LIME: 10-Year ITSM Partnership Streamlines Caribbean Telecom's Overall Business

To gain control over complex IT resources, many companies turn to IT service management (ITSM) solutions to display their IT configuration and processes in an easy-to-navigate, accessible interface. Once a solution is in place, organizations can maintain high service levels, quickly resolve technical issues and respond quickly to changing technical and business needs as they arise. LIME, a full-service telecom provider that has expanded throughout the Caribbean, is an excellent example of the benefits of iET ITSM when it is used in the most optimal way. LIME provides customers with a full spectrum of telephony and internet services, and must do so while living up to high standards for customer service and support.

Almost a decade ago, when LIME began to grow, the company was struggling to respond to its customers' technical issues. At this point, the company decided to deploy the iET Solutions iET ITSM platform, and it never looked back.

How LIME settled on an ITSM Solution

Customer service was LIME's greatest concern when choosing an ITSM platform. Because different telecom providers often use similar technology for their services, the best way to differentiate a brand of telecom services is to offer superior customer service. Prior to deploying iET ITSM, LIME was experiencing significant delays responding to customer service requests.

These delays occurred because the company could not identify technical problems and resolve them quickly enough to meet the demands set forth in service level agreements.

Prior to leveraging iET ITSM, the company was using an outdated process in which internal customer service representatives wrote customer issues down and then forwarded their requests to the appropriate IT personnel.

The company could not continue to operate under such inefficient customer response conditions, and needed an ITSM solution that could meet its demands. To do this, iET ITSM needed to give the IT department a clear view of service requests as soon as

reports were filed. For this to be successful, the ITSM solution needed to centralize all of the telecom's IT operations, remove all of the redundancy in the telecom's reporting systems and reduce the operating expenses associated with maintaining such a large customer response system.

LIME decided to enlist the iET ITSM platform because it met all of its key goals immediately out of the box, including IT centralization, reporting and low cost. iET ITSM was able to meet the company's IT incident tracking requirements immediately upon deployment. LIME was also interested in how the platform was able to meet all of its needs out of the box, while also leaving enough space for customization so the company could cater to future developments. The solution was also uniquely equipped to meet LIME's needs through an advanced notification system and virtual module that helped employees process incidents and customer issues more quickly.

The Implementation Process

Often, when a company incorporates a new IT solution of any kind, integration issues arise that could have an impact across the entire IT department. LIME experienced very few technical problems while implementing iET ITSM, all of which were dealt with before the system was installed.

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Detailed graphics provide a readable format for monitoring the status of a service request.

Over time, the program has become so dependable that LIME is now fully accustomed to the efficiency, and has almost forgotten what it was like to have to struggle to meet its customers' needs. In fact, LIME has even expressed interest in deploying a request fulfillment module moving forward.

"I would measure the success of the implementation from the reliability of the system and the dependability that we have now grown so accustomed to," Arthlyn Bryan, System Support Analyst for LIME, said. "We had very little issues at or after implementation and these were all rectified before the end of the implementation period."

During the solution's initial deployment, iET ITSM was used uniquely in the IT department, although its benefits later reached other parts of the business. Directly out of the box, it was capable of immediately enhancing the ability to serve customers and meet service level agreements.

Over time, the company realized that the defining principles of iET ITSM applied just as well to other aspects of business as they did to IT. Now, iET ITSM is active in seven other departments and supports a self-service portal that employees use to make requests for issues that need to be addressed by other departments. Through that portal and other iET ITSM functions, such as problem management and action management, LIME was able to standardize many of its everyday functions to improve worker productivity and efficiency, while also reducing operating expenses, by simplifying IT service within the company.

The company customized iET ITSM to more precisely fit its needs.

Through customization, the company has edited the HTML code to uniquely designed alerts so respondents can quickly prioritize requests based on their potential impact on service level agreements. With the easy-to-use structure of iET ITSM, LIME was able to incorporate additional modules easily – an option that had proven difficult before the company began working with iET Solutions. Because of this, LIME has added new forms and tabs to the solution, constructed custom reports that incorporate additional graphs and developed entirely new modules that support a broader range of departments within the company.

