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Service Focused Government:
Mission Simplified

February 26, 2020
Renaissance Hotel
Washington, D.C.

MeriTalk[®]



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Modernizing Systems to Prioritize CX Track 5

Lawrence Abeyta
Director of Innovation,
NuAxis Innovations

MeriTalk





Name: Lawrence Abeyta
Title: Director of Innovation
Function: IT Service Delivery
Company: NuAxis Innovations



Experience: 26 years at all levels of IT Service Delivery

Expertise: Business and Systems Analysis, IT Governance, Strategic Alignment, System Architecture, Business process redesign and automation, ITIL, CMMI, Project Management, System Integration, SLA and Contract Management

Achievements: Replaced several aging systems with ServiceNow + CMDB; Project & Portfolio Mgt, NOSC Dashboard and alerting tied to ServiceNow, automation of several frequently used services

Current Projects: Automation and CX, Application Virtualization/Containerization, Service Delivery Automation, Service Portal



Name: Chris Harrell

Title: IT Transformation Specialist

Function: IT Service Delivery

Company: ServiceNow

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Experience: After starting his career as an NFL athlete, Chris spent the last 15 years excelling at delivering Enterprise Solutions across the federal government.

Expertise: IT Transformation Specialist— Chris is an expert in IT Operations, IT Asset Management, and IT Business Management at ServiceNow.

Achievements: While working in Cyber Risk and Audit at Deloitte, Strategy and Operations at Booz Allen Hamilton, and End User Computing Solutions at VMware, Chris gained the unique experience of delivering IT transformation across Business and Technology business units.

Current Projects: Chris now specializes in Federal Law Enforcement / Public Safety in addition to Federal Land and Logistics.

Agenda

- **What is CX?**
...and why are we talking about it in Government services?
- **3 CX practical examples**
...and how you can use them in your Government agency
- **ServiceNow Automation**
...and how it improves CX
- **Q&A**



What is CX?

Customer Experience (CX) is the product of an interaction between an organization and a customer over the duration of their relationship.

Brand touchpoints

- Advertising
- Packaging
- Digital platforms
- Word of Mouth
- Social Media

Environments

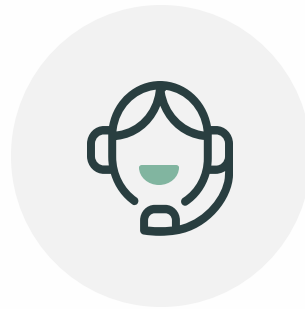
- The shop/store
- Application
- Website
- Social Circle

Customer journey

CX in Government

In the commercial sector, CX is used to drive **Loyalty** to a company or brand.

In Government, CX should be used to drive **satisfaction** regarding services received.



Customer journey

CX in Government

Improving each **Interaction** improves customer satisfaction.

Interactions

- Personalized
- Set service level expectations
- Self help
- Mobile

Benefits

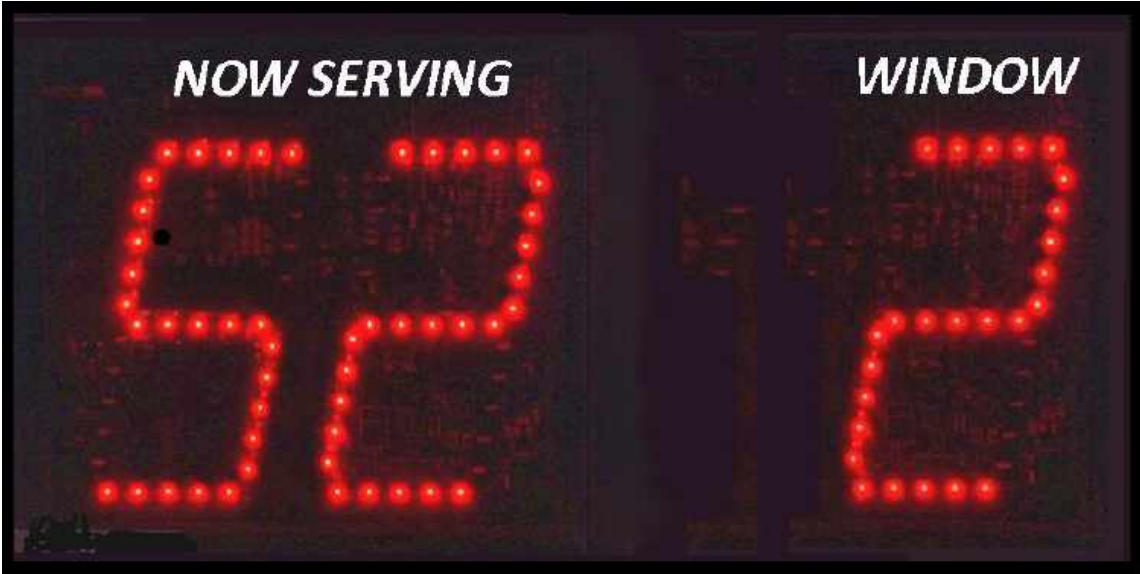
- Faster
- Fewer errors
- Less downtime
- Reduced space requirements
- Improved satisfaction



Current level of CX in Government

Some examples of what some interactions are like





Request Form - 270 (in HR/CP Grants@dot.gov) PHUSA 07-075

REQUEST FOR ADVANCE OR REIMBURSEMENT
(See instructions on back)

1. FEDERAL AGENCY AND PROGRAM ELEMENT TO WHICH THIS REPORT IS SUBMITTED

2. FEDERAL AGENCY AND PROGRAM ELEMENT TO WHICH THIS REPORT IS SUBMITTED

3. EMPLOYER IDENTIFICATION NUMBER

4. REPORTING AGENCY NUMBER OR IDENTIFYING NUMBER

5. PERIOD COVERED BY THIS REPORT
From (Month, Day, Year) To (Month, Day, Year)

6. PROJECT ORGANIZATION
Name: _____
Number and Street: _____
City, State and ZIP Code: _____

7. CONTACT OF AGENCY OR ORGANIZATION TO WHOM THIS REPORT IS SUBMITTED

PROGRAM/FUND/PROJECT/ITEM	Planning	Traveling	Other	TOTAL
1. Total program (column 5, only)				
2. Total (column 5, only)				
3. Total (column 5, only)				
4. Total (column 5, only)				
5. Total (column 5, only)				
6. Total (column 5, only)				
7. Total (column 5, only)				
8. Total (column 5, only)				
9. Total (column 5, only)				
10. Total (column 5, only)				

11. TERMINAL COMPUTATION FOR ADVANCE ONLY

12. CERTIFICATION

I certify that to the best of my knowledge and belief the data above are correct and that all charges were made in accordance with the grant conditions or other agreement and that payment is due and has not been previously requested.

