

FROM SLA TO XLA



OCTOBER 14, 2018



PEPSICO



SLA...The ITIL Definition



SLA...The Customer Interpretation

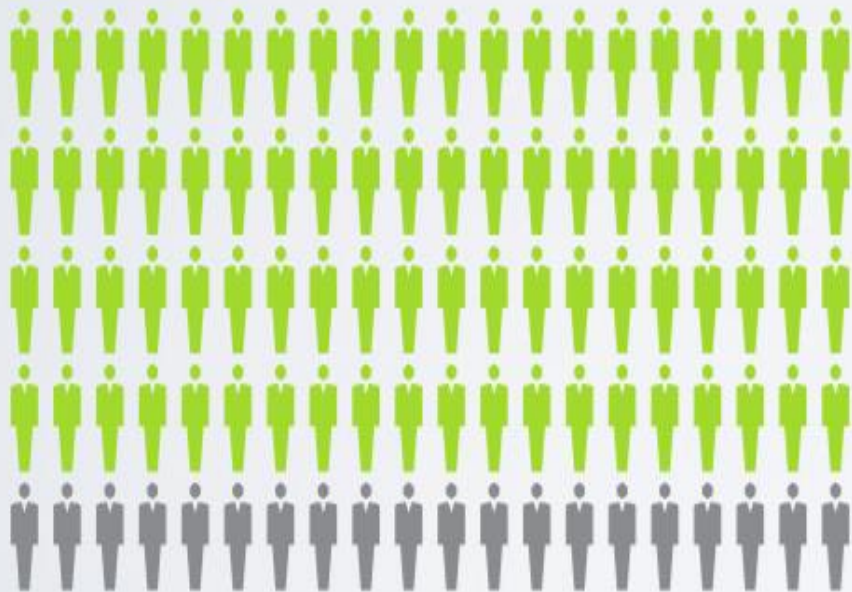
A man in a light blue shirt is holding up a large white sign that says 'SLA'. The letter 'L' is crossed out with a thick red line. The background is a solid orange color.

SLA

To the business the acronym SLA too often stands for
Secrets, Lies and Assumptions

Mind The Gap

80% of companies believe that they provide a superior proposition



8% of their customers agree



Source: Bain, Closing the delivery gap, 2005

The Watermelon Effect

*SLAs are
Green!*

*So why is the customer
unhappy?*



The Issue With Traditional SLA



Metrics as an Output Not an Input

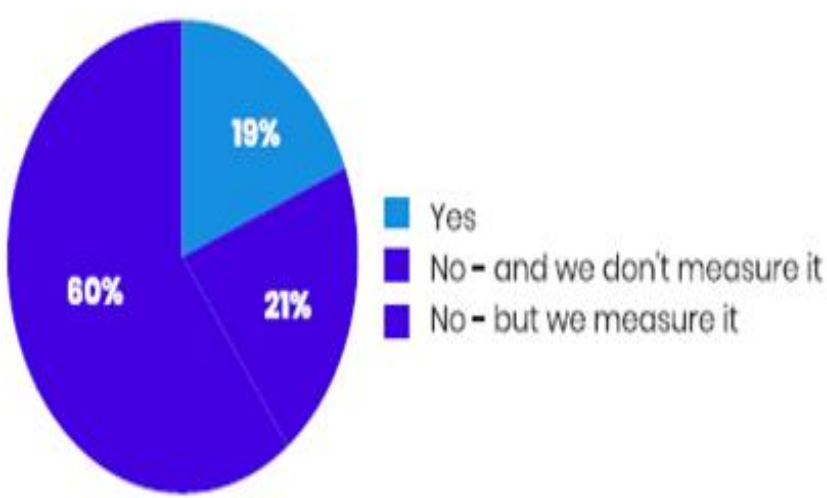
Metrics Focus on What Gets Done Rather Than What Gets Achieved

Metrics Might be Chosen Because They Are Easy to Measure, Not Because They Are Important

