From ITSM to ROI

5 proven ways enterprises 'right-sized' their ITSM to reduce costs with Freshservice

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Transforming ITSM for Enterprises

Upgrading your IT Service Management (ITSM) platform to meet the demands of today's workplace and changing macroeconomic conditions can be overwhelming. From sifting through analyst reports to carefully evaluating vendors in the market, finding the right-sized solution that is cost-effective yet value-driven is a challenging task. However, once you make the switch, you'll free your business from the grip of legacy systems that have hindered productivity and drained resources.

In this ebook, you'll discover the success stories of five enterprises that transformed their ITSM strategy by choosing Freshservice. Each company shares its goals, challenges, and how it found its solutions with Freshservice. Know more about how you too can find the right modern ITSM solution for your business and achieve faster time-to-value. Buckle up and get ready to be inspired!

> Being an IT leader is a constant balancing act between digital transformation, maintaining systems, and tight budgets. Complex IT environments, costly systems, and unused features hinder efficiency. Businesses seek greater value from software investments, starting with a strong service desk for effective incident and request management in IT service management.
>
> **Prasad Ramakrishnan,**
> Chief Information Officer, Freshworks

Aramex delivers supercharged agent productivity

Aramex is an international express, mail delivery, and logistics services company based in Dubai, United Arab Emirates. Aramex uses many business applications and tools to fulfill orders and manage work. Delivering consistent, quality IT services and employee support is critical to their success.

Goal

Aramex set out to find a flexible and agile IT service desk solution to effectively bridge communication silos and ensure timely responses to service requests.

The challenge

Aramex was using an in-house legacy IT service desk that was rigid, ill-defined, and required constant resources to maintain and upgrade. The on-premise system was not easy to scale and could not keep up with the growing needs of Aramex. Key challenges included:

- Rigid in-house utility
- Complex and clunky software
- Delay in Ticket Resolution
- Streamlining the workflow

The solution

Streamlining IT support & operations

The Aramex IT team partnered with Freshservice to empower its employees with a multi-channel service delivery system, including self-service, mobile, etc. Freshservice made the IT team accessible to employees from anywhere and on any device. The agent workload was reduced by enabling employees to look up solutions from Knowledgebase articles before raising a ticket. This standardized back-end service fulfillment processes and improved continuous service delivery.

End-to-end visibility for the IT infrastructure team

Freshservice helped the IT team create a single repository to track all assets. With an extensive record of information on the assets in use, data-driven decision-making became easier.

Powering the Digital Transformation team

In Aramex, the digital transformation team leverages technology to improve business efficiencies and create seamless customer experiences. Freshservice, a cloud-based and mobile-enabled IT service desk perfectly aligned with their digital transformation objectives of scale at speed.

Key results:

Many of Aramex's repetitive tasks are now automated and streamlined, allowing the agents to deliver more strategic value.

- The average time taken to resolve a ticket fell by 35%.
- Related or similar queries declined by 50%, with users heading to Kbase articles rather than the IT team.
- Aramex achieved a total savings of $56000 after switching to Freshservice.

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We wanted to get rid of the elephant in the room and move to the cloud. Freshservice was a robust IT service desk that didn't add any complexity to the IT operations, unlike the other service desks we considered. The simplicity and obviousness of the interface made it the preferred choice for the agent and the user.

Romel Dababneh,
Corporate IT Operations Manager, Aramex

From Burden to Empowerment: Moneycorp's Self-Service Transformation

Moneycorp (TTT Moneycorp Limited) is a UK company offering foreign exchange services to individual and corporate customers. The company provides services via several travel companies and airlines and dealt with more than 90 currencies in the past year alone. Moneycorp's head office in London houses a small IT team supporting one of the main offices and 45 branches.

Goal

Moneycorp was on the lookout for a new ITSM solution to resolve their existing IT support issues.

The challenge

Before Freshservice, Moneycorp was using the ITSM tool Hornbill which provided no insight into work or any way to identify improvement opportunities. Agents also had no view into the history and context of the tickets they were working on, nor could they gain any insight into customer feedback.

- Lack of cloud support
- Inefficient processes
- Absence of incident management

The solution

Moneycorp chose Freshservice to benefit from the cloud model's upgrades and also for its simple and intuitive interface. The team found that setting up Freshservice was incredibly easy and surprisingly quick and using it was very simple too Once Moneycorp switched to Freshservice, they started to see day-to-day benefits.