Signature of Authorized Official: _____
Typed Name: _____
Title: _____

Date: _____

**Southeastern Oklahoma State University
Motor Pool Department
Vehicle Request Form**

Request can be made only by Full-Time Faculty or Staff

Request Made By: _____
Your Ext. #: _____ F.B.I. Box # _____ Fax: _____
Department: _____
Return Date: _____
Destination City: _____

Date of Request: _____
Department to be charged: _____
Contract Code: _____
Department Year: _____
School Year: _____

What is the purpose of your trip: _____

Comments/Requirements: _____
Number of Persons Traveling in the Vehicle (Number includes driver)

TYPE OF VEHICLE REQUESTED
(Indicate how many of each vehicle)

NAME OF EACH DRIVER	CLASS	SEAT
_____ Car	_____ Large Van*	_____
_____ Pick up**	_____ Rental Vehicle (specify)	_____
_____ Minivan	_____ Charter Bus	_____
_____ All Bus (All passenger) (Driver provided by Motor Pool)		

*Request a driver that has been through the Safe Van Training. **Must be rented - no parking available through Motor Pool

DEPARTMENT HEAD APPROVAL (Signature) _____ **Approved for use by charging for funding** _____
Must be completed at submission or form will be returned to the Requesting Department

1. A full-time faculty or staff member must make the request for a vehicle. This person is responsible for safe operation and use of the vehicle while in their custody. The person requesting the vehicle is responsible for the vehicle returned to the Motor Pool. The driver must be assigned by the following:
2. The driver is responsible for vehicle returned as a result of the request in which the vehicle is being requested.
3. A request for a vehicle must be submitted to the Motor Pool. It does not need to be submitted to the requesting department. Vehicles cannot be taken from a department.
4. If a request for a vehicle is not received for a year, the Motor Pool will assume that the request is no longer valid. Vehicles may not be taken from a department for a year.
5. A request must be completed by the driver before departure. This vehicle request is to be used for official and other vehicle mileage and not for personal use. Please note that vehicles are not to be taken into other departments on the request form and they must be returned to the Motor Pool. Vehicles may not be taken from a department for a year.
6. Request must include the vehicle color (white, silver, black, and red) and the year of the vehicle. The request is responsible for getting the vehicle to the Motor Pool and keeping it in good condition.
7. The Motor Pool will not accept an inspection of the vehicle prior to being the parking lot and sign off the day before use.

FOR MOTOR POOL OFFICIAL USE ONLY

Date Form Received by Office: _____ Date Received: _____

FA-109 (06) **GOVERNMENT PURCHASE CARD SET-UP FORM**

NOTE: This form should be completed by the Agency/Department Program Coordinator with the required information for the Cardholder.

SECTION I - INSTRUCTIONS

1. To add a new account, Cardholder completes section I, Agency/Department Program Coordinator completes section II through V and signs in section VI.
2. Request a copy of the Cardholder and Agency/Department Program Coordinator's Fee.
3. Form is 2004 (24) 07 - 1 printed in Oklahoma Government Card Services, P.O. Box 4109, Oklahoma City, OK 73101-0109.

SECTION II - CARDHOLDER INFORMATION (Please Print)

Last Name of Cardholder: _____ First Name: _____ Middle Initial (optional) (M or J or A)
Department of Government/IT: _____ Identification Information: _____
401 Law Building _____ Social Security Number: _____
Business Mailing Street Address Line 1 (maximum 38 characters): _____ Business Phone: _____
Business Mailing Street Address Line 2 (maximum 38): _____
City: _____ State: _____ Zip Code: _____ County: _____
E-mail Address: _____
Fax Number: _____ Secondary Card # (maximum 11 characters): _____
Government Card # (maximum 30 characters): _____ Tertiary Card # (maximum 11 characters): _____
Motor Accounting Code (maximum 70 characters): _____

SECTION III - REPORTING PARAMETERS

Reporting Agency: 01300 _____ (1340) _____
Card Delivery TO: _____ (maximum 8 characters)

SECTION IV - AUTOMATIC PAYMENTS

Check Limit: _____ Convenience Check: Yes No Other _____
Default per Transaction Limit: _____ if eligible for Convenience Checks, maximum payment amount equals _____
Number of Transactions per year: _____ MCC Template Code: _____
Number of Transactions per day: _____

SECTION V - PLASTIC TYPE (Please check one of the following)

Government Standard: Dual-Card: Non-POL/M/AT:

SECTION VI - CARDHOLDER SIGNATURE

I understand that the Card is to be used for official purchases only. I understand that it is my responsibility to notify Oklahoma at 800-795-7000, (unless notified at 904) 954-7000 immediately if my card is lost or stolen.

Cardholder Signature: _____ Title: _____

SECTION VII - AGENCY/DEPARTMENT PROGRAM COORDINATOR SIGNATURE

Agency/Department Program Coordinator Signature: _____ Date: _____
*Statement book must be completed prior to submission

Signature of Program OIG, CFO and ODA, AE or SA: _____



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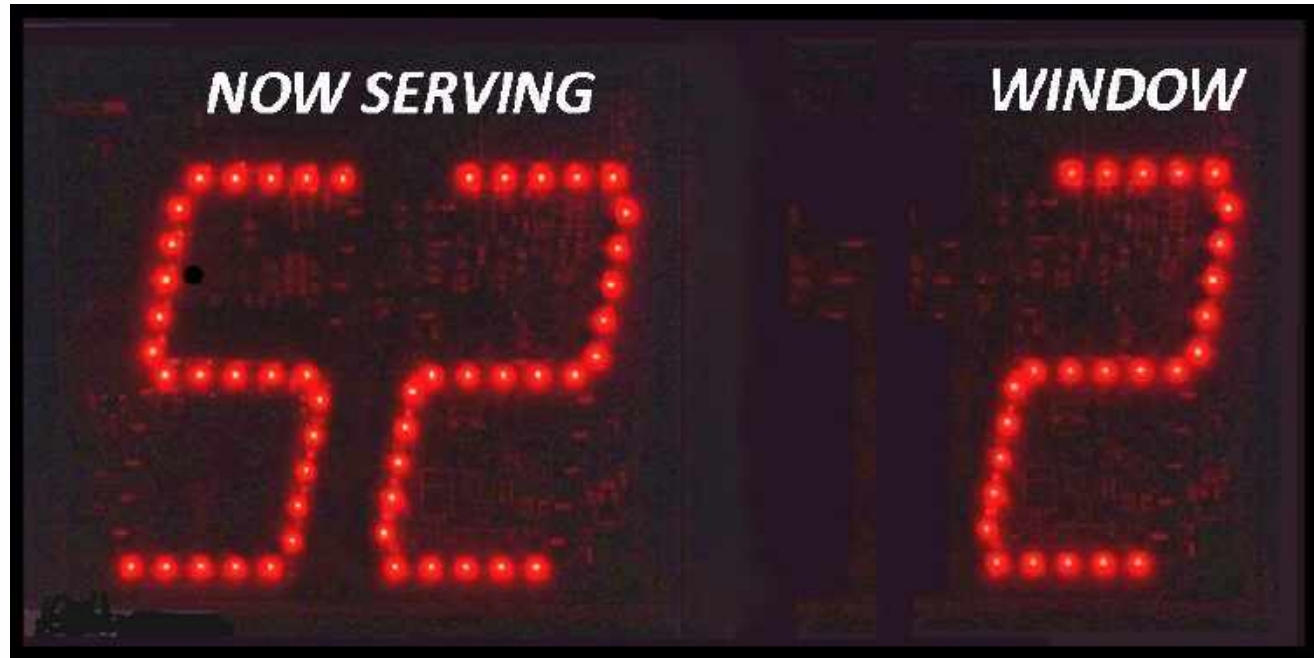
The excess weight of the stored files has the potential to compromise the structural integrity of the sixth floor of the facility.