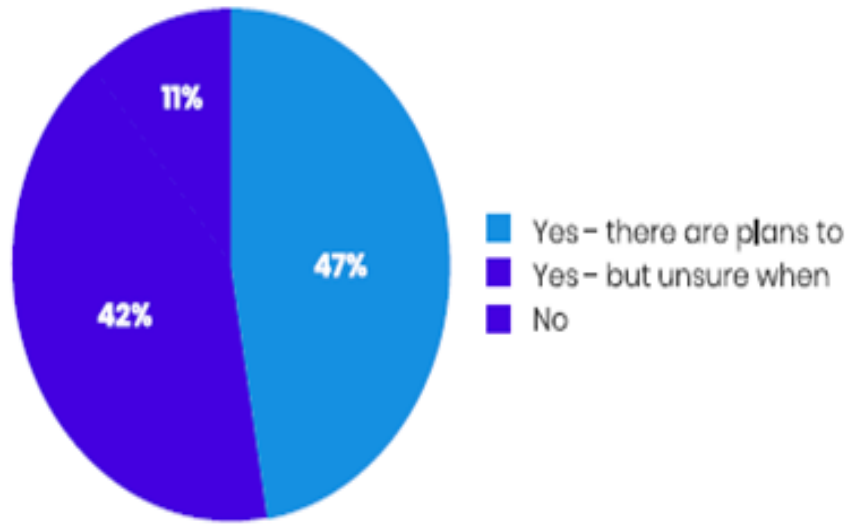
The Behavioral Aspects of Metrics

Time to Add Customer Satisfaction to SLA?

Does Your SLA Include Customer Satisfaction?



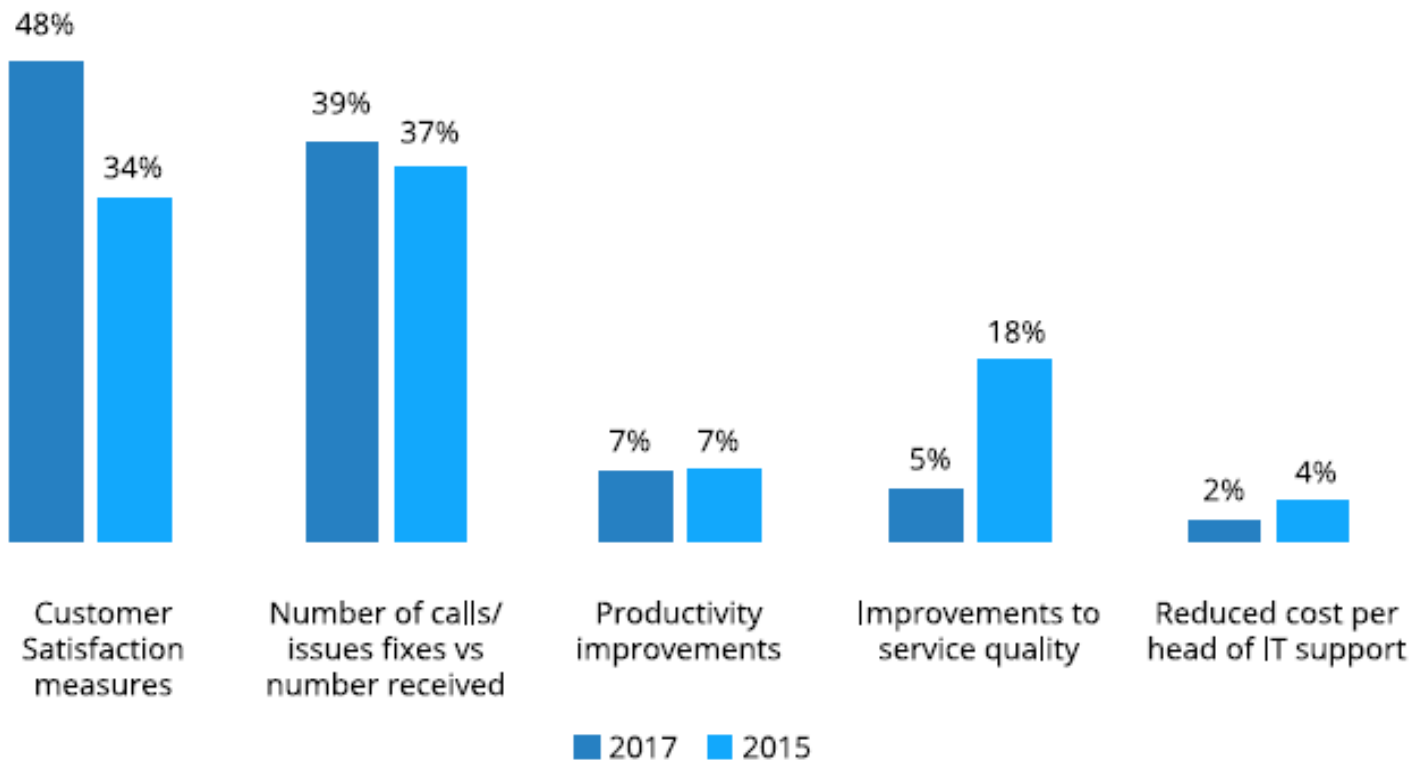
Do You Think That Your Service Desk Will Begin Measuring Customer Satisfaction in the Near Future?



