ENTERPRISE SERVICE MANAGEMENT
DIGITAL TRANSFORMATION
UNIVERSITY ALIGNMENT

SP4.0 ACTION 20
Integrate and simplify technology systems, data practices and policies to increase our organizational agility

With Enterprise Service Management, we will:

- Revise systems, processes and policies to ensure all employees readily have secure access to the services and information they need to do their jobs and enable data-informed decisions
- Tightly integrate existing and future technology systems to streamline IT experiences for faculty, staff and students, minimizing time spent in administrative activities
Users expect every interaction with organizations to be efficient, informed by any available data about who they are and their unique needs/preferences, and enabled using modern technology.

KEY OUTCOMES

ユーザー体験 (User Experience)

効率 (Efficiency)

データ駆動の決定 (Data-driven Decisions)
USER EXPERIENCE = ESM STRATEGY

- Redesign of key processes with focus on moments that matter

- Customer Journey Maps
  - Student
  - Faculty
  - Employee
  - Research Office
IMPACT

Simplifying access to the information, resources and training that faculty, students and employees need from IT and from the university; using personalization and automation to create seamless, intuitive online experiences.

EXPERIENCE PRINCIPLES
(THE THREE A’S)

Automate (Do it for me)
Free me up to do the really important stuff

Amaze (Delight me)
Delight me through intuitive design and demonstrated empathy for my business needs

Amplify (Make me better)
Empower me to be faster, able to see more, know more, do more
The OSU employee and student experience is so unified, employees and students don’t need to know who to contact or what college/unit is helping them. Their issue or request was simply and efficiently resolved, sometimes through self-service!

Serve the OSU community where they are, how they prefer and when they need access to information, tools resources and training — all through a single, secure and consistent experience.

**ASPIRATIONS**

- **WHERE**
  - at home
  - on-site
  - while traveling or off-site

- **HOW**
  - mobile
  - desktop
  - walk-up

- **WHEN**
  - 24-hour access to information, tools, resources and training
TIERED SERVICE MODEL

TIER 0
- SELF-SERVICE
  - One-stop shop employee/student portal
  - Knowledge base
  - Chat bots

TIER 1
- SUBJECT MATTER EXPERTS
  - Case management
  - Automated workflows

TIER 2
- GENERAL AGENT
  - Service tickets
  - Case management
  - Automated workflows

TIER 3
- NEW DEVELOPMENT REQUESTS
- CHANGE PROCESS
- PROJECT INITIATION
ESM PROGRAM TIMELINE

RFP COMPLETE
The Request for Proposal (RFP) closed in February and we selected ServiceNow as our platform and Accorio as our implementation partner.

WE ARE HERE

PHASE ONE
HR Service Delivery with focus on onboarding and offboarding

PHASE TWO
IT Service Management
PHASE ONE

TIMELINE

Advisory and Design Workshops
• From now to the end of May

Build Phase
• Begins the second week of May and goes through the end of June

User Acceptance Testing
• End of May through the week of July 4

Targeted to Go Live
• mid-July
Currently, OSU’s onboarding experience can be described as manual, time-intensive, disconnected, inconsistent, murky, reactive and inefficient, while the offboarding experience can be described as impersonal, tactical, abrupt, murky, disconnected and difficult to balance. There isn’t one standard process; instead, supervisors and hiring managers have had to develop their own processes, which leads to inconsistencies in hiring and onboarding across the university. Both employees and supervisors also stated that they were unsure of where they were in the onboarding and/or offboarding process, and if they had completed what they were required to.
CUSTOMER JOURNEY FEEDBACK

ONBOARDING EXPERIENCE

EMPLOYEES
"I had no idea where I was in the whole HR process."

"[People would say] 'just go look in the drive!' It took 18 months before people realized I wasn't added to the drive (or lists) I was supposed to collaborate on."

"All I remember from the main orientation was about faculty fitness."

SUPERVISORS
"I wish OSU offices would work more closely together. There's no one who pulls all the pieces together."

"Onboarding is painful and time-consuming. Automation would be huge!"

OFFBOARDING EXPERIENCE

EMPLOYEES
"I have accounts that I'll never be able to get into again because it's connected to my OSU email account."

"I felt like the process of my leaving was really isolating."

"How do we raise the flag that so many people [in our department] are unhappy and undervalued? So we all had to leave."

SUPERVISORS
"It feels like the wild west. We are doing lots of things and trying to help people, but there is not a lot of guidance."

"It's not a formal process. It's like, "You are leaving. Here are some thing to catch up on real quick."
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QUESTIONS?