TIME, August 12, 2012







1st CX Practical Example: Queue Management



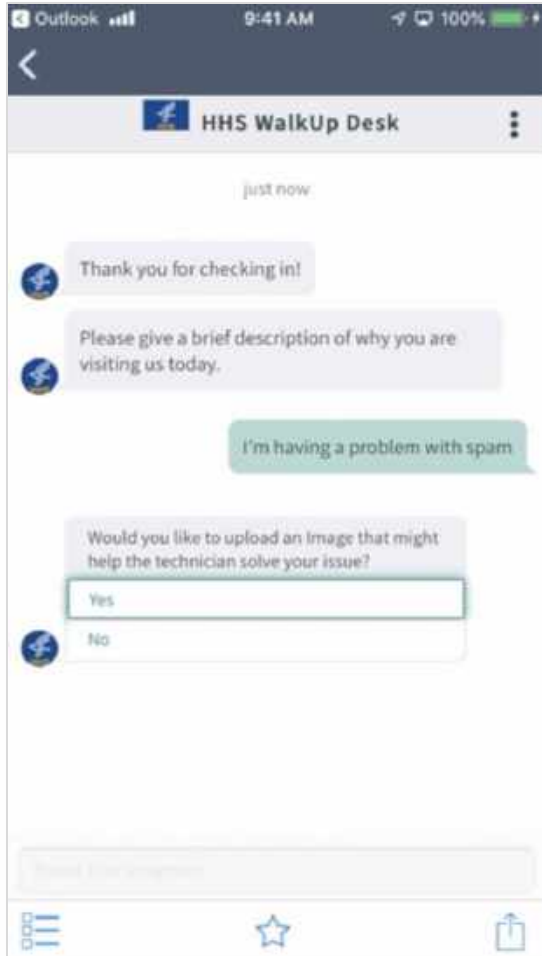


Location: Washington, D.C. Friday, Jul 12th 12:48am


Welcome to the H. H. Humphrey Walk Up Desk

Now serving	Agent	Up next	Time
Thomas Jefferson	Abel T. 	1. Lawrence Abeyta	2:48am





2nd CX Practical Example: Forms handling



Inbound PDF Handling

**APPLICATION FORM
SECURITY**

ALL Sections must be completed in TYPE or BLOCK CAPITALS in black-ink.
PLEASE RETURN TO THE EMAIL OR POSTAL ADDRESS SPECIFIED IN VACANCY JOB NOTICE.
Please ensure you attach copies of ALL the additional information requested, as incomplete applications will be rejected.

Job title of vacancy you are applying for
Location of vacancy you are applying for

Surname First Name Title Mr Ms Miss Mx Other

Mobile No. Address

Post Code Tel No. Mobile No.

Nationality Place of Birth (inc. country)

National Insurance No. Email Address

It is a requirement within our Aviation General Security division that operational employees hold/obtain an outside pass, a Counter Terrorism Check and/or OIA licensing. In order to meet these requirements, you must be over 18. Please tick this box to confirm that you are over 18. (Operational Employees Only) Yes No

Do you hold a current / valid passport? Yes No Passport No. Passport Nationality

Do you require a Work Permit for the UK? Yes No **If Yes attach a copy when returning this application.**

- If your nationality is NON-EEC please attach a copy of your Authority To Work in The UK when returning this application.**
- If you come from an ACCESSION STATE and have been in the UK for less than 12 months please attach a copy of your Registration Certificate when returning this application.**

Do you have a current / valid driving licence? Yes No Licence No. Manual Automatic

Do you have any current Employment? Yes No **If Yes, give details**

Have you ever been fined, cautioned, sentenced to imprisonment, placed on probation, discharged on payment of costs, or had any order made against you by a criminal, civil or military court or public authority?
Failure to disclose information in this regard (including any cautions) is regarded as a criminal act under the Fraud Act 2006 which carries a maximum sentence of 5 years imprisonment. Yes No **If Yes, give details**

Have you applied to ICTS for employment before? Yes No **If Yes, date of application**

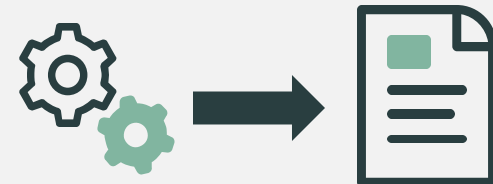
Have you been employed by ICTS before? Yes No **If Yes, location & date of leaving**

When can you start work?
Do you have any holiday pre booked?

Are there any adjustments we may need to make to assist you at interview? Yes No **If Yes, give details**



now™



Outbound PDF Handling

now™

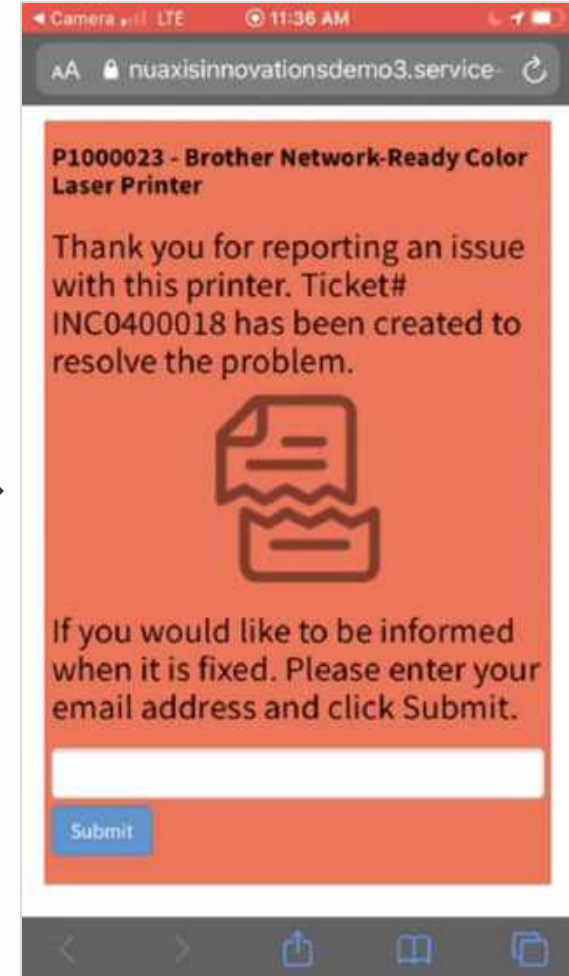


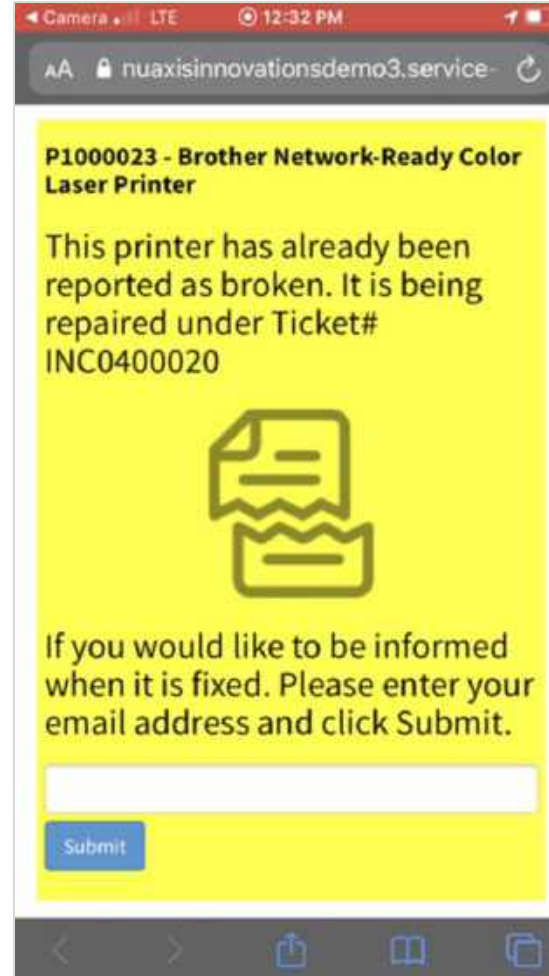
Document Storage



3rd CX Practical Example: Reporting a Printer Incident









TO REPORT AN ISSUE ON THIS PRINTER

Scan the QR code using your smart phones camera. It will prompt you to open a web link.