Source: SDI, Customer Experience in ITSM Report 2018

Customer Satisfaction is Becoming Increasingly Relevant

What is the main indicator of success for your service desk?



Source: SDI, [Service Desk Benchmarking Report 2017](#)

BUT IS THIS ENOUGH?

The Emerging “X” Factor in ITSM



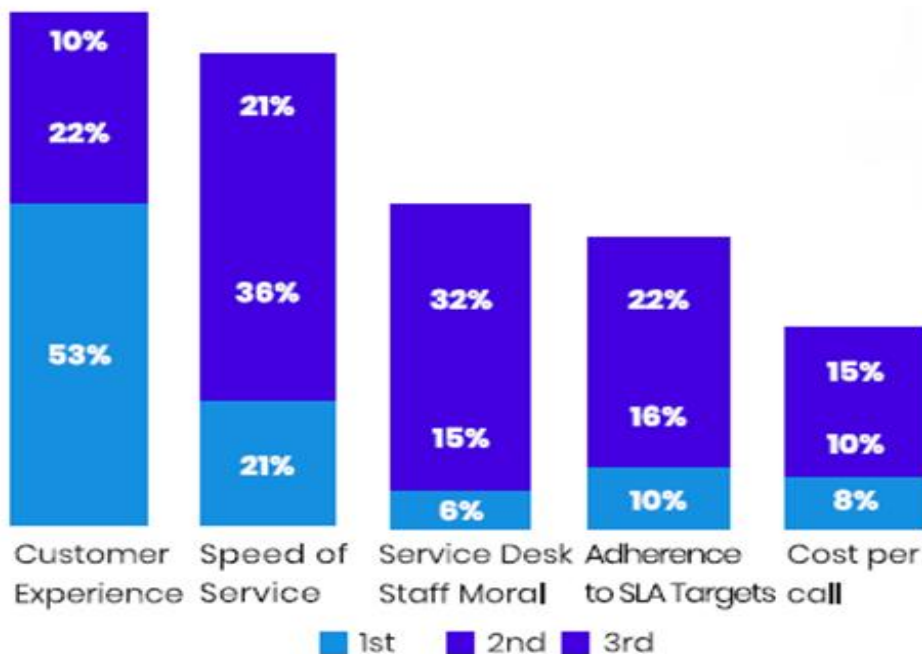
Customer eXperience



CUSTOMER EXPERIENCE
IS
CALLING

Customer Experience

Please rank these in terms of importance to the service desk.



Source: SDI, [Service Desk Benchmarking Report 2017](#)

Customer Experience



Source: ITSM Tools, [The 5 Hottest ITSM Trends and Topics for 2018](#)

The CIO's New Boss: Customers

Insights from over 1,600 face-to-face conversations with CIOs from 70 countries and 20 industries worldwide.



More than
60% 

of CIOs will focus on
**improving the customer
experience** and getting
closer to customers.

Why We Are Seeing This Shift?

Explosion of mobile, social, cloud and content

Apps mentality strengthened by mobile trends



New personalization technology fueled by powerful analytics

Emergence of cognitive capabilities that provide a deeper understanding of customers in real-time

Why We Are Seeing This Shift?

