outcomes
 - Tackle current challenges (technical, organizational, etc.)
- Drive requirements gathering and prioritization
 - Guiding principles: UX, Value, Standardization
 - PI Planning
 - Demand management
- Architectural solutioning

Customer A: Demand decisions

- Business value score
- Technical impact score
- Size

Business value score

	Strategic fit	Monetary savings	Compliance fit	Qualitative benefits (UX, etc.)	# users
5 – Very high					
4 – High					
3 – Medium					
2 – Low					
1 – Very low					

Customer B: Context

- Relatively new customer ITSM, ITOM, HR, etc.
- Approaching steady state
- Already well-aware what the platform is capable of
- Focus on standardization (avoid technical debt)

→ Optimization and extension

Customer B: Value

- Extend the usage of the platform
- Standardized and integrated ESM
- Objectives:
 - Optimize operational efficiency (automation, productivity)
 - User experience (reduce complexity)
 - Digital evolution and innovation
 - Robust data and analytics
 - Business continuity
 - Career opportunities

Customer B: My approach

- Value blueprint: Strategic imperatives & objectives
 - KPIs mapped to Business Objectives
 - Robust data points, dashboards, and review cycle (value realization)
 - Improvement process and decisions based on data
 - Roadmap based on strategy and objectives
- Governance
 - Portfolio governance (Demand management)
 - Technical governance and architectural reviews
 - Partner strategy & governance
 - Regular health reviews
- Skills and knowledge
 - Training plan, career paths
 - Expert connections

Customer B: Value mapping

Strategic imperatives

Standardized and integrated ESM

Outstanding user experience

Business continuity

Business objectives

Decommission legacy systems

Increase employee productivity

Optimize critical incident response

Key performance indicators

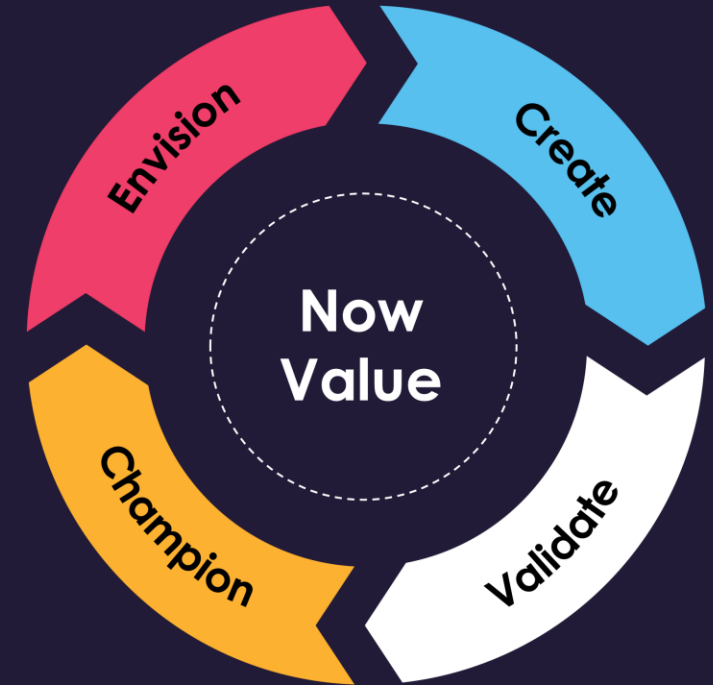
Spend on licenses and maintenance

Customer effort score

Unplanned outage MTTR

Value as part of the culture

- In the end, it all comes down to...
 - Education
 - Empowerment
 - Execution - "Walking the talk"
 - Communication & celebration of success
- Using value as a criterion for every decision
 - Envision – Create – Value – Champion



Q&A

We are curious to know how you experienced the workshop/presentation! Scan the Qr-code now and let us know in 2 minutes.