~NuAxis Innovations~

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**Today... our customers are
dealing with a hornet's nest
of complexity.**

Bill McDermott
CEO, ServiceNow

Service Focused Government:
Mission Simplified



Service Focused Government:
Mission Simplified







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Unified Experience across the Enterprise

IT Service Management



App Portfolio Management



Service Portfolio Management



Service Catalog



Asset Management



Security Operations



Governance, Risk, Compliance



IT Financial Management



One data model to power all your digital services



Now Platform

Business as usual for isn't sustainable

Overworked
employees

86%

of companies
need more
automation

Digital
Transformation

66%

of CEOs are on Digital
Transformation
Journey

Employee
creativity

93%

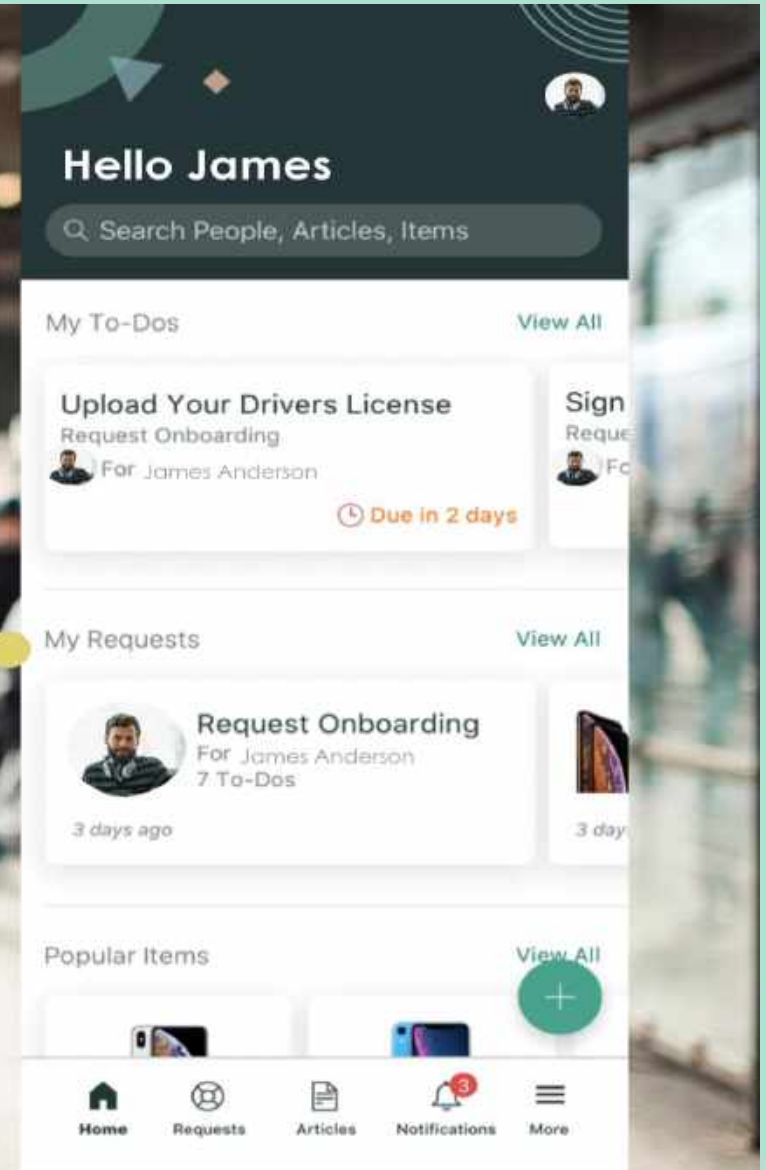
of executives believe
automation helps
creativity

— EVERY MONTH —

OVER 30 COMPANIES

SWITCH FROM A LEGACY VENDOR TO SERVICENOW

Digital Workflows create great experiences and unlock productivity



Today's operator experience...