Key results

- Moneycorp loved Freshservice's automation capabilities, including ticket creation from emails, ticket categorization and prioritization with Dispatch'r, and task management with Scheduler.

- Self-service portal usage increased by 33%, and the incident management module helped resolve over 4,000 tickets.

- Since adopting Freshservice, Moneycorp's efficiency and productivity have significantly improved. Customer satisfaction surveys help quantify the support quality, allowing them to focus on scalability instead of IT support issues.

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When a tool is intuitive and easy to use, you're more likely to explore and make the most of all the tool's functionalities.

Kenneth Byrne, Director of IT, Moneycorp

Media

Katz Media turns on savings by enhancing IT service desk efficiency

Katz Media Group is the largest media representation company in the United States. With the on-air and digital assets of over 3,000 radio, 700 television stations, 5,000 audio/video streams, and 10,000 podcasts, Katz provides advertisers and agencies one point of access to over 200 million active consumers nationwide.

Goal

Katz wanted to enhance its IT service management, service delivery, and IT support as part of a broader technology transformation initiative.

The challenges

Katz Media faced several challenges with their incumbent ITSM software before switching to Freshservice. Some of these challenges include:

- Non-user-friendly legacy platform
- Knowledge silos
- Lack of uniform ITSM processes & service SLAs

The solution

The different ITSM solutions that they were considering were evaluated based on the following criteria:

- Accessibility (anytime, anyplace)
- UI simplicity and ease-of-use
- ITIL framework compliance
- Scalability in terms of extending to other departments like Facilities Management, HR, and Accounting
- Cost-effectiveness

After thorough testing and due diligence, the team decided to onboard Freshservice, Freshworks' ITSM suite, to efficiently handle the volume and types of service requests.

Key results

- Katz's success with Freshservice goes beyond the IT use cases. In addition to delivering everything required to support 70 agents and 1300 end-users a month, Katz is also using it to support two other corporate teams – Facilities Management and Accounting.

- With Freshservice's closed-loop metrics, the IT team at Katz can review and publish vital real-time metrics such as incident volumes, resolution times, and customer satisfaction at regular intervals.

- Freshservice's support portal and enhanced automation have boosted Katz's efficiency and productivity, improved knowledge and resource management, and facilitated continuous improvement with the change management module.

- Phone call volume has dropped to just 20% of incoming requests, and the cloud-delivery model has offered benefits like faster feature updates, subscription-based pricing, and enterprise-grade security.

One of our major decision points was the platform's ease of use and flexibility. That is the most important thing for me right now. However, I haven't forgotten that you had a fully operational and stable product. Everything from the implementation and support has been great.

Robert Lyons,
Chief Technology Officer, Katz Media Group

Australian National Rugby League scores win with improved visibility of IT service requests

Founded in 1908, Rugby League is one of Australia's most beloved national sports. It is a community-based sport that brings together hundreds of thousands of Australians. The National Rugby League consists of 16 teams and over 100 million ardent fans tune in to watch them play yearly. The League also has a strong grassroots connection, with thousands of people volunteering to help boys and girls, teenagers and adults play the sport.

Goal

To provide seamless IT support for over 1200 users and manage IT services for the administration of the Rugby League.

The challenge

The National Rugby League found ServiceNow to be clunky and bloated. Over time, the solution proved to be too costly and labor-intensive.

A dedicated staff member managed the platform and laid the development groundwork for upgrades and annual releases. After an internal organizational restructuring, the team decided to remove that position. This meant that NRL had two options: either continue using ServiceNow but depend on third-party vendors to manage the development work around it or completely switch to a new solution.

The solution

NRL's search for a new IT helpdesk solution started and ended with Freshservice. "The simplicity of Freshservice really stood out!" recalls Maurice. "We signed up for a trial, and within just a day, we had it working exactly how we wanted. We could easily create workflows and customize the design of the platform. This was something we had struggled with on the legacy solution."

With Freshservice ticking every box for NRL's IT department, the team decided to finalize the solution without exploring any other alternatives. Instead, they focused all their efforts on implementing Freshservice and ensuring a smooth transition.

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Continuing with ServiceNow would just mean more costs. We weren't even using the full functionalities; it was too expensive whenever we wanted to add a new feature. We were certain we did not want to go down this path.

