



## Self Service Portal enables process optimization at Swisscom Mobile

swisscom **mobile**

**“Westbury delivers smart solutions that perfectly enhance the HP OpenView Service Desk functionalities, says Mathias Traugott, IT Project Manager, Swisscom Mobile.**

As the leading Swiss mobile communications provider with the best network coverage, Swisscom Mobile offers state-of-the-art technology and outstanding customer service.

Swisscom Mobile currently holds a 65% share of the Swiss mobile communications market. The company handles 12 million calls and seven million SMS messages daily for its four million customers.

### **Getting customers on board**

Facts show that a vast majority of mobile customers are ‘post paid’ customers, meaning they subscribe to a contract. The minimum contract duration at a first time contract is 2 years. Therefore getting a customer on board is very important for Swisscom Mobile. Market research shows that a satisfied customer will stay for many years.

One very important aspect of Swisscom Mobile’s service in which total customer experience and responsiveness is key, is new phone and new service activation. Swisscom Mobile strives to getting the customer up-and-running within 10 minutes, from the moment the phone is purchased until the time the customer is able to fully use it. Meeting this challenge requires a high class, well managed IT infrastructure which perfectly interacts with its business services.

### **An IT journey**

In order to meet this challenge the IT department has gone on a journey. They needed to move to a process driven, standardized approach. This meant a lot of changes and

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HP OPENVIEW

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required a flexible and open attitude from all its 150 employees. As basis for the IT Service Management approach Swisscom Mobile chose HP OpenView. They are currently using a large part of the OpenView product portfolio. Along the way, they discovered that there were a few gaps they needed to bridge. One of which concerned the process of handling back up and restore requests for the many different databases.

### Self Service Portal

All requests were done by filling out a paper form, the form needed to be stored somewhere and all requests, whether past, present or future, could only be traced by diving into a file cabinet. This process was very time consuming and hard to manage. When introduced to Westbury's Self Service Portal, IT Project Manager Mathias Traugott immediately saw the opportunity:

**“By automating the back up and restore request process, our database administrators can move away from repetitive tasks and focus on high priority issues. On top of that it clearly contributes to our process optimization journey, all requests are now easy to trace. We know where to look, who asked for which service and what the status of each request is. To us that is worth much more than any ROI”.**

Self Service Portal allows organizations to deliver IT services and IT resources to employees through a web-based interface. Via the Self Service Portal, end-users can communicate with the IT department and at any time request new IT services, follow the status of their requests, provide and receive additional information. Self Service Portal is fully integrated with HP OpenView Service Desk.

### Next Step

Swisscom Mobile is currently implementing another Westbury solution, Service Desk Intelligence. This solution provides Swisscom Mobile with extensive reporting and dashboarding capabilities. Service Desk Intelligence combines authorized executive IT stakeholder dashboarding with out of the box and ad-hoc reporting capabilities. It transforms unrelated data about the service desk into meaningful, business-focused intelligence. Service Desk Intelligence allows Swisscom Mobile to define key control frameworks and relate these to business goals, empowering them to truly drive compliance with SLAs, underpinning contracts, maturity levels and external regulations.

**“This journey has given us great results so far and we definitely see a clear contribution from the Westbury solutions” says Mathias Traugott, IT Project Manager. “I often see myself as the tour guide, who, with the help of these smart solutions, leads the Swisscom IT organization on the road to our final destination; end-to-end IT Service Management and ultimately IT Governance”.**