As the iET ITSM platform evolved, it established a number of benefits for LIME. Chief among those has been helping the company stay ahead of the competition and support its efforts toward expansion. When new technology comes into the telecom fray, most, if not all, service providers flock to it in order to be the first to offer it to its customers. The difference between those that thrive with new technology and those that fall behind lies in how quickly and efficiently it is integrated. Using iET ITSM has dramatically impacted how LIME operates while also helping it adapt to industry changes, thereby making it more appealing to new and existing customers.

In the period since LIME deployed iET ITSM, the telecom industry has changed dramatically, requiring the company to adapt to both new technologies and significantly more competition.

Having a robust IT service management platform in place made it relatively easy for the company to adjust its systems when new technologies arrived, helping LIME get a jump on the competition.

CUSTOMER SERVICE
▸ In a technologically static market, good service is the best way to differentiate from competitors

▸ Without iET ITSM, response times to customer requests were slow, damaging LIME's reputation and inhibiting future business

▸ The new solution was able to automate its service desk requests out of the box, while remaining flexible to adjustments down the line

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iET ITSM was also able to help LIME expand to new markets. The company began as a telecom that primarily served Jamaica, but has since grown to provide services for most of the Caribbean. As LIME expanded to new markets, it was able to use iET ITSM to streamline technological deployment and ease the transition into new offices. This made growing the company's business range a simple, cost-efficient and effective way to support revenue expansion.

Even when expanding, LIME was able to use the IT service management solution to provide high-quality customer service capabilities. Rather than deal with the ineffective processes LIME was prone to before integrating iET ITSM, the telecom has been able to bring the best of customer service into its new markets. This not only helps LIME maintain its competitive stance in Jamaica, but dramatically improves its reputation among existing and potential customers throughout the Caribbean markets.

Improved IT configuration management through iET ITSM is another prominent benefit helping LIME's operations. The company's increased awareness of its IT systems has not only helped it expand, but also made it easier to deal with network outages and provide more consistent availability for both application and network-based services.

This success has generated widespread adoption for iET ITSM among the company's users. LIME currently has over 1,100 iET ITSM users on its in-house provider systems. It also supports over 3,000 customers, many of whom regularly make service requests. With improvements to iET ITSM, these customers receive responses in a time frame that meets service level agreement demands.

Overall, 95 percent of LIME's users are able to use iET ITSM, which not only resolves their needs quickly, but provides them with regular status updates and incident histories to help them stay informed about their support requests without having to constantly call customer service for incremental updates.

The large-scale usage for the solution has established significant value for LIME, generating enough flexibility that the company has been able to broadly leverage the application's powerful capabilities. The platform has also created value by providing multiple systems for service ticket generation and improving the way notifications are distributed throughout the organization.

LIME currently uses iET ITSM for change management, service level management, problem management, action management, configuration management and availability management.

The Experience: Working with iET Solutions

The relationship with iET Solutions has met LIME's expectations as closely as LIME company officials could have imagined.

"They have demonstrated a level of efficiency beyond any other that I have worked with and are always willing to go the extra mile to accommodate our demands," Bryan said. "They have shown utmost respect for time and are always making themselves available to respond to our needs."

In the 10 years since LIME began working with iET Solutions, it has been approached by several other ITSM vendors. iET Solutions, Bryan said, was used as the benchmark for evaluating all other ITSM solutions available. "To date, none offered better service at equivalent cost," Bryan added.

LIME considers iET Solutions a company that has shown more efficiency than others in the sector, based on its willingness to cater to its specific needs in a responsive and professional manner. This has made LIME's relationship with iET Solutions a strong, 10-year partnership that shows no signs of slowing. iET Solutions' capable and knowledgeable support staff has made the partnership irreplaceable for LIME.