Maurice Veliz,
IT Manager, National Rugby League

Key results

Within the first few months of using Freshservice, the biggest change that Maurice and his team noticed was the huge amount of flexibility they now had compared to what they had in the past. Some of the stand-out features of Freshservice that the team love include:

- Better visibility on ticket history enabled the agensrs to view the entire history of a customer or a ticket at a single glance. For end-users as well, it has become very simple to see the status of their tickets through the comprehensive dashboard.

- The Rugby League's IT team services multiple clients, for which they need to generate multiple asset reports. These reports tell respective clients what equipment is due for renewal, which employees use what assets, etc. Freshservice helps the IT team provide these reports with a single click. Clients can see the status of each asset, and if an employee is leaving, they can see what items are registered under their name that need to be returned. This has proved to be a tremendously cost-saving feature.

Revolutionizing the Workplace: Trax Retail's Path to Seamless Employee Experience

Trax is a global technology company with hubs in the United States, Singapore, and Israel. The company serves customers in more than 90 countries providing services such as dynamic merchandising, in-store execution, shopper engagement, market measurement, analytics, and shelf monitoring solutions. Leading CPG businesses and retailers use Trax to create positive shopper experiences and maximize revenue potential at all points of sale.

Goal

The IT leadership team at Trax Retail wanted to work towards improving the service delivery standards within the organization as it was one of the key drivers of the transformation.

The challenges

Multiple systems across IT, security, and other units posed unnecessary complexities to service requests and delivery. As a swiftly growing business, there was a need for a unified platform to handle all of the employee ticketing requirements.

The solution

Trax Retail wanted a flexible and robust platform that could help do away with multiple tools and simplify processes with workflows and approval mechanisms while providing custom reports for analytics. With Freshservice being the primary platform of choice, the team also evaluated platforms from the incumbent vendor Atlassian, which lacked flexibility, and ServiceNow, which seemed complicated. The clean UI, simplicity of the platform, its capabilities, customization, marketplace integrations, and a very impressive product roadmap made Freshservice a rather easy choice for Trac retail.

Key results

Tapping into key Freshservice features, Meir identified four priorities of the transformation that helped Trax derive considerable value from the transformation:

- Automated workflows reduced manual intervention and freed agents to focus on complex problems, boosting their productivity and satisfaction.

- Freshservice enabled Trax to establish SLA rules for different incident categories and prioritize critical tickets. A single unified dashboard provided better visibility and control over SLA management.

- Freshservice optimized Trax's systems and processes, with intelligent workflows facilitating ticket routing and easy access to incident-resolution tools on a single screen.

- Freshservice's Asset Management system helped Trax track hardware devices, software, and contracts, assign issues to the right asset category, and monitor assets' performance over time on the same platform.

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With more and more departments looking to streamline service delivery with Freshservice, we are happy to be enabling our internal stakeholders to be at their productive best, both today and in the future.

Meir Naim,
Business Application Senior Architecture Manager, Trax Retail

Closing thoughts

These five stories indicate how Freshservice, a modern, user-friendly ITSM software, helps offer delightful employee experiences and meets the needs of organizations without them incurring exorbitant costs.

Freshservice offers a comprehensive set of features that cater to the needs of large businesses, including asset management, incident management, problem management, and change management. Its automation capabilities enable organizations to streamline their IT processes, saving time and reducing the risk of errors. Its intuitive interface, customizable workflows, and user-friendly self-service portal improve employee and IT teams' overall user experience. Additionally, Freshservice's scalability and flexibility allow it to grow with the organization and adapt to changing business requirements. With its robust functionality, ease of use, and excellent customer support, Freshservice is a reliable choice for enterprise ITSM solutions.

About Freshworks:

Freshworks Inc. (NASDAQ: FRSH) makes business software people love to use. Our products are purpose-built for IT, customer support, sales, and marketing teams and empower the people who power business. Freshworks is fast to onboard, priced affordably, built to delight, yet powerful enough to deliver critical business outcomes. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 58,000 customers, including Bridgestone, Chargebee, DeliveryHero, ITV, Klarna, Multichoice, OfficeMax, TaylorMade, and Vice Media. For the freshest company news, visit www.freshworks.com and follow us on Facebook, LinkedIn, and Twitter.

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