



IT Service Management and Customer Relationships

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AGENDA

Introduction

IT Service Management within DHL :

How IT Service Management has been implemented

How IT Service Management enhances Customer Relationships

Introduction

Worked in the IT industry for more than 20 years

Multiple IT environments, ranging from HP, Ericsson to Government sector and Police force

Always worked in IT Delivery and within IT Service management for last 10 years

Worked for DHL (previously Exel Logistics) for past 7 years

Responsible for delivery and implementation of IT Service Management for top Global accounts for DHL

Customer Expectations

Global consistency through a Single point of contact and robust IT Service Management capability

Clear Process and Procedures to ensure all IT services and projects are managed, accepted and monitored

All IT services & systems performance is monitored and reported

Projects delivered on time and to budget

Back to Back end-to-end business Service and Operating Level Agreements SLA/OLA's in place

Clear Escalation in place for major incidents and IT issues

Continuous Improvements – 'raising the bar'



Risks of not doing it?

Poor customer satisfaction

Customer expectations not fulfilled

Potential loss of business / renewals

Duplication and inefficiency of management resource

Crisis management by Senior Management to reactively manage

Increased cost and lower profit margin

Decreased motivation and retention of staff



Summary

The IT Service Management Improvement plan was aimed at identifying current levels of IT delivery and gaining an understanding of where there were gaps

As part of this exercise we identified 24 deliverables which were felt would enable us to enhance the level of service we currently provide and retain our current customer base.

The world before...

- Multiple customers
- Multiple solutions deployed
- Multiple locations

Zero visibility of IT

What we did

CUSTOMER FOCUSED IT SERVICE IMPROVEMENT PROGRAM

Scope:

- Geography Global; all Regions EMEA, AM ,APAC; all Countries
- Divisions All divisions within DHL
- Customers Global Top accounts

Acting on 9 Fronts:

- **1. Communication**
- **2. Data gathering**
- **3. ITIL training**
- **4. Full Maturity Assessments**
- **5. Database**
- **6. Improvement Implementation**
- **7. IT Costing**
- **Fact based reporting against Business SLA's**

What we did

1. Communication

- Goal : To ensure all relevant parties are updated on Phase 1 and Phase 2 of the project
- Deliverables:
 - Various presentations and roadshows to key support areas to ensure we gain commitment and improve understanding of Improvement programme
 - To include visits to regional Support Centres



2. Data Gathering

- Goal: To carry out data gathering exercise for existing and new customers
- Deliverables :
 - Data gathering for new Top accounts
 - Data gathering for existing top accounts



What we did

3.ITIL Simulation training

- Goal: To have key people (e.g. GCMs, Key sales force) attend training, and plan for any additional people
- Deliverable :
 - Training for key personnel to improvement Service Management understanding



4.Full Maturity Assessments

- Goal: To have a plan whereby GSM will carry out a full ITSM Maturity Assessment for all Tier 1 accounts
- Deliverables:
 - Carry out full assessments of all key support areas
 - Plan for implementation of improvements identified during full assessments (plans will be executed as agreed)



What we did

5.Database – enables Visibility

- Install a process of gathering information on IT service maturity on the topics of selected key-processes
 - IT finance mgt.
 - IT risk mgt.
 - Quality & performance mgt.
 - IT product catalogue mgt.
 - IT business development process
 - IT service support
 - IT service delivery
 - IT supplier mgt.



- Data Gathering:
 - what **sites** we serve the customers from
 - what **IT solutions** we provide
 - related underpinning **IT products**
 - related **IT Services**
 - **IT sites** where these are supported from
 - what **service levels** are in place (SLA, OLA)

What we did

6. Improvement Implementation

- Goal: Customer focused plan for each subsequent implementation of improvement
- Deliverables:
 - Identify improvements new accounts
 - Identify improvements for existing accounts



7. IT Run Costs

- Goal: To establish cost of IT services per top account
- Deliverables:
 - IT cost matrix
 - Visibility of IT run cost per tier 1 customer per product
 - Process to report costs per customer



Benefits

Continuous communication improvements which will enabled us to better support and understand customer requirements

Clear improvement plans for improving ITSM CMMI score in major support centers which will enabled us improve Service Delivery for our top accounts

Full understanding of IT run costs for our top accounts which enabled us to look at areas for savings to business and customer

Staff with clearer understanding of Service Management

Visibility of IT Service Delivery for our top accounts

Improved management of our top accounts to include further enhanced reporting, regular meetings and overall ITSM delivery improvement



The world now...

