Have You Outgrown Your ITSM?

6 signs you are ready to embark on your ESM journey

IFS assyst



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Introduction

The Critical Importance of Employee Engagement in Customer Engagement

Organizations with the most engaged employees see 10% higher customer loyalty, 18% higher productivity, and 23% higher profitability than those with the least engaged.[1]

The evidence is clear. The more engaged your workforce, the better the business outcomes.

Recognizing the difference employee engagement makes to customer engagement, productivity, and profitability, many organizations are actively working on strategies to improve it. However, the research suggests that nearly 85% of employees worldwide are still not engaged or are actively disengaged at work.



The Employee Engagement Metrics that Matter

10% higher customer loyalty

18% higher productivity

23% higher profitability

[1] Gallup: Q12® Meta-Analysis Report: The Relationship Between Engagement at Work and Organizational Outcomes



Why should this be the case?

Gallup suggests employee engagement is widely seen as an “HR thing.”[2] A good paycheck and a healthy benefits package are vital, of course. But effective employee engagement runs across every business unit at every level of the organization. It’s about the little things that make employees feel valued.

It’s about an onboarding process that means everything’s in place when you arrive. It extends to a procurement process that’s transparent, streamlined, and straightforward. It means that when you move house, a single email results in both HR and finance updating their systems.

Yet all too often, organizations fail in one or more of these areas. It results in a loss of productivity and exasperated employees who feel that their employer doesn’t care about them or the effort they make, with the exception of one area.

The IT function has implemented IT Service Management (ITSM) systems, and it’s been transformational. It means that if a software system isn’t working, it’s straightforward to see if there’s an easy fix that will get it sorted. If it’s more complex, there’s an effective IT ticketing system in place that will escalate the issue and ensure it gets sorted. It’s changed the way the IT department and its activities and offerings are viewed, framing it as a service provider that enables the rest of the organization.

Given the success of ITSM, it’s hardly surprising that increasing numbers of organizations are exploring how to take its success across the business.

This is where Enterprise Service Management comes in.

Enterprise Service Management (ESM) solutions are an evolution of ITSM and take its benefits to all departments across the organization. Instead of an IT Service Desk, organizations have an omnichannel service desk that provides a complete service catalog of employee requirements.

It remains one of the top trends in ITSM.[3] In fact, 37.5% of organizations already consider themselves to be well advanced with their enterprise service management strategy.[4]

But if you’re yet to embark on your ESM journey, how do you know if you’re ready? This eBook will help you assess your unique situation. It explores:

- The power of Enterprise Service Management
- Six signs you’re ready to embark on your ESM journey
- Why IFS assyst ESM software helps you embrace everything enterprise service management has to offer.

[2] Gallup: What Is Employee Engagement and How Do You Improve It?

[3] ITSM.tools: ITSM Trends for 2025

[4] ITSM.tools: Enterprise Service Management – What is ESM?

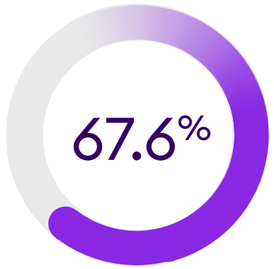
The Power of Enterprise Service Management (ESM)

Enterprise Service Management solutions are being adopted rapidly by organizations across the globe. Over two-thirds (67.6%) of organizations have Enterprise Service Management strategies in flight, and over one-third of those (37.5%) consider themselves to be well advanced with their Enterprise Service Management strategy.

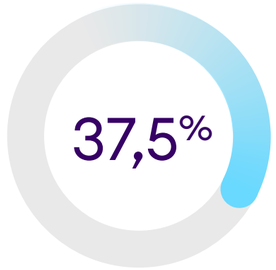
Why are so many organizations embracing Enterprise Service Management – and what do those organizations yet to consider it risk by failing to do so? To assess this, we must first look at what enterprise service management is and the opportunities it offers.

A common definition of ESM is “The use of IT service management (ITSM) principles and capabilities in other business areas to improve their operational performance, services, experiences, and outcomes.”

