

Service Management & Assurance

A Case Study – India's Largest Commercial Bank



INTRODUCTION

Changing Paradigms from Service Management to Service Assurance

Optimizing Service Delivery & Operations can be a powerful enabler in recovering efficiency, enhancing productivity, deploying services more rapidly and providing improved Customer Experience

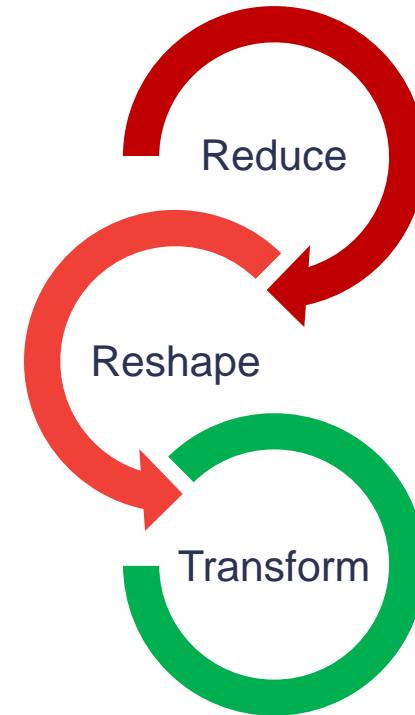
Skillmine Service Assurance Solution is designed to help clients more rapidly, efficiently and cost-effectively identify, isolate, troubleshoot and repair Service Problems that are impacting their Customers and IT / Network Services.

The solution utilizes IT Consulting Services leveraging on People, Process and Technology to look at a holistic approach to setup a comprehensive Service Assurance function

Skillmine continues to work in the spirit to co-create fit for purpose solutions at customer's progressive pace leveraging its own expertise and best practices as applicable.

Skillmine Service Assurance Solution has three main specialized sub-offerings that target specific needs or a combination for its customers:

1. Look at basic processes and exploit low hanging fruits to Reduce the volume of incidents in general
2. Reshape Operations, defining efficiency, recovery approaches for core operational competencies and explore alternative options for non-core
3. Transform traditional operations into a Service oriented operational paradigm that brings together cost efficiency, service performance insight and customer centricity



Service Management & Assurance

AS – IS Vs TO – BE



AS-IS Vs TO-BE

Scenario	As-Is	To-Be
24 x 7 Regime	×	√ √
Segregation of Duties	√	√ √ √
Prioritization of Incidents	×	√ √ √
Event Management	√	√ √ √
Major Incident Management	× × ×	√ √ √
Reporting & Metrics	√	√ √ √
Problem Management	× ×	√ √ √
Change Management	√	√ √
Availability Management	×	√ √ √
Tools & Automation	×	√ √
Continuous Improvement	×	√ √
Experience	√	√ √

CUSTOMER EXPERIENCE

- Customer Insight
- Customer Segmentation
- Analysis

Know the Customer

Reach the Customer

- Channel Integration
- Digital Optimization
- Mobility & Collaboration

Deliver the Experience

- Service & Treatment Catalog
- Next Best Offer Model
- Self Service & Information Delivery



Service Management & Assurance

What did we do?




ZERO
INCIDENT FRAMEWORK
The art of managing IT

WHAT DID WE DO ?

- Time-Motion study of the existing working practices. Investigations of Processes & Tools. Analysis of Data & Reports
 - Identification & Validation of Gaps. Understanding the WHYs. Defining Problem Statements. Recommendations & Acceptance of Approach
- Generate Quick Wins
 - Reduced Incidents by identifying missing maintenance activities. Remove unwanted alerts. Fix rogue assets which are generating frequent alerts (for e.g. Rebooting all desktops once monthly reduces regular P3 desktop incidents by up to 30%). Nullified the Failed Change incidents. Rigor around Permanent Fixes to eliminate repeat issues
- Refine & Define Processes
 - Covered the gaps to re-write the processes in simple to understand language. Conducted Training and Workshops. Identified & Created process champions within different groups. Systemized the processes with existing tools. Introduced manual tools as needed. For e.g. Created KB repository in a simple easy to search WiKi repository
- Management by Numbers
 - Introduced a metrics regime whereby daily, weekly and monthly reports become the basis of all discussions and reviews. Keep an eye of user feedback surveys & experience. Understood the deficiency to create a Continuous Improvement Programme (CIP)
 - For e.g. # Tickets resolved, # KB articles created, # MTTR / MTBF, Quality Metrics, # Trends around Problem Fixes etc
- Resourcing & Quality
 - Reviewed the resourcing needs of the team to build a business case. Introduced Service Quality Framework and developed Quality Champions. Influence resourcing needs and suggested Performance based routines based on numbers.
- Integration & Automation of Tools
 - Made this a part of CIP with tangible numbers around each initiative i.e. Cost of doing Vs Cost out due to benefit. Measure...
- Self help & User Education
 - Created Self help portals & Self help video articles. Conducted Walk the floor and educate users about how does Service Organizations work. Seek Inputs and Clarify possibilities. Started a campaign with publicising the IT Service Delivery & Operations
- Tools & Dashboard
 - Started the processes of refurbishment of the tools as required to change the orthodox if any.
- Advanced processes
 - Identify fitment and needs for Availability / Configuration / SLA mgmt. etc. Started Daily Sun Rise calls, Weekly Book reviews to analyse trends etc. to keep focus.



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