POPX

CSI takes a holistic approach to Service Management to modernise and harmonise service operations across the Group

POPX helps CSI on its transformation journey to drive operational efficiency and deliver advanced customer service

CSI is a leading IT Managed Service Provider of world-class Hybrid Multi-Cloud, Data Protection and Cyber Security solutions.

The company is embarking on a period of digital development to modernise practices and operations with new standards and agility that connect the back, middle and front offices. The strategic imperative is to deliver high customer satisfaction and value, supported by the POPX MSP Platform.

CSI specialises in IT Services for clients that operate highly regulated and secure environments. The company works with customers to modernise, migrate and manage complex workloads in hybrid and multi-cloud architectures. CSI is on a journey to drive innovation for clients through strategic partnerships, aligning closely with ISVs and international businesses across the market.

Internationally, CSI has achieved strong growth, both organically and through acquisition. With new additions to the Group over recent years, the priority shifted to find a better way to integrate the acquired businesses by moving everyone to a single operations platform of choice, with the very latest advances in service management technology. The company is making significant investments to digitally transform and improve functions across the business, with a key focus on the company's core objectives of constantly improving service levels, customer loyalty and retention. One of the stated goals of the project was to streamline CSI's service delivery management processes and enable advanced customer service.

In the past, CSI had been challenged with a legacy service management platform that it had outgrown and was not aligned to its transformation journey, including automation, self-service and ITIL alignment – specifically, an accurate and discovered Configuration Management Database (CMDB) and process model. As the system had been highly customised over the years, it had become cumbersome to maintain and develop. A strategic decision was made to adopt the very latest technology via an enterprise platform to support modernisation, transformation and ultimately scalable international and profitable growth.

Matt McCahill, Chief Services Officer at CSI, comments: "After shortlisting the leading solutions the industry has to offer, ServiceNow was chosen as CSI's standard service management platform to enable our next chapter of growth. We then set about deciding how best to implement the solution and engaged with ServiceNow professional services partners before coming across POPX. We quickly realised that the fully managed approach, offered by POPX, reduced much of the risk and financial uncertainty. Importantly, and as we have experienced, we also benefit from a lasting partnership that provides expertise and guidance throughout the journey."

CSI
YOUR PERPETUAL EDGE

Customer
CSI

Headquarters
Birmingham, UK

Industry
IT Managed Services, Cloud, Hybrid Multi-Cloud, Data Protection & Cyber Security

Employees
240

Products:
- POPX MSP Platform
- Customer Service Management
- IT Service Management
- Discovery & Event Management
- Customer, Partner & Employee Portal
- Service Catalog & Self-Service Request Fulfilment
- Automated Monthly Service Reporting

With POPX, CSI has modernised and enhanced service levels and value.

New digital workflows, service automation and a modern customer portal have all been created and are now delivering improved employee and customer experiences. This has helped productivity levels and invigorated the CSI team. Other improvements have been made possible by implementing a CMDB, which will act as a unified and central store of information and a single source of truth for operational data.

The new MSP Platform has also allowed CSI to consolidate and simplify its customer Service Level Agreements (SLAs), which through growth and client acquisition had become complex to manage and report upon. They were consolidated down into a consistent standard that can now be applied and managed more easily. McCahill states: "Advanced SLA alignment and optimisation across our service portfolio is just one of the examples of how we're raising standards across our operations. Such operational improvements help demonstrate to our clients the level of professionalism and dedication we provide in catering to their needs and aligned to their requirements. Ultimately, this helps solidify their trust in CSI as the right partner of choice."

"Partnering with POPX to implement, enhance and run ServiceNow was the right choice for us."

**Matt McCahill
Chief Services Officer, CSI**

Customer satisfaction surveys and NPS scores are available in real-time, empowering teams to act proactively and drive service improvements as required.

Malcolm Cocking, Transformation Director at CSI, said: "The long-term partnership and fully managed service provided by POPX, both reduces and shares the risk of adopting a complex technology like ServiceNow. Equally important was the POPX team not only understood our needs immediately, but also spoke our language. They clearly know the MSP industry, and as a result have been easy to work with. From day one, it felt like they were an integral part of our team. We have an ambitious and multi-layered programme of transformation initiatives across CSI, of which this is just one, and I'm happy to say POPX has performed brilliantly under tight time pressures."

