Keep digital infrastructure running

People and processes are essential in delivering outstanding service management, because tools alone are not enough. Beat the downtime blues with continuous service improvement and dedicated incident management teams.

Increasing digitalization is putting incident management in the spotlight. A recent survey on incident management trends[1] found that 90% of businesses experience major incidents several times a year, with 60% reporting major incidents monthly.

Traditional perimeter-based security solutions alone are of limited use today. Growing use of cloud services means data is routinely accessed over the internet, in the office and via public Wi-Fi. This makes enterprises vulnerable to cyberattack.

Beating the complexity

Typically, the root cause of this failure is complexity. Most enterprises use many different IT and telecoms services to support their business processes. These include newer digital services, such as cloud computing, and legacy services, such as MPLS IP VPN. Further, even global service providers may need to rely on third parties to deliver services in some regions.

Multiple systems work together to deliver key services to enterprises, and if one element in the chain fails, it can have a serious impact on the business. Typical problems include lengthy outages or security breaches.

Simply deploying an online front end for customers to manage incidents isn't going to help if the service providers' legacy systems are not automated. Without back-end integration between multiple platforms and different suppliers, it will be difficult for the service provider to identify and fix the fault promptly.

Digital transformation seems to raise expectations about an improved customer experience but there is little evidence of any marked improvement in user perceptions, says Janet Watkin, director at customer service analysts Ocean82. In fact she warns that, it seems users are becoming less satisfied overall.

Focus on people

So despite the importance of digital tools, people and processes remain central to success in incident management. To this end, at Orange Business Services we directly operate our own major service centers worldwide along with on-the-ground support in many countries. We have also put in place ITIL-aligned processes for continuous service improvement.

Our efforts in this area have been validated by analysts. Ocean82 tracks customer experience in its twice-yearly surveys, and as part of that looks at how the customer expectation aligns with their experience. Overall Orange scored joint top amongst all of the providers that it tracks. It was high rated in several people- and product-related factors, specifically product is fit for purpose, product is reliable, people keep promises and people are knowledgeable.

1. 2016 Survey Report: Major Incident Management Trends (xMatters & Dimensional Research)

"Managing global incidents for WAN is quite a challenge. As WAN incidents impact many other services, fast and comprehensive communication within our organization is key. To integrate the incident workflow from Orange into our Siemens integrated incident management system, the Orange SIAM help desk solution provided the right ratio of standard solution and customization.

"Validated information from the Orange experts at the help desk is now made available in seconds to the right target groups within our global organization. This guarantees maximum efficiency of the incident management process and, therefore, minimum impact on our business in case of incidents."

Norbert Wieland, Global Service Manager for Siemens WAN, Siemens

orange™

Business Services

Our people: global experts, local approach

Orange operates five major service centers (MSC) in Brazil, Egypt, France, India and Mauritius and 24 regional service centers across the world, offering key operational management and customer support resources, as well as around-the-clock, on-the-ground support in 30 languages and 166 countries.

The MSCs work right across the customer lifecycle, including design, build and global deployment of services for customers. They are also responsible for configuring the network and managing change and releases.

Central role in incident management

The MSCs also play a central role in incident management. For example, the MSC may detect a problem with network connectivity to an enterprise site. This alerts the service desk which will raise a ticket and troubleshoot the problem.

If the problem can't be resolved immediately, it will be escalated to level-two support which will liaise with the local carrier to isolate the issue. The service team will dispatch onsite engineers if required, order any spares required, and provide the information they need to solve the problem. In the whole process the customer is kept up to date with progress.

Although each of the MSCs is based in a different geography, they all use the same tools and processes, and can operate seamlessly worldwide. For example, a ticket raised in Rio can be fulfilled in India if required.

5 steps to improve incident management

Incident management is a vital part of the service management process. Here are five steps that Orange takes to stop incidents escalating into major problems.

1. Service improvement plan
Any customer that suffers declining customer satisfaction (CSAT) survey scores is placed in a service improvement plan (SIP). This allows the Orange team to analyze what is causing the problem and identify how to solve it. Once the plan has been successfully executed the customer can return to normal monitoring.

2. Root cause analysis
The CSAT and SIP processes helps the service management team identify the root cause and sub-root cause of any problems highlighted. This also helps prevent any recurring problems that can be particularly frustrating. An important part of the root-cause analysis is found in the free text written as part of the survey. Detecting any trends in this data can help identify new and unanticipated problems.

3. Service management integration
According to market analysts Current Analysis, the most valued elements of incident management are repair time, communications regarding incident status, and response. To better deliver the necessary timeliness and communication, Orange offers service management integration with customers' tools. This provides customers with better visibility into the status of their infrastructure, including performance, any incidents under review and changes being implemented.

4. Improved changed management
Change management and incident management are closely linked. For example, a solution to a recurring device problem is often a change to its configuration. By synchronizing the configuration management database between the customer and Orange, it provides a common platform and better visibility into the infrastructure to understand the implications of any configuration changes.

5. Empowering our people
We allocate fewer accounts to each of our executives so they are empowered to work with you closely to solve any issues and proactively work on your future needs. It allows them to build up a good knowledge of your business priorities and deliver against all promises.

Choose service management from Orange Business Services

To read more about the Orange Business Services approach to service management and incident management visit:

www.orange-business.com/en/we-listen-we-act

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