

**From ITSM to ESM:**

# **The Evolution of the Digital Enterprise**

Presented by:





IT professionals are familiar with frameworks and principles to deliver services. Without them, services aren't delivered effectively or efficiently. Now, it's time for those principles to move beyond the IT department and into other business units.

Some other units, such as HR and Facilities Management, have begun adopting service delivery principles and frameworks. Those principles and frameworks have been dubbed "enterprise service management." Do they have a place in your organization, though?

Enterprise service management (ESM) does indeed have a place within your organization: your business becomes more productive because it's easier to access the services you need, requests don't fall through the cracks anymore, and users have a better experience.



## What's Leading the Shift towards Enterprise Service Management?

The shift towards the adoption of enterprise service management solutions isn't happening in a vacuum. Organizations are being influenced by several factors.

We're now in the [Age of the Customer](#). That means that everyone expects the companies they deal with to be responsive to their needs - even employees have come to expect this from their employers. Advances in technology make it easier than ever for companies to deliver an exceptional experience, and employees believe it's about time these capabilities were extended internally.

The Age of the Customer, in turn, has been enabled by [digital transformation](#). "Digital transformation" refers to the profound transformation of business and organizational activities and processes that leverage technology in a strategic manner. Firms that don't use technology as a competitive advantage (especially to use it to deliver better customer service) will find themselves left behind in the coming years as their peers embrace these changes.



## Enterprise Service Management: Making Your Company More Productive

Think for a moment what a typical [internal service request](#) looks like at your firm. We'll use booking a room for a meeting as an example.

You might send an email to the Facilities Manager. That email account is most likely a shared inbox, and you don't know how often it's checked. Days could go by with you wondering whether anyone has seen your request.

Finally, you might turn to your manager. If you're lucky, your manager knows someone in Facilities, and he or she can get the room booked. Otherwise, your request will entail a trip to that office and a conversation with someone who may or may not be able to help you.

Now, let's imagine if that process was automated. You would navigate to a self-service portal and open a request ticket. It might even be through a chatbot.

Instead of waiting hours, days, or longer, the self-service portal would be able to check with the Facilities Management calendar to determine whether you could book the room at that time. Your request could be fulfilled in a matter of minutes. If there was a scheduling conflict, you could find out immediately, rather than waiting until it's too late to reschedule.



## Enterprise Service Management: Virtually Guaranteeing Request Fulfillment

We'll go back to the example of the request to book a facility. What if that request simply fell through the cracks, and no one saw it? At many organizations, that's an unfortunate and common turn of events.

It's easy for requests to go unnoticed when you're using manual methods. All it takes is for someone to miss a phone message or not see an email, and it's as though you never made the request in the first place.

Enterprise service management solutions virtually guarantee request fulfillment. Because requests are automated, there's a record of every single request made. With enterprise service management, there's a systematic way to track user requests to ensure the organization delivers services.

A near-guarantee of request fulfillment ties back to the point made above about productivity. When you know that you don't have to jump through hoops to fulfill a request such as booking a room, you get more done and you get it done faster.



## Enterprise Service Management: Improving the User Experience

By making request fulfillment easier, enterprise service management improves the [user experience](#). At some organizations, that might not be a top priority. However, it shouldn't be neglected.

A poor user experience has a direct and negative impact on employees, especially those in the Millennial demographic. A 2016 [Gallup](#) poll showed that only 29% of Millennials are actively engaged at work. Considering as some experts estimate that Millennials will make up as much as 75% of the workforce by 2025, those are discouraging numbers.

The situation gets worse: the same poll said that six in ten Millennials are open to different job opportunities and 50% don't plan to be at their current job by next year. Low engagement is problematic; companies in the top quartile of employee engagement are 17% more productive, suffer 70% fewer safety accidents, experience 41% less absenteeism, have 10% better customer ratings and are 21% more profitable than businesses at the bottom of the quartile.

# Enterprise Service Management: Improved User Experience = More Engaged Employees

Companies need to keep in mind how much it costs to [replace](#) a single employee. Some estimates state that it can cost as much as six to nine months of an employee's salary to find and train a replacement. There are also the less tangible costs of new hires who aren't as productive as their predecessors were, the lowered morale of current employees when their colleagues leave, and the effect of the new employee's learning curve on customer service.

With enterprise service management, you can avoid the headaches of low employee engagement due to poor user experience. It's no longer frustrating for employees to accomplish simple tasks at work.

Again, we'll go back to the example of booking a room for a meeting. The first experience, that of trying to schedule an event through email and in-person conversations, was frustrating, right? Even just reading about it, you felt discouraged and demoralized about how difficult it is to get things done at your firm.

When you go through enough of these experiences, work becomes an unpleasant daily chore. You dread going to work because you're concerned you can't get things done, and in many situations, your fears are realized.

Contrast this to an organization that has an enterprise service management solution in place. It's no longer a huge hassle to do something as simple as booking a room. You can easily make requests and not worry that they'll be ignored because someone didn't see them. Now, you feel confident that you can get work done.

Enterprise service management has a place at every organization: it boosts productivity, ensures requests are fulfilled, and improves the user experience. To see how it will improve your company, [request information](#).



Contact us today to discuss how you can shift enterprise services into the next generation.

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## About SunView Software

Founded in 2003, SunView Software is a leading provider of IT Service Management (ITSM) software that helps companies to better deliver, manage and monitor IT services across the enterprise.

SunView is using innovations in Artificial Intelligence (AI) to drive smarter automation, predictive insights and customer satisfaction. By combining cutting-edge technologies and a best in-class platform, SunView provides cost-effective and efficient solutions that enable more responsive IT for the organization.

SunView Software delivers on this vision today. Make this a reality for your company by discussing with SunView Software how AI and Machine Learning can help drive your digital transformation and strategic value.