Other positive outcomes have been derived from service automation, specifically when applied to event management. These new workflows have replaced many hours of manual effort and significantly reduced tickets by thousands a month, improving the customer experience and freeing time and resources to focus on higher-value activities. With the CMDB in place, getting to the data quickly and easily means monitoring and reporting processes have also been streamlined and automated, saving time and improving service levels. Monthly reports are now available automatically, vastly reducing the time it used to take Service Delivery Managers to prepare them.

The newly automated customer satisfaction (CSAT) surveys have helped transform the way customers are supported as Support Agents now get immediate feedback. This gives a transparent view of how the team is performing, so high achievers can be recognised and issues remedied quickly. This information also feeds into Account Management, Service Delivery and Project teams, helping them to enhance customer relationships by focusing on where improvements can be made. This is part of CSI's investment to nurture their flourishing culture of continual service improvement.

McCahill comments: "This has been a fantastic improvement for us. CSAT and NPS scores give us almost real-time feedback that we can action immediately and turn into positive outcomes for our clients. It shows not only that we are listening to customers and acting on their feedback, but that we value their responses and continually invest time and resources to improve our service."

The leadership team at CSI ensured everyone was on board with the transformation initiative and assigned dedicated change management resources to the project. All of this pointed to readiness for change, full commitment to adopting new technology and a willingness to implement improved ways of working. This level of internal preparation and continuous employee communication helped chart a smooth transition away from the old service management system to the POPX MSP Platform.

McCahill continues: "We've been pleased with how the project progressed and our ongoing collaboration with the team at POPX is highly regarded. We've worked with many partners on projects before and you never truly know how good and responsive they are until you are knee-deep into it. The team at POPX have shown themselves to be the professional, organised and dependable experts that we needed for a key part of our digital transformation."

Improved employee and customer experiences are the foundations for CSI to scale and grow an already successful business.

Martin Ford, CEO at POPX said: "It's been both exciting and hard work to partner with an international business, like CSI. Our relationship has developed in that time, and will no doubt continue to mature. We don't take on such a challenge lightly, but we always strive to create the positive outcomes clients seek in the shortest time possible, and without compromising quality. Together we have prepared the way for a new chapter of growth at CSI and we look forward to building on our early success, as we continually optimise operations and add relevant ServiceNow functionality."

The new self-service customer portal allows customers to view the status of all their services.

The key interface with customers is the new self-service customer portal. With continuous development planned to optimise the customer experience, the portal helps differentiate CSI from competitors by allowing a level of transparency and engagement beyond anything customers had experienced before. This demonstrates CSI's desire to invest in technology that helps create business value by directly enhancing customer interactions.

Ford continues: "Much of the work we do to optimise an MSP's operations is manifested directly to their customers via the new self-service portal we create. This is where an MSP's clients get to experience, first-hand, the full power of end-to-end service automation. Only by touching and immersing the end-user in this positive way, can the total value of service automation be realised."

After many business acquisitions and then investing to digitally transform, CSI is now in the advanced stages of putting the right people, processes and technologies in place that will allow it to continue to grow. An important benefit of the changes will mean that any newly acquired business will now be integrated and harmonised quickly onto a scalable service management platform that will improve operational standards, service levels and profitability.

Cocking concludes: "The speed of implementation was quicker than anything we have previously achieved. Now that we have moved to the in-life phase of the MSP Platform we are reviewing and prioritising the next wave of enhancements that are available to us. This will include Project Management Office, and Risk and Compliance modules to begin with, but we will also look to POPX to advise on new ways we can leverage service automation and the broad features available from ServiceNow. The journey and the process optimisations continue apace."

Reducing the number of unnecessary alerts has reduced the number of hours that were previously required to deal with them. This has seen a significant improvement in service levels as CSI better utilises resources.

POPX
Transformation Managed Service Providers