" They have demonstrated a level of efficiency beyond any other that I have worked with "
Arthlyn Bryan,
System Support Analyst for LIME

THE FUTURE OF ITSM AND TELECOMMUNICATIONS

▸ New technologies are making for a challenging future for IT service management in the telecom sector

▸ Network outages and technology issues will have a larger impact when more employees are using more devices

▸ With more pressure to manage complex IT needs, ITSM will be essential to maintain visual and analytical processes for IT

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No details are left out when users need a one-stop solution for information on configuration items - perfect for those looking to conduct full analysis, in-depth reporting and root-cause analysis.

iET Solutions has also helped LIME by clearly communicating all of the new features and services available in the solution. Just as iET Solutions helped walk LIME through the initial implementation process for its ITSM solution, the company helps ensure all updates are thoroughly supported.

iET Solutions also offers webinars to help its customers understand new features, which in turn generate a self-service nature among its customers that can go a long way in preparing them for new technology.

How LIME views iET ITSM's Role moving forward

With all of this experience in iET ITSM, LIME has gained a clear view of the impor-tance of IT service management for the telecom service providers of tomorrow. Officials with the company explained that telecoms are increasingly being forced to deploy flexible services that work with multiple computing platforms, such as Mac and Windows systems, while also supporting a wide variety of browsers. The growing popularity of mobile technologies and a wider range of connected devices are also making customer support and SLAs more challenging. These trends are creating more complexity in terms of visual and analytical processes in connected devices. As a result, IT service management solutions are becoming critical to manage customer support and maintain reliable service levels.

For new technology, iET Solutions offers a broad set of platforms that adapt and adjust to the needs of its customers, a feature especially beneficial for telecom service providers that need to be on the cutting edge of support.

For companies considering IT service management to improve customer service, LIME believes involvement between multiple parts of the business is the key to successful deployment. Unsuccessful projects often separate database, network, server and security teams during IT service management deployment, making the implementation process complex and un-wieldy. By unifying these diverse IT sectors into a single ITSM system, iET Solutions' platform helps meet every-body's needs more efficiently.

Once all of the departments are involved in the deployment process, the company needs to make sure users are buying into iET ITSM's potential so its employees take full advantage of the solution.

To encourage employee buy-in, organiza-tions investing in IT service management should identify the processes they want to improve - similar to how LIME set goals of enhancing customer service, removing IT redundancy and reducing costs - so the solution will have a clear purpose and can support employees as they adjust to new technology.

While the advantages of deploying IT service management are clear, LIME also believes companies are at risk if they do not have an effective system in place.

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Officials commented that those using any form of inferior technology risk poor response to customer requests. This could act as a catalyst for network outages and push customers to other telecoms to meet their needs.

LIME's experience using iET ITSM and its expectations for the technology's future are clear indicators that IT service management is developing into a critical need in the telecom sector. The technology can drive value by displaying IT operations in a concise, clear system that automates many basic tasks and frees IT professionals to quickly address both internal and customer needs.

Additional ITSM Options available from iET Solutions

The ITSM services available through iET Solutions' platform extend far beyond those incorporated at LIME. While LIME relies on a broad range of services itself, including change, configuration, service level and action management, iET Solutions offers far more that could help other companies improve their IT management processes. This includes release and deployment management, service catalog management and incident management, among others.

Each of these modules provides distinct advantages and benefits for companies deploying them. However, a few common themes emerge among the distinct solutions. Some ITSM processes streamline service desk operations, thus improving customer service and positively impacting revenue.

Other services focus on improving efficiency, the effects of which include cost reduction and a faster time-to-market for IT services and applications.

Improving SLA compliance is another common end-goal for ITSM adoption, as the solution helps organizations streamline their response time to customers so they can meet the promises sent forth in SLAs.

Even though many companies may have different needs than LIME did, many can similarly achieve significant competitive advantages and operational benefits by implementing an ITSM platform from iET Solutions

ABOUT iET SOLUTIONS
Building on more than 20 years of industry expertise, iET Solutions, a division of UNICOM® Global, is recognized as a leading global provider of IT Service Management (ITSM) and Software Asset Management (SAM) solutions for mid-size and large enterprises. Over 51,000 users in 26 countries partner with iET Solutions to drive the success of their IT operations and infrastructure.

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