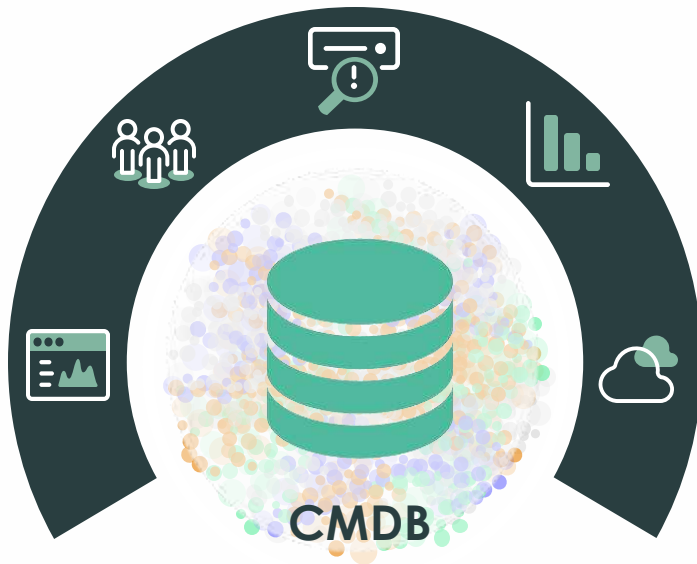


Transformation begins here... with Operational Excellence

Confidence is key

Visibility

across operations estate
and all software



Health

of business services,
with AIOps

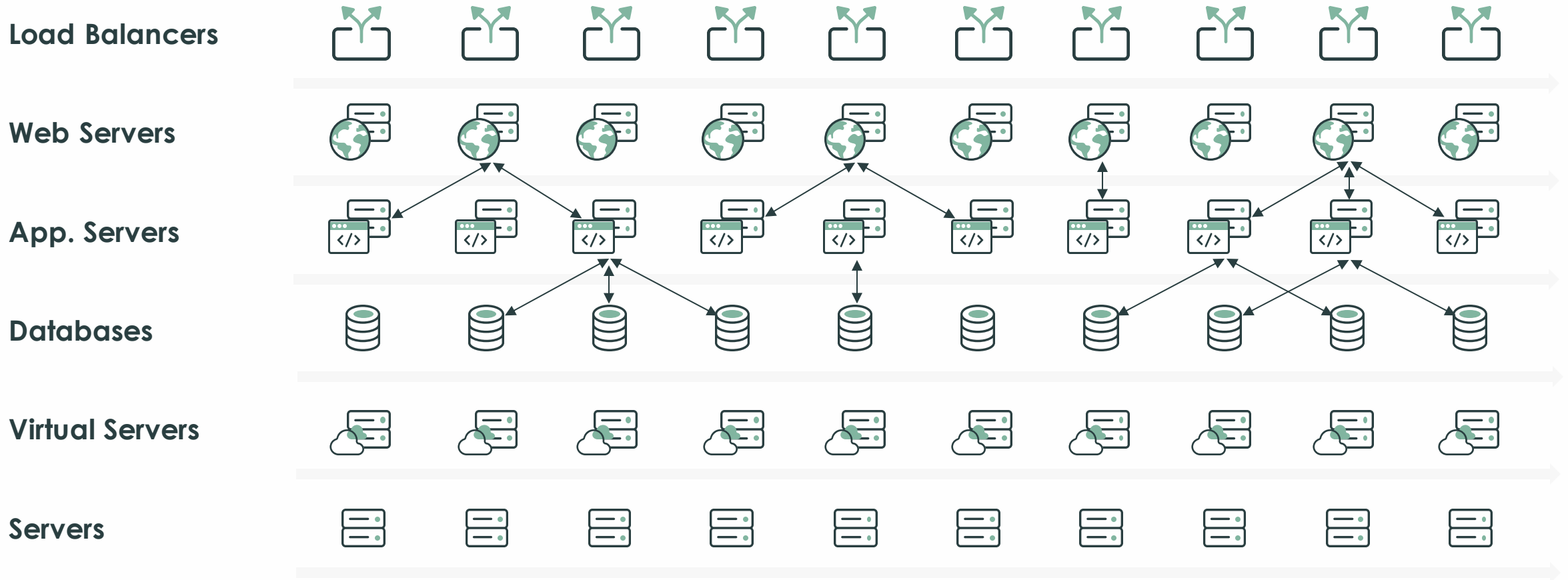


Optimization

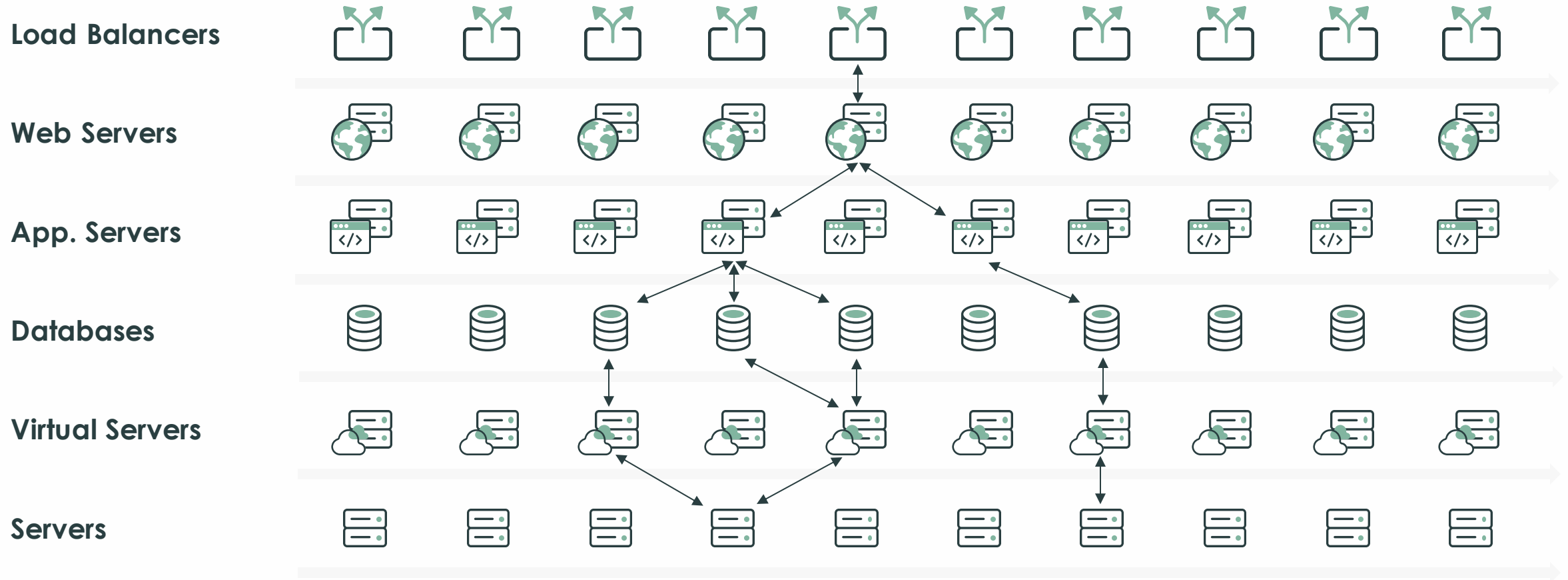
of cloud and
software spend

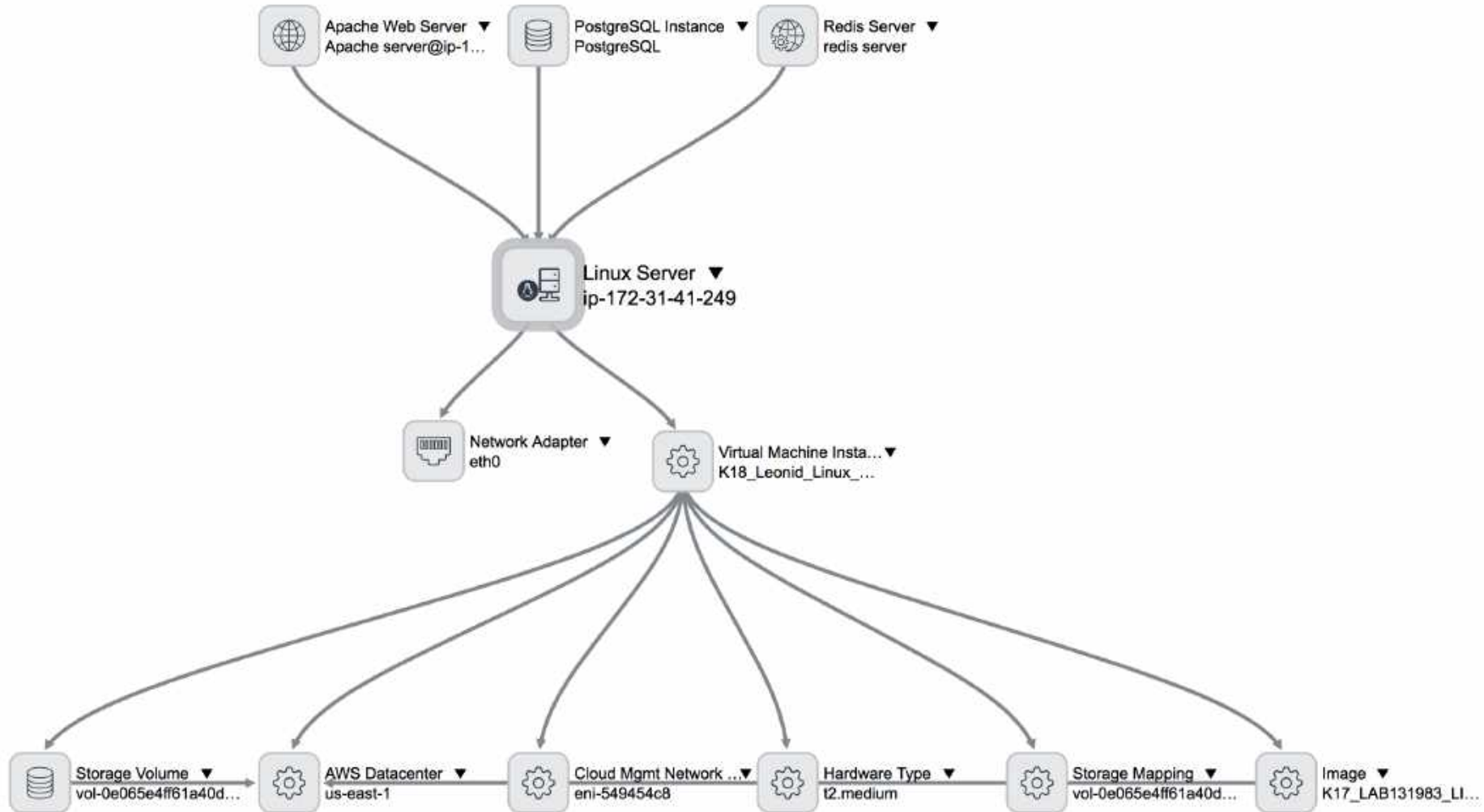


Dependency Mapping (SN Discovery)