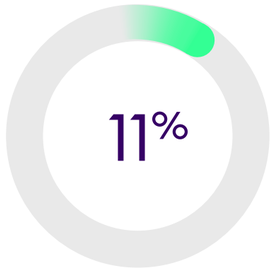
In essence, it is enterprise workflow management, and it applies a service-oriented business model to the way your organization works internally. By formalizing your organization’s catalog of requestable services and workflows, you create a common service desk so employees can self-serve or log a support request.



of organizations have Enterprise Service Management strategies in flight



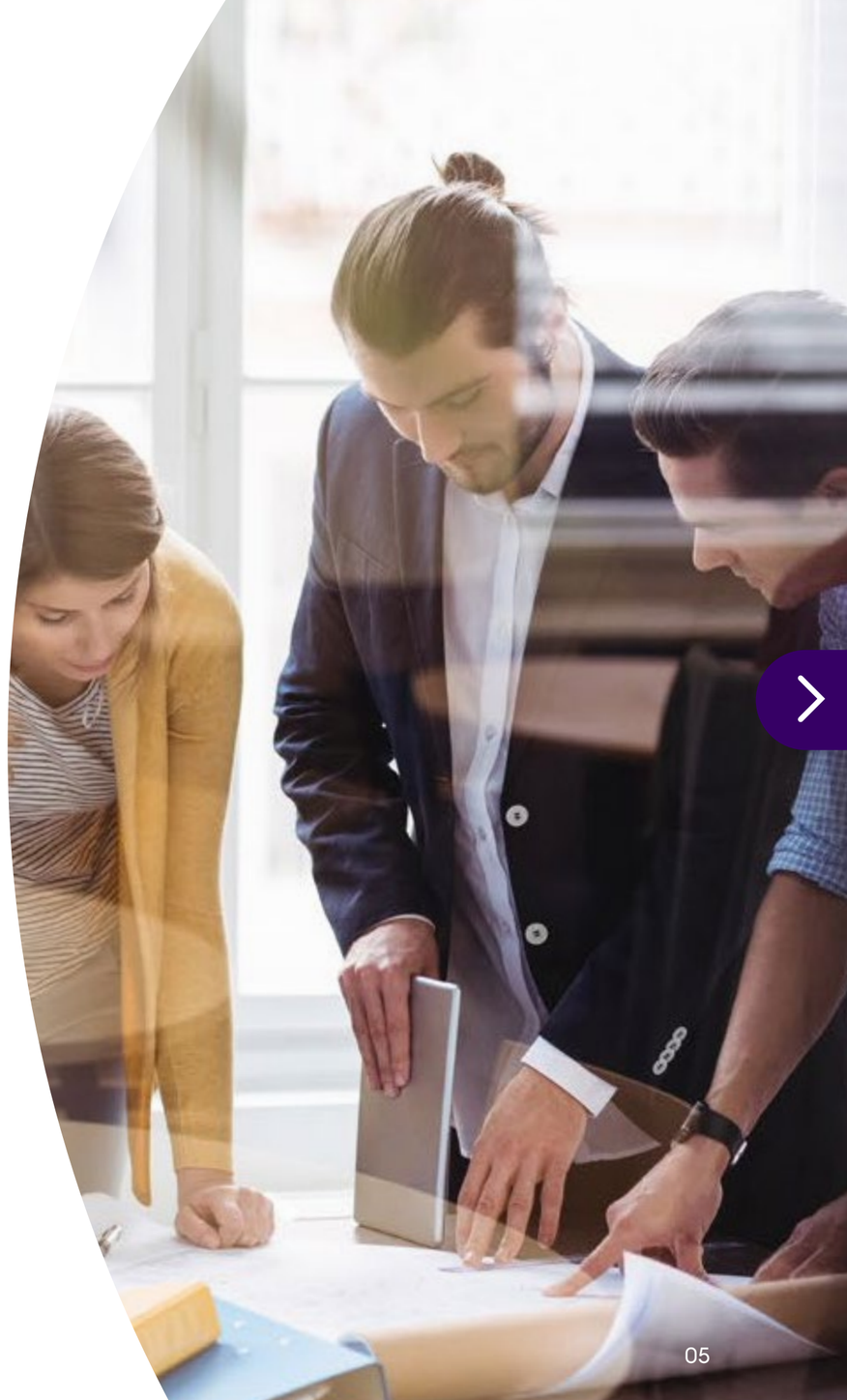
of organizations considered to be well advanced with their Enterprise Service Management strategy