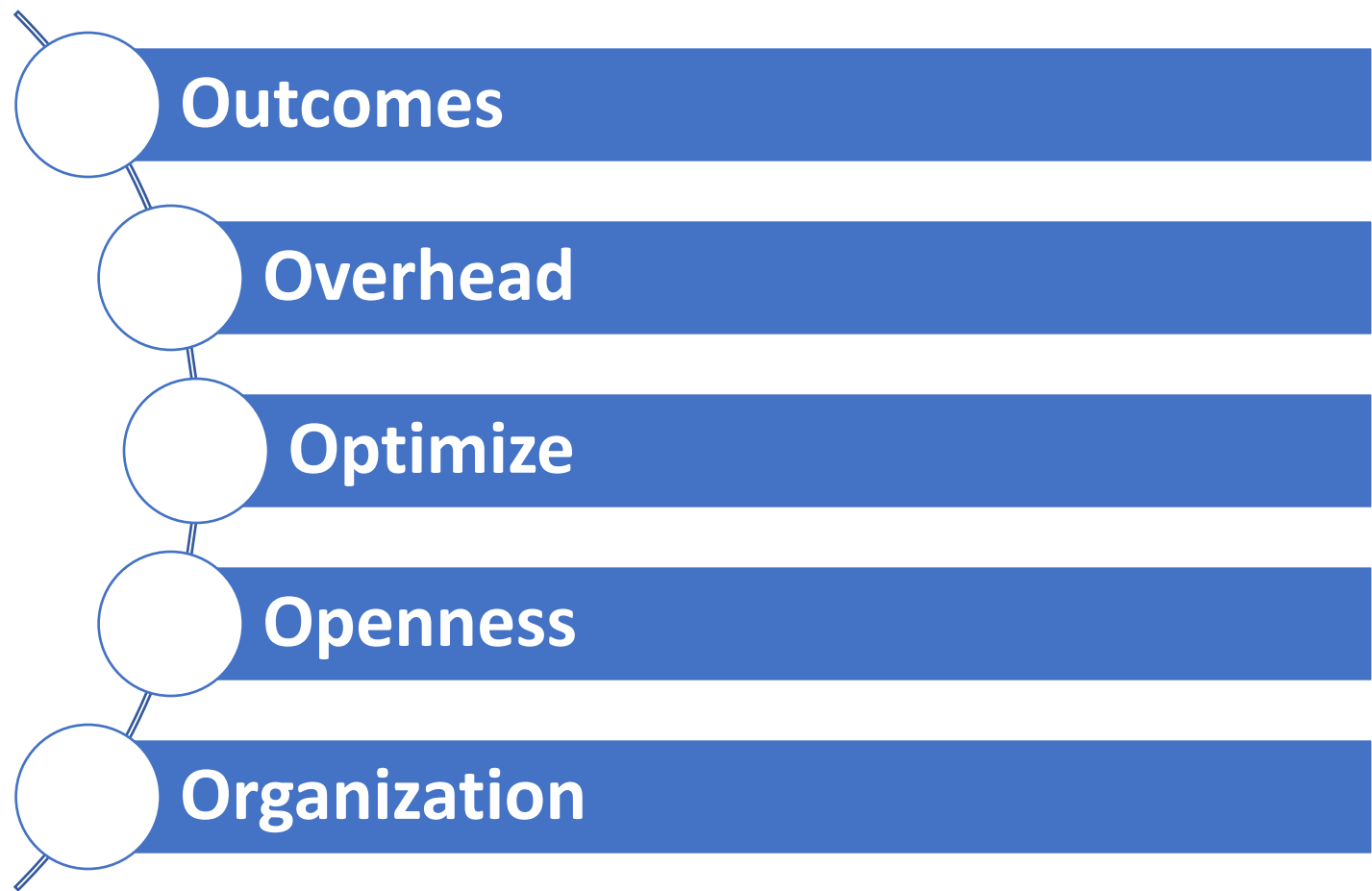


“For the First Time, There is No Reason Why We Can’t Build the Same Great Experiences at Work that we Get at Home”

President and CEO Service Now, May 2018

Customer Experience is becoming One of the Most Pressing Concerns for Service Desk, But Do We Really Understand How to Deliver it?

To Deliver The Right “X”, Focus on the “O’s”



The Rise of XLA



Seeds of Change
From SLA to XLA

Is SLA Dead?



What Are XLA Metrics?