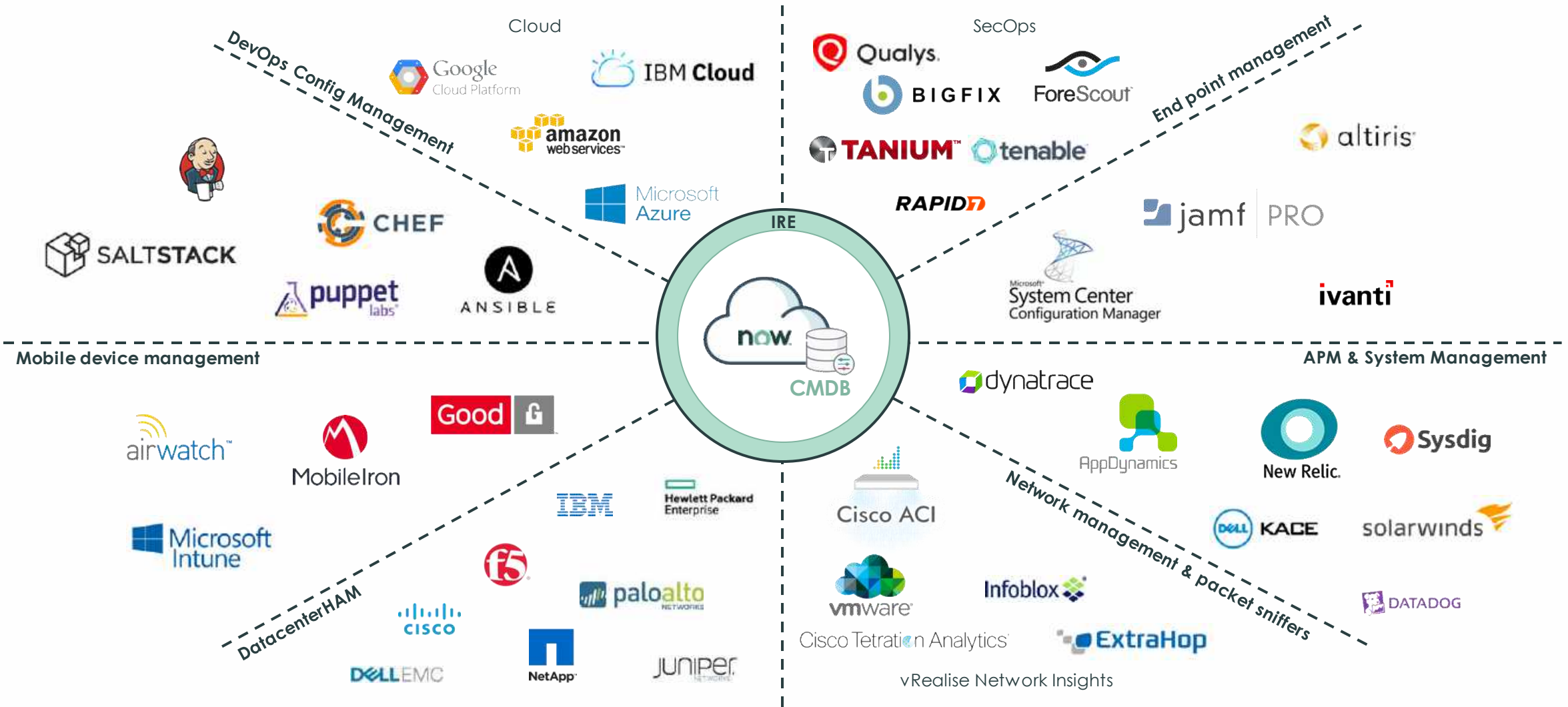
Service Mapping





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Mission Simplified



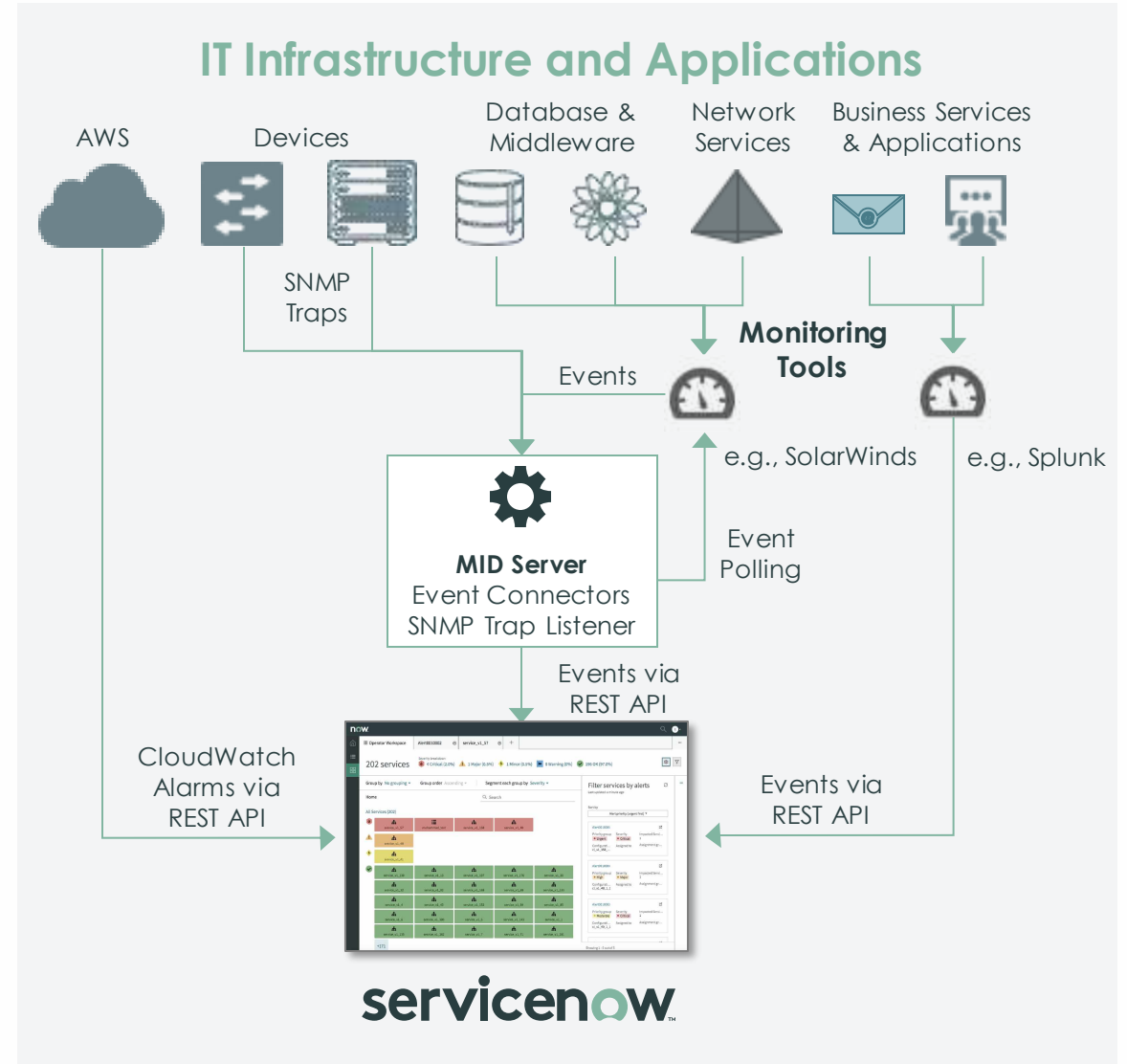
Proactive Management

Integrate existing monitoring tools and sources

- OOTB Connectors
- SNMP Traps
- REST API
- Amazon CloudWatch
- Email
- Internet Explorer
- Splunk
- SolarWinds
- HP OM
- Hyperic
- IBM Netcool/OMNIBus
- Microsoft SCOM
- VMware vRealize
- And more...

Benefits

- Flexible integration methods
- Rapid connection of event sources
- Transform events from sources into consistent format
- Speed time to resolve problems
- Manage all alerts in one console



The screenshot displays the ServiceNow Operator Workspace interface. At the top, the breadcrumb navigation shows 'Operator Workspace' with sub-panels for 'Alert0010002' and 'service_v1_57'. The main header indicates '202 services' with a 'Severity breakdown' showing: 4 Critical (2.0%), 1 Major (0.5%), 1 Minor (0.5%), 0 Warning (0%), and 196 OK (97.0%).

Below the header, the interface is divided into sections. On the left, there are controls for 'Group by' (set to 'No grouping'), 'Group order' (set to 'Ascending'), and 'Segment each group by' (set to 'Severity'). A search bar is also present.

