

# Carlson Wagonlit Travel books ITIL

HP Service Manager ensures standardized responses to support calls, provides foundation for improved performance, availability



“Our goal is to ensure that business users have a quality experience when they book their travel with us. By providing us with an ITIL-based framework for our support desk processes, HP Service Manager helps ensure that our business travelers will get the professional help they need.”

—Laura Dale, Team Lead, Carlson Wagonlit Travel Service Management

**HP customer case study:** Implementing HP Service Manager enables ITIL-based support processes

**Industry:** Travel

## Objective:

Standardize and improve enterprise support processes

## Approach:

Implement ITIL-based service management tool

## IT improvements:

- Cutover seamless
- Easier to administer
- Less programming required to manage; 100 custom macros replaced by out-of-the-box tools
- User navigation easier
- Future upgrades will be easier, less costly due to broad functionality of application, elimination of customization

## Business outcomes:

- ITIL-based processes foundation for improved measurability, tracking
- Reduced call processing times
- More control over change requests, changes
- Data collection, routing provides foundation for improved management of technology infrastructure



Business travelers choose Carlson Wagonlit Travel for a variety of reasons. One is the talent and expertise of its staff. Equally important is the technology Carlson provides to business travelers, which enables them to book and manage their own itineraries.

Because technology is so important to Carlson’s business model, the company knows it must maintain high standards of technology services, including services delivered to its internal customers, as well as travelers needing help with its web-based travel booking systems. To do this, Carlson adopted an ITIL-based approach to its service management processes.

Laura Dale, Team Lead, Carlson Wagonlit Travel Service Management, joined the company after it committed to an ITIL-based environment—but before it progressed too far in fulfilling that commitment. Transitioning to ITIL for managing service desk

processes was a critical step for Carlson. "As an organization, we must have the processes in place to make sure our business travelers have a good experience, beginning from right when they log on to book trips," Dale says. To do this, Carlson needed the ability to address support issues smoothly and quickly.

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*"HP's commitment to supporting ITIL and IT service management is very important to us. Strategically, we know that HP Service Manager provides the foundation we need to continually improve our service desk operations."*

Laura Dale, Team Lead, Carlson Wagonlit Travel Service Management

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However, Dale inherited an environment which presented a number of management challenges. Carlson ran its support processes via a legacy HP ServiceCenter application. The software was long overdue for an upgrade. Its category structures were inconsistent and needed cleaning up; issues around operator security and Service Level Agreement (SLA) definitions also needed to be addressed. Additionally, the software's macros, forms, links, and format controls had been heavily customized.

Carlson identified a path forward: upgrade to HP Service Manager. Implementing this suite of tools would provide the company with an ITIL-based foundation for services delivery. It would also enable Carlson to leverage its relationship with HP, which it valued for the responsiveness of HP support staff and HP's willingness to fulfill Carlson's product enhancement requests in a timely manner.

All Dale needed to figure out was how to get the new tool up and running.

### **Out-of-the-box functionality**

Dale's first step re-visited Carlson's original implementation plan to revalidate its assumptions and workability. "I compared our original requirements documentation to our current state," Dale says.

Another key step included meeting with global stakeholders: Carlson maintains regional help desk operations in a number of countries beside the United States, including the United Kingdom, Germany, Poland, and Australia. Dale asked constituents within each of these regions to provide input into the software implementation. "We met with subject matter experts across all of our business units. Then we divided input into 'needs' and 'wants,'" Dale explains. For example, the ability to interface Service Manager with another application might be business-critical in some circumstances; altering the layout of a screen, on the other hand, might be classified a "want" rather than a definitive need.

Identifying critical vs. non-critical specifications allowed Carlson to prioritize the project in terms of which functionality it would initially support.

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Carlson also prioritized constituents' requests by referring to ITIL practices. "We learned our lesson about over-customization with our old service desk tool," Dale says. "We needed to maintain better standardization across the enterprise. So, we only

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agreed to requests that were consistent with ITIL.” Because Service Manager is modeled after ITIL-based practices, Carlson relied solely on the software’s out-of-the-box functionality, which required only minimal customization.

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Laura Dale, Team Lead, Carlson Wagonlit Travel Service Management

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The timeline drove another critical decision: as Dale evaluated the company’s resources, it became clear she needed help. She hired HP channel partner StrataCom, a company that counts HP Service Manager implementations as one of its core competencies, to provide on-site assistance with the transition. “We went through an extensive evaluation to find a vendor who could understand the legacy system we had in place, and who had the expertise we needed in Service Manager,” Dale says. “We found the StrataCom engineers to be very knowledgeable and responsive.”

#### **Easy to use, manage**

With StrataCom’s assistance, the implementation went very smoothly, Dale adds. The team implemented Service Manager in its QA environment, and then made QA its production environment. This approach meant that no additional testing had to be conducted prior to go live, and greatly reduced the risk that glitches might occur due to differences between the QA and production systems.

Once Service Manager was up and running, Carlson began realizing the benefits of the new environment. The support personnel appreciate the software’s interface, for instance. “We really like the navigation,” Dale says. The software’s design and functionality also makes it easier to use. “We see the benefits of the software’s functionality.

“The ability to take service desk interactions and close them immediately is a productivity benefit for our global service desks,” Dale adds. “It was easy to train on this feature due to the simple data entry screen’s navigation process.”

Now, call processing times are reduced because customer contact data is automatically associated with client/company data. For example, Dale notes, “attaching support requests to a particular contact and company cuts down the time people spend on data entry.” Service Manager also makes it easier for help desk personnel to close out calls, ensuring that the company retains a clear record when issues are resolved.

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Managing the software is also easier for Dale’s team. “We don’t need to program macros to run Service Manager,” she says. “We use the SLA module to drive notifications.” Altogether, about 100 macros have

## Customer solution at a glance

**Primary application**  
Service management

**Primary software**  
• HP Service Manager

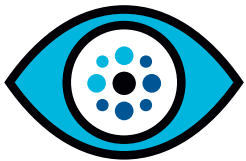
been converted to the SLA module since implementing the software. “Administratively, it’s a huge benefit to us—it’s easier to support.”

Once Carlson implements the software’s full SLA module, she adds, the company expects to see even more benefits.

Perhaps the most important benefit, however, is that the new software aligns with ITIL v3. Eventually, all of Carlson’s support activities will be standardized according to a 4-level call categorization structure; this will ensure appropriate workflows are identified for each incident ticket. At that point, Dale anticipates Carlson will be better equipped to address

infrastructure issues, which leads to improved system performance and availability. “HP’s commitment to supporting ITIL and IT service management is very important to us,” Dale says. “Strategically, we know that HP Service Manager provides the foundation we need to continually improve our service desk operations.

“Providing quality support to our customers is an integral part of Carlson’s business value,” Dale adds. “HP Service Manager helped us move forward on a path of improving our internal support processes—a path that ultimately results in better support experiences for our users.”



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