of organizations have no plans for Enterprise Service Management in the future

[5] Ibid

[6] Ibid



The Benefits of ESM

As we discussed in the introduction, back-office processes very often run through manual processes such as phone calls, e-mails, or filling in spreadsheets.

These are cumbersome, prone to breaking down, and too often rely on insider knowledge, rather than a formalized and efficient workflow, to get something done. As a result, they are processes that damage productivity and reduce employee engagement.

Formalizing the way these processes work, Enterprise Service Management delivers enhanced service management capabilities, with some of the most shared being:

59.5%
Change enablement

68.2%
Service request management

66.9%
Continual improvement

60.2%
Problem management

53.6%
Service catalog management and/or self-service

79.4%
Incident management

67.2%
Asset management

66.9%
Knowledge management

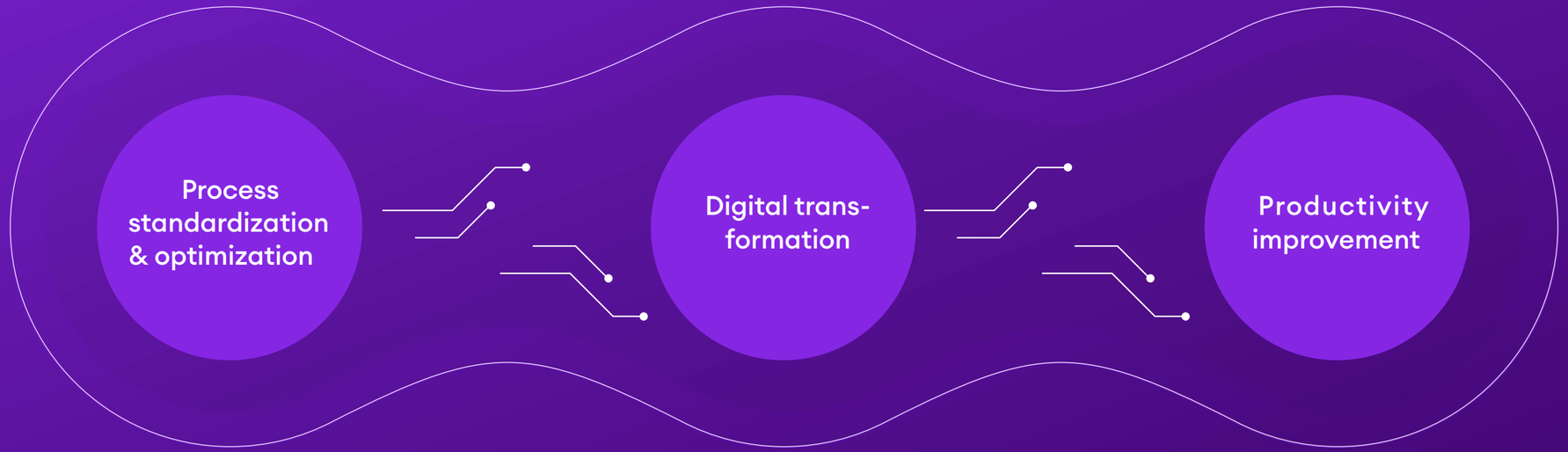
53.3%[7]
Relationship management

[7] Ibid



Delivering unified service management via a digital service portal is increasingly essential in a world where hybrid working is the norm and business units are increasingly required to implement digital transformation to do more with less. Enterprise Service Management creates visibility, transparency, and a better user experience. As a result, employees are freed to be more productive and deliver better customer service, which results in enhanced profitability.