The main content area, titled 'All Services (202)', shows a grid of service cards. The cards are color-coded by severity: red for Critical, orange for Major, yellow for Minor, and green for OK. The first row contains four red cards: 'service_v1_57', 'mohammad_test', 'service_v1_158', and 'service_v1_40'. The second row has one orange card: 'service_v1_48'. The third row has one yellow card: 'service_v1_41'. The remaining cards are green, arranged in a 5x5 grid.

On the right side, a 'Filter services by alerts' panel is visible, showing a list of alerts. The panel is sorted by 'Alert priority (urgent first)'. Three alerts are displayed:

- Alert0010005:** Priority group: Urgent, Severity: Critical, Impacted Services: 1.
- Alert0010004:** Priority group: High, Severity: Major, Impacted Services: 1.
- Alert0010003:** Priority group: Moderate, Severity: Critical, Impacted Services: 1.

At the bottom right, it indicates 'Showing 1 - 5 out of 5'.

servicenow Management Interface

Global Michael Swafford

Electronic Messaging Now

2018-02-27 08:00

Properties Impact Tree Metrics

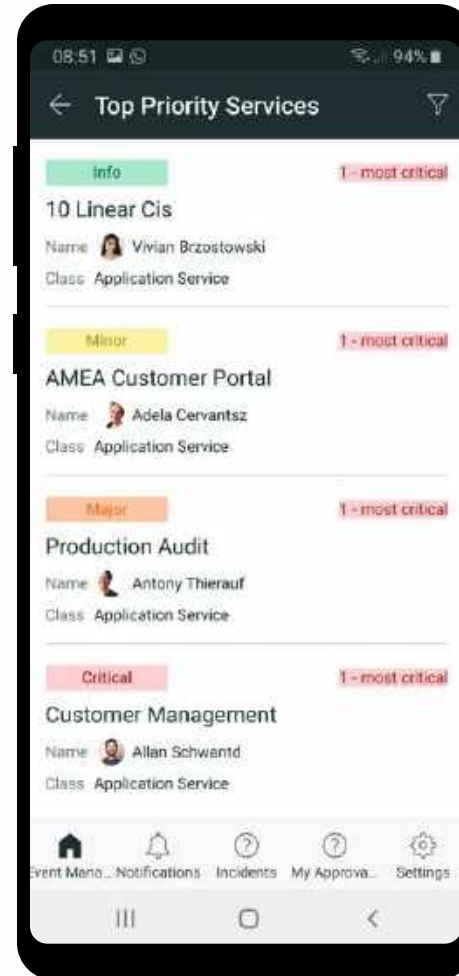
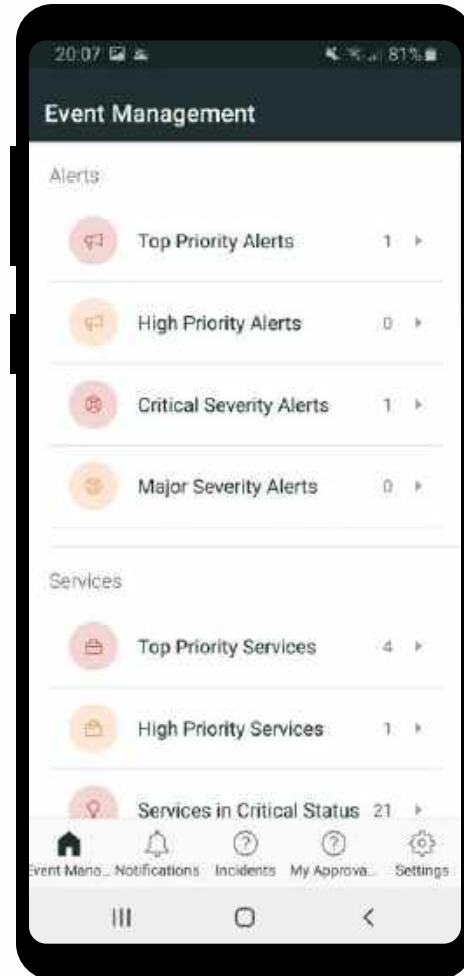
- Electronic Messaging
 - 10.1.0.112
 - Apache
 - V-W2K3-32-Web02
 - BS.QUOTE.PROXY.QUEUE
 - Company
 - HTTP MB7BROKER
 - HTTP WMB68KR
 - iplanet
 - LDAP Svr1s
 - MB7BROKER
 - MB7QMGR
 - SAMPLE
 - server1_V-W2K3-32-WAS01-Node01_Cluster
 - ...

Alerts Impact Root Cause CI Changes Changes - Current Incident Outages - current Problem Security Incident Vulnerable Item

Correlated Alerts: 0 1 1 1

Number	Group	Severity	Description	Metric Name	Source	Configuration item	Node	Task	Acknowledged	Updated
Alert0010033		Critical	Anomaly score 9.184538	Response Time	Metric Anomaly	Electronic Messaging		INC0011005	true	2018-02-27 07:51:38
Alert0010024		Major	The Oracle TNS Listener service entered...	server	Windows Server Event	orcl	orcl		false	2018-02-27 07:50:21
Alert0010034		Major	CPU percentage over 80 percent	CPU PERCENTAGE	Group Alert	V-W2K3-32-Web02	V-W2K3-32-Web02		false	2018-02-27 07:51:36