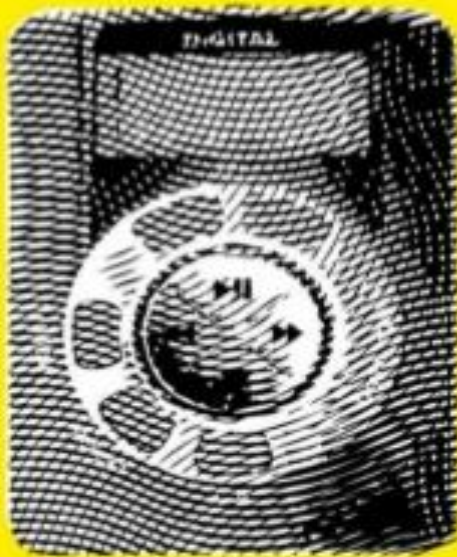
TECH METRICS



TOUCH METRICS

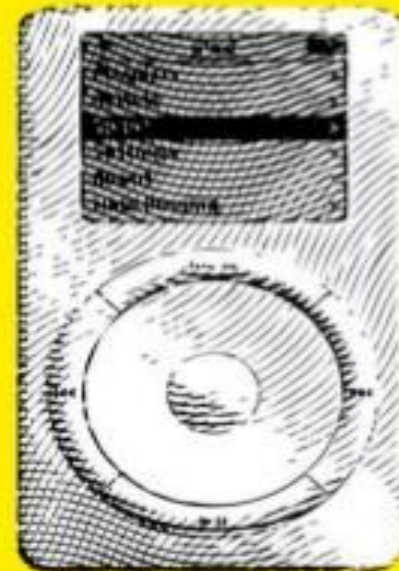
In a Nut Shell

HI, I'M A 5GB
MP3 PLAYER



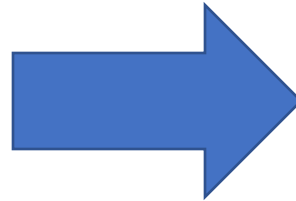
SLA PITCH

HI, I'M 1000
SONGS IN YOUR
POCKET



XLA PITCH

In a Nut Shell



PepsiCo Journey



From Service Support to Customer Centricity

The screenshot displays the 'myIT Services' portal. At the top, the 'myIT Services' logo is on the left, and navigation links for 'Knowledge', 'Service Catalog', 'Cart', and a user profile 'AHMED AL-HADIDI' are on the right. The main banner features a large graphic with the text 'QUANTUM Est 18' and the heading 'How can we help?'. Below this, a search bar contains the text 'How can we help?'. A row of service icons includes 'Tropicana', 'Lays', and 'Pepsi'. Four primary service tiles are visible: 'Knowledge Base' (Browse and search for articles, rate or submit feedback), 'Chat Support' (Reach an available Service Desk support agent), 'Log an Incident' (Create an incident record to report an issue), and 'Order Something' (Browse the catalog for services and items you need). Below these tiles, there are two sections: 'My Surveys' showing a 'Web Chat Survey' due in 11d, and 'My Approvals' showing 'You have no pending approvals'. A red banner for 'Major Incidents' indicates 'No records found'. The footer contains the copyright notice '©2018 PepsiCo. All rights reserved.' and a row of logos for Pepsi, G, Tropicana, Naked, and Lays.

myIT Services

Knowledge Service Catalog Cart AHMED AL-HADIDI

How can we help?

Browse and search for Knowledge Articles or Request items from the Catalog

How can we help?

Tropicana Lays

Knowledge Base
Browse and search for articles, rate or submit feedback

Chat Support
Reach an available Service Desk support agent

Log an Incident
Create an incident record to report an issue

Order Something
Browse the catalog for services and items you need

My Surveys

- Web Chat Survey
CHAT0010016 - Due In 11d

My Approvals

You have no pending approvals

Major Incidents
No records found

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pepsi G Tropicana Naked Lays

From Service Support to Customer Centricity



From Service Support to Customer Centricity


YOU SAID WE HEARD YOU

BIS

In 2016, BIS has launched a program to improve Customer Satisfaction with BIS services. BIS would like to tell you how we listened to your feedback and improved BIS services to enhance your experience and productivity.


NETWORK & INTERNET

- Network Speed Upgrades
- New Network Installation
- Network Transformation for All Sites (Planned Completion January 2017)
- Internet Access Enablement
- Wireless Network Enhancement in HQ




LAPTOP & DESKTOP PERFORMANCE

- Replace Old HP Models with New Lenovo Models
- Upgrade Memory for Lenovo Models to Double Speed



CONFERENCING & COLLABORATION

- Wireless Audio Conference Phones in HQ
- Additional Video Conferences (Zoom in HQ)
- 4 New Skype Rooms (November 2016)
- Skype for Business Audio/Video Enablement (More Users to be Added)
- Skype Headsets for Better Experience



The background of the image consists of a repeating pattern of wavy, zigzag lines in two shades of orange and yellow. The lines are arranged in a way that creates a sense of movement and depth, with the peaks and valleys of the waves creating a rhythmic visual effect.

THANK YOU