The top 3 anticipated benefits of ESM[8]



The benefits of ESM are compelling. But if you are yet to embark on your journey, is now the right time to start? To help you decide, we'll look next at six common scenarios faced by organizations globally and consider the difference ESM can make.

[8] Ibid

Six Signs You're Ready to Embark on Your ESM Journey

In this section of the eBook, we'll look at six scenarios that you may find familiar. In each case, we'll consider how ESM can help improve the situation so you can assess the value it would bring to your own organization. In doing so, you can assess whether now is the right time to start your ESM journey.



1. You're Keen to Replicate the Benefits of Your ITSM Across the Entire Organization

These days, IT teams are viewed as enablers that empower the rest of the organization to work smarter and better. The difference has been IT Service Management. As well as improving the way IT systems work across the organization, the tools are improving efficiency, effectiveness, control, and insight because they provide metrics organizations can use to drive continuous improvement.

Forrester points out that the principles of ITSM, "[r]equest, incident, problem, and change[,] can be applied to some degree to any service, whether based on computing or not." This observation is at the heart of the benefits of Enterprise Service Management. It reveals why, when applied across an entire organization, it could bring enormous benefits.

However, several commentators sound a note of caution about embarking on an ESM journey. There must be widespread confidence in the benefits that your organization's ITSM brings before upgrading to an ESM solution. This is especially the case if you plan to build your ESM system by extending your current ITSM system (rather than rolling out a dedicated ESM solution). By rolling out a system that isn't fit for purpose, you will roll out the problems across the entire organization, potentially doing more harm than good. You will also struggle to sell the benefits and get employees to embrace the system because they already know that it doesn't deliver what it is supposed to. The lesson? Get ITSM right before embarking on ESM.

2. You've Outgrown Your Current ITSM

Many ITSM solutions offer ESM capabilities. For many organizations, the first foray into ESM is extending the scope of their ITSM system. This offers many benefits. For example, there's a familiar interface, removing one of the barriers to user adoption and reducing the training requirement. The internal upheaval is also reduced because the system is already in place in one part of the organization.

However, this is not always the right way to go.

As a leading network solutions provider, CommTel supports a diverse customer base and thus faces increasing pressure to modernize its service management processes. The existing service management tool required multiple separate instances, leading to operational silos and making it difficult for teams to coordinate efforts and deliver a seamless experience to customers.

As the company continued to expand its services, the limitations of the existing tools became increasingly evident. CommTel needed a more flexible solution capable of accommodating evolving service processes and integrating seamlessly with their expanding operational needs.

After conducting an extensive evaluation of 27 potential solutions, CommTel chose IFS assyst for its robust capabilities and comprehensive service management features.

IFS assyst offered a centralized platform that unified all support functions within a single tool, significantly improving visibility and control across the organization.



With this integrated approach, CommTel was able to consolidate its previously fragmented processes, enabling support teams to operate more efficiently and gain a clearer overview of case activities.

Read CommTel's story in full

[9] Forrester: Accelerate With Enterprise Service Management

3. You Want to Gain More Visibility of Teams' Day-to-Day Activities

In all organizations, much of the internal, employee-to-employee work is hidden.

To action a request, an employee might have to email a shared inbox, fill out a form, make a phone call, or use Microsoft Teams. They may even have to catch an employee as they go past their desk or make a special trip to the department to initiate a request. These requests all take time and all accumulate in different systems.

And on the other end of every request is a business unit responsible for actioning it. Team members have to monitor shared inboxes, check in-trays for forms, and monitor Microsoft Teams. If an employee catches them as they go past, they have to remember the request and add it to the list of things to be done.

With systems that are so opaque, it can be hard to see where there are areas for productivity improvements. Equally, it can be hard to make a case for the fact that your business unit hasn't met its KPIs because it's spending too much time dealing with employee requests. In a climate where doing more with less is the norm, this state of affairs is unacceptable.

ESM shines a light on the situation. It provides a single, unified digital service portal, so employees can log or resolve every issue from a single central source that's available 24/7. Not only do you get visibility of the previously hidden work, but you also get metrics you can use to drive productivity improvements.