Monitor and improve Operations Health on the go

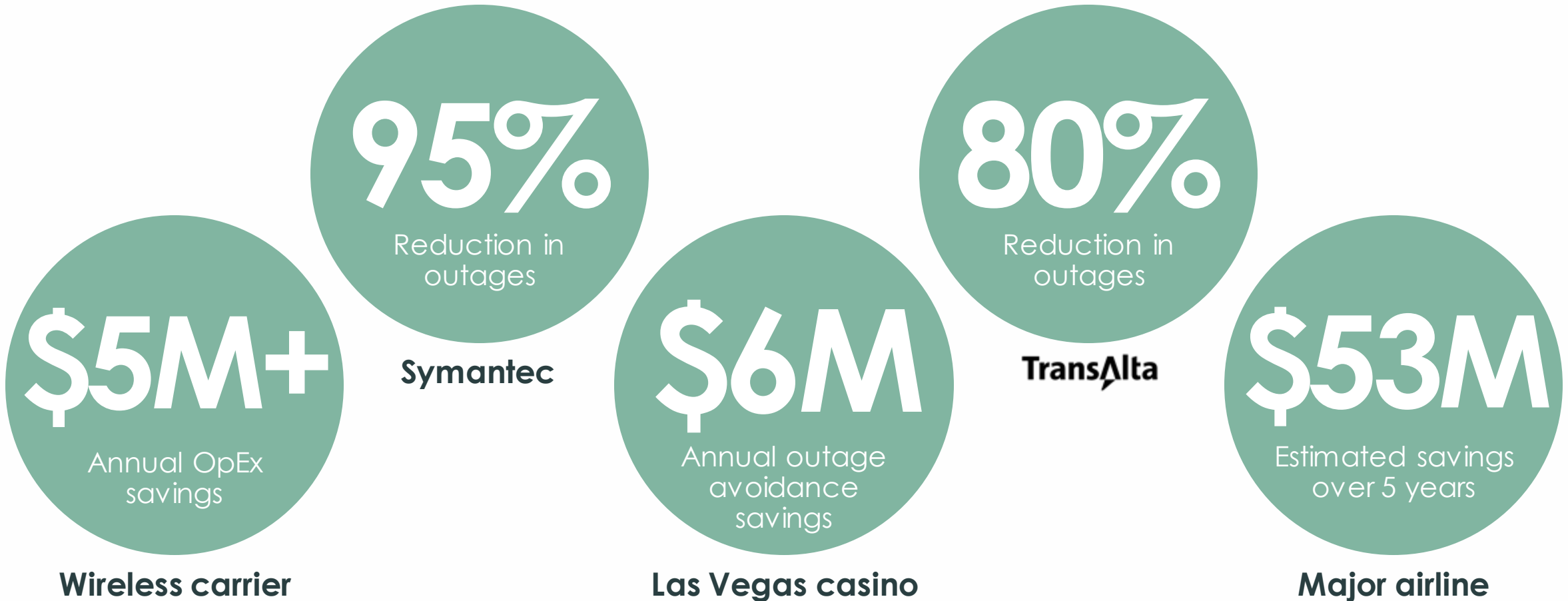


Proactive customer experience

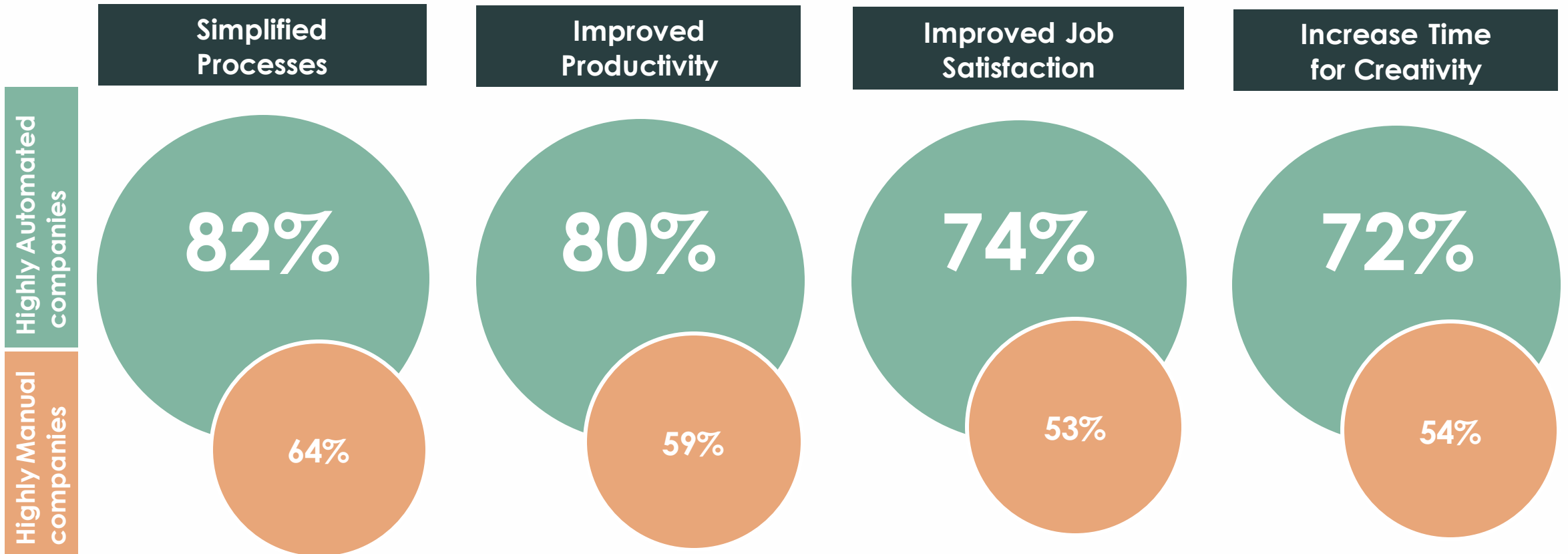
End users determine what needs attention now



ServiceNow IT Operations Management value to customers



Highly Automated Companies Satisfy Employees. Satisfaction Employee Satisfaction benefits Customer Experience



Bridge gap between customer experience and empowering employees



Takeaways

1

Examine processes and look for **interactions**.

2

Redesign and automate the processes.

3

Redesign each interaction with a **focus on Customer Experience (CX)**.

4

Measure the results in terms of **customer satisfaction** and **cost savings**.

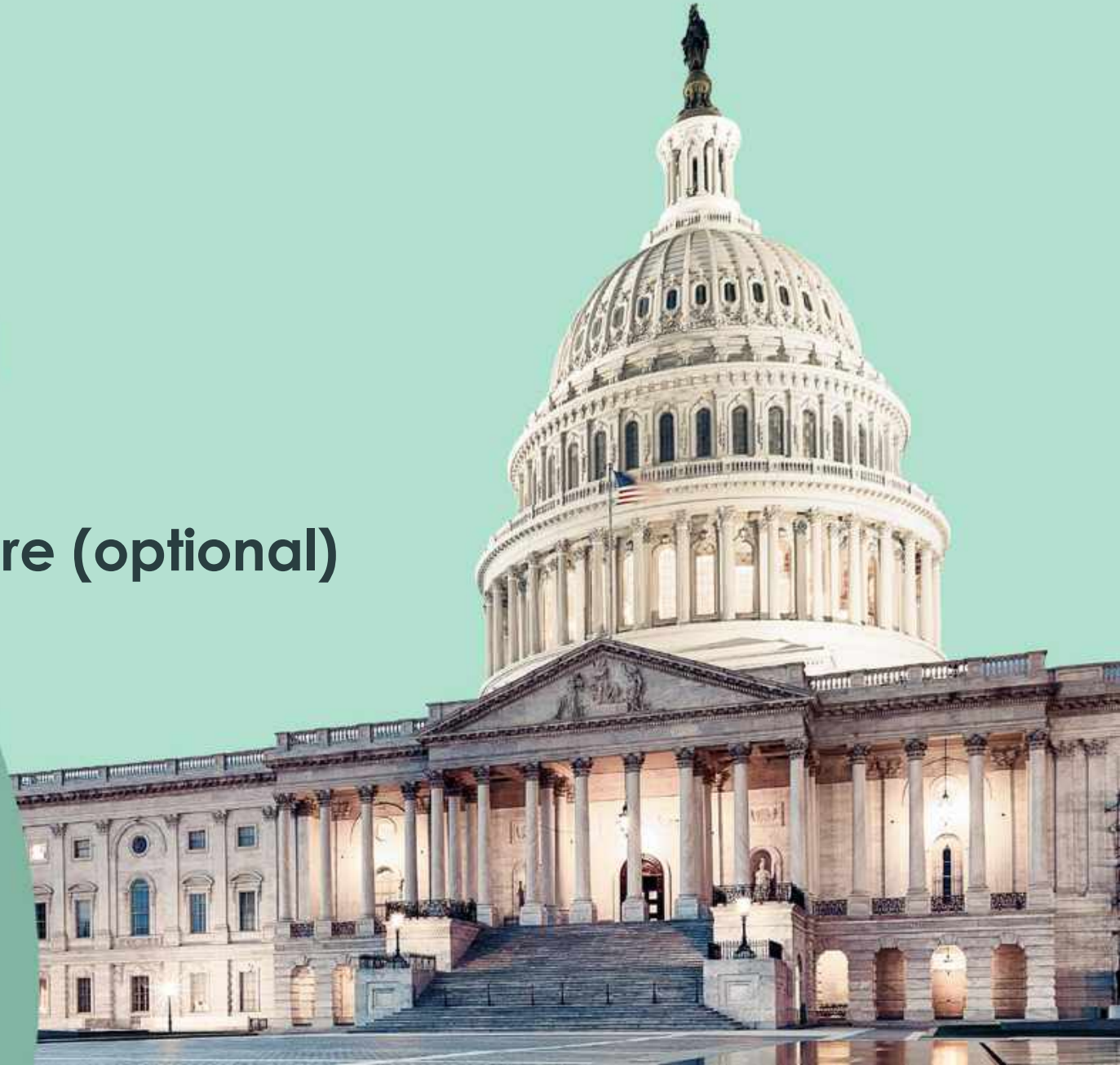
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Questions?

Contact information can go here (optional)

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Thank you
NuAxis Innovations

Come by and see
us at Booth #21

MeriTalk[®]