We have IT VISIBILITY

Information now available:

Data Base containing

Site locations

Customer/IT

Applications deployed

Customer/region/site

SLAs in place

Support locations

Contacts

i.e. Service Owner, Product Manager

Reporting capabilities

Other information:

**ITSM Maturity Review
completed**

Improvement plans

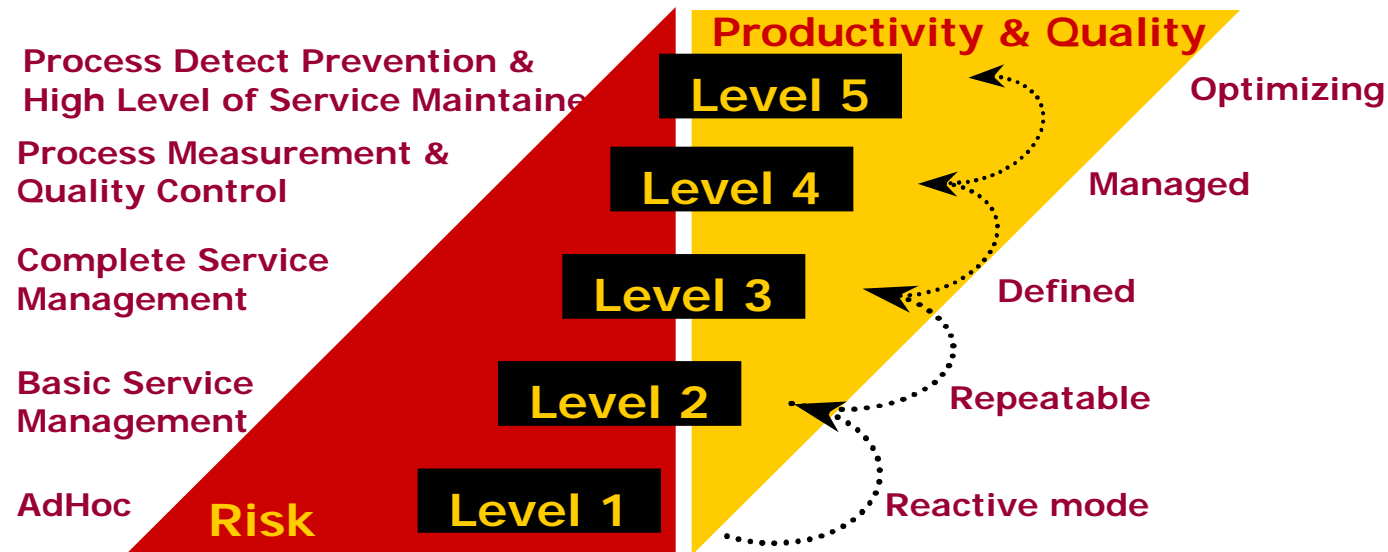
- Including initiation of SLAs / OLAs

Global ITSM Charter

- levels of service Gold/Silver/Bronze

Monthly Reporting

ITSM Maturity



Level 1 – very reactive approach, unstructured, high risk to the business

Level 2 – some control, basic help desk functionality, risks reduce

Level 3 – proactive approach, service management processes in place

Level 4 – complying with industry best practice (e.g. ITIL, ISO, GAMP)

Level 5 – fully integrated into the business, self-optimising processes

Summary

IT Service Management enables you to:-

- Ensure delivery of Business SLAs
- Meets Customer expectations
- Meets Business expectations and supports 'the real' work being done
- Enables the management of IT costs
- Enables the management of IT suppliers

- **AND FINALLY.....KEEPS THE CUSTOMER HAPPY**

THANK YOU FOR YOUR TIME

QUESTIONS ??????????????