The Support Team at Dubai Courts sums up the benefits of implementing assyst when it says:

"assyst self-service has increased our customer satisfaction through providing Dubai Courts with an efficient and streamlined process. Users are now able to log and track their own incidents, and feedback has been positive all around."

Read Dubai Courts' story in full

4. You Want to Remove an Ad Hoc, Silo-Based Service Culture That Lets Employees Down

The ad hoc system outlined above isn't only inefficient, it also lets employees down and damages employee engagement. This is especially the case where a request extends across multiple business units. A silo-based culture will compound the issues the employee faces, making a bad situation worse.

Let's take a classic example: onboarding a new employee.

For an employee to have everything in place for their first day, at a minimum, IT, HR, procurement, and facilities need to work closely together. IT needs to make sure the new employee is added to all the IT systems. HR needs to get them booked onto the relevant induction courses. Procurement needs to order the equipment they'll need, and facilities will need to make sure the workstation is set up and ready to go.

The traditional way for this to work might be for HR to send an e-mail to a shared inbox or an individual in each of the relevant departments. Or there might be a form that's completed and circulated accordingly. But let's say the shared inbox isn't monitored for a couple of days. Or the individual who received the email is on holiday, so they won't be able to action the request until it's too late. Or the form got lost in transit and never arrived in one of the departments. The result is that something isn't done. When the employee arrives on their first day, they don't feel as welcome as they could, and they can't start learning the ropes as quickly as everyone would like.

ESM solves the issue because it provides a unified and consistent workflow. Nothing is missed, and the employee can feel part of the team and ready to hit the ground running.



Did you know?

After switching to assyst, 82% of Xentrall Shared Services employees were happier with ICT services.

5. You Want to Improve Reaction Times Without Increasing Capacity

As we've touched on several times, doing more with less is a constant mantra these days. You might be growing as an organization and want to maintain service response times without increasing headcount. Equally, you might want to improve service response times without increasing headcount.

Whatever the reason, in an ad hoc manual setup, two issues present themselves.

The first is simply that inefficient processes are hard to speed up effectively. Second, what you can't see you can't measure. If you have no insight into what activities are being done and how long they take, it's impossible to set meaningful KPIs for their improvement.

The best ESM solutions harness intelligent automation to connect datapoints, mine insights, make decisions, and trigger smart automations – enabling a next-generation approach to running your services, infrastructure, and operations.

For example, let's say an employee emails facilities to troubleshoot an issue with a printer. The issue is known to the facilities team, and there's a templated response they can send in return. The process is partly efficient, but replying to the e-mail still takes time out of somebody's day. In an ESM system, the employee can self-serve because they can submit their issue in the system and immediately be directed to the solution without having to contact the facilities team. The issue is solved faster and logged, so the facilities team knows there's an ongoing issue that may need a wider fix at some point.



Did you know?

By using IFS assyst to support its global network of over 550 stores, Clarks has freed up time for its service desk teams that were managing over 9,000 emails a month. Processes that previously consumed hours now take minutes.

6. You Want to Improve Control or Governance Around Employee Requests

A clear audit trail and powerful security are essential, especially now that remote and hybrid working means that employees are more dispersed than ever. Yet when employee requests are scattered across multiple systems, achieving these essentials is hard. Such systems also make it hard to build a case to demonstrate that you had effective systems in place in the event of an investigation after a security violation or breach.

ESM solutions benefit organizations in two ways. They give you the clear audit trail you need as well as data you can use to set KPIs for continuous improvement.

Realizing the Benefits of ESM

As with all digital processes, it is very easy to understand the benefits in theory. The crucial requirement is to embrace them in practice. The first step to achieving success is to select the tool that's best suited to your organization and its requirements. For over 10,000 customers, that tool is IFS assyst.



Did you know?

