

The right result



“ServiceNow’s Customer Service Management reduces customer effort and increase their satisfaction thanks to the Customer Portal”.

This case study is based on an interview with Liza Shomer, Support Operation Manager, Global Support.



Mavenir accelerates and redefines network transformation for service providers by offering a comprehensive product portfolio across every layer of the network infrastructure stack — from 5G application/service layers to the RAN and packet core. Mavenir is a software company that leads the way in evolved, cloud-proven networking solutions enabling innovative and secure new experiences for end users. Through its industry first VoLTE, VoWiFi, Advanced Messaging, Multi-ID and Cloud RAN solutions, Mavenir’s platform enables service providers to successfully deliver innovative new services, lower costs and realize new revenue streams.

The Problem and the Goal

ExComverse had a vastly customized tool with limited functionality that affected the business.

Moreover, some functionalities couldn’t pause SLA, causing penalties, and with no flexibilities, didn’t allow personal configuration, all of which made easy tasks more difficult.

Solution: Moving from ITSM to CSM

Mavenir decided to make a decision to solve its problems: moving from ITSM to CSM and migrate exComverse to ServiceNow.

ServiceNow’s Customer Service Management reduces customer effort and increase their satisfaction thanks to the Customer Portal and the connection among the customer’s people, workflow and process. It also provides real-time metrics and real-time collaboration mechanisms that drives a better service and understanding of the customer’s structure and needs. The migration from ITSM to CSM (from Incident to Case) was not as simple as it sounds, but it was easier thanks to:

- The change that is transparent to the end users
- It was separated from functional changes
- It provided a good base for the following phases

The goals of this transition were:

- ONE Customer Support Management tool (CSM)
- ONE unified process (except necessary deviations)
- ONE set of KPIs
- ONE organization



ServiceNow, the perfect solution to face up to the challenges of the 21st century

Integrated management of all customers: The main challenge was to migrate all customer data from different sources and get a platform with centralized customer data.

Quality and flexibility: ServiceNow CSM process allows all customer data to be together and stores all their contracts, service offerings and service commitments with the needed flexibility. Mavenir could model the data properly and provide a better service to their customer.

Customer Service Management adds value to your business

During the implementation process, the project was emerged in a deep process of testing before handover to ensure a robust implementation. Along the way, Mavenir and SilverStorm satisfactorily overcame all tests and challenges. Why the phasing approach? We can justify it based on professional and strategic reasoning:

- Reduce risks
- Separate functionality from CSM
- Data migration vs new functionality
- Show and share progress
- At facts.

In this implementation the process of role change management was important. How was it done?

- Engaging key player from the beginning
- Assigning opponents to help in training
- Providing workshops and demo sessions



Liza Shomer
Support Operation Manager
Global Support

"Recommendations and testimonials of SilverStorm customers was one of the key factors in our selection of SilverStorm".



Moreover, one important thing to complete the organizational change was the training that Mavenir engineers received in order to understand how the tools works. The end users received 2.5 hours of remote training session for each engineer (F2F in one location), additional complementary sessions for specific roles and a web portal to hold all training material. But not only was support focused on training, Mavenir opened 'war room' (24/7 on call) to provide access to ServiceNow's ITSM to record incidents and its bulletin with 'how to' guides.

During this time the solution has been successful with Mavenir, with the organization achieving its goals and milestones. Of those achieved, the following are the most important:

- 5,000 cases per month attended
- 150 customers (CSP)
- Project team in 4 different countries
- Migration of 300 service contracts
- Migration of 50,000 cases



Why SilverStorm

Mavenir trusted SilverStorm as a consultancy firm to implement the ServiceNow CSM technology due to its experience and the great knowledge it has in ServiceNow, along with its proved record as a ServiceNow Partner, getting great references from customers. According with Liza Shomer, Support Orientation Manager of Mavenir, SilverStorm was chosen within RFP process due to "its competitive budget, contract terms and the professionalism of its proposal. We trusted SilverStorm's proposal to migrate the CSM tool and are very convinced [it was the right choice]".

Moreover, the hard work of SilverStorm, who have a large customer portfolio, has meant that they has attained a great reputation in the market. Following recommendations from former customers that identified SilverStorm as 'influencers' and 'ambassadors' of digital transformation, Liza added "recommendations and testimonials of SilverStorm customers was one of the key factors in our selection".

The excellent job done during all phases of this project has allowed Mavenir to add value to its IT and customer services sectors. According to Liza, "SilverStorm has achieved this through its hard work, the professionalism of its employees, and their attitude and ethical behavior". The good job and the positive dynamic that Mavenir now has allows it to "get excellent results that before we weren't achieving".

The right result



SILVERSTORM

Our Company

SilverStorm helps our customers to become SERVICE ORIENTATED. Companies looking to transform their business use SilverStorm to bridge the gap between the design of a Service and the correct delivery of the Service. Service orientated customers reduce costs, increase revenue, mitigate risk and increase customer satisfaction.

SilverStorm was founded in 2002 by experts in the provision of service management solutions. Since 2007 we have been working with global leader of enterprise cloud software, ServiceNow.

Today SilverStorm is a ServiceNow Preferred Service Partner



and Authorized Training Partner



and Authorized Support Provider



We operate across 4 continents, delivering projects in 22 countries. Recognized as global leader in service management, our team provides visionary solutions aligned with industry best practices. Adopting a practical approach to Enterprise Service Management, we take our customers step by step through the phases of Strategy, Design and Transformation.

BRIDGING THE GAP