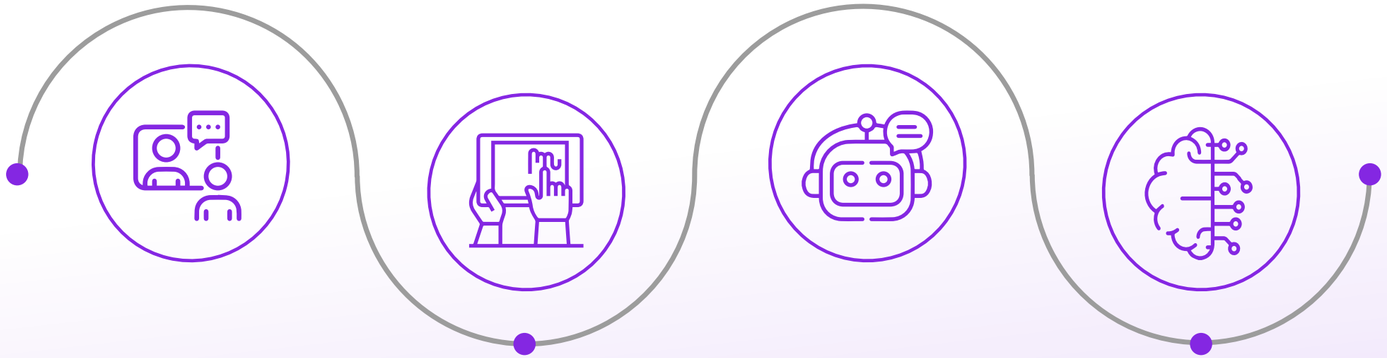
With IFS assyst, Abu Dhabi Judicial Department experienced a 90% SLA improvement, resulting in increased customer satisfaction and tool adoption.

Why IFS assyst is the ESM Solution of Choice

IFS assyst transforms the way you deliver services across the enterprise. It helps you deliver unified service management with online service catalogs for HR, facilities, IT, procurement, and more. It helps you equip employees to self-serve and be more productive, delivering an enhanced employee experience and better customer service.

It's a single cloud-based app that includes:

Digital workplace tools so employees have web and mobile access to services and support, anytime, anywhere, on any device.



Digital service management tools to help you support home working at scale.

A virtual agent chatbot that frees up 30%+ of your support capacity.

Intelligent AI-driven automation that enables a next-generation approach to running your services, infrastructure, and operations.

IFS assyst is widely recognized by the most respected analysts in the world, with GigaOm naming us as a Leader and Fast Mover in ITSM. And with the official PeopleCert accreditation for ITIL 4, IFS assyst guarantees a best-in-class service management solution.

Learn more and request a demo

Conclusion

ESM Enables Organizations to Unlock Productivity, Enhance the Employee Experience, and Drive Profitability

Organizations globally are looking at the opportunities that digital transformation brings to help them tackle the challenges they face in building back better.

ESM solutions such as assyst transform the employee-initiated processes that are currently managed in disparate workflows with a silo-based approach that holds back productivity and frustrates employees.

They provide an enterprise workflow management solution by rolling out the proven benefits of ITSM across an entire organization and creating an omnichannel service desk that delivers unified service management. In doing so, they empower organizations to boost productivity and transform the employee experience, equipping themselves to deliver enhanced Moments of Service and, ultimately, drive profitability.



About IFS assyst

Global brands trust IFS assyst to automate complex business processes easily without fuss. We deliver frictionless customer and employee experiences, one intelligent workflow at a time. Our modern service management technology lets you automate service delivery and support so your customers get what they need fast, and you can focus on building the future of your organization. IFS assyst is uniquely easy to buy, set up, use, and upgrade. Whether you're in IT, HR, Facilities, Finance, or any other team that provides services to customers and employees, IFS assyst puts service management technology within your reach.

Our process automation takes the boring out of everyday tasks, allowing you to focus on work that matters.

Every day we assyst!

assyst.ifs.com

About IFS

IFS develops and delivers cloud enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers – at the Moment of Service.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our global team of over 7,000 employees every day live our values of agility, trustworthiness and collaboration in how we support thousands of customers.

Learn more about how our enterprise software solutions can help your business today at ifs.com.

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