



## Integrated Workforce Experience Case Studies

### IT Services and Support: IT Mobility Services Community

Providing mobility services in a community environment centralizes disparate tools and resources, greatly improves the user experience, and reduces support case load.

#### Executive Summary

##### Business Situation and Challenge:

- Provisioning mobility services to Cisco employees globalwide would involve up to five disparate tools, and 800-plus wiki and intranet pages with user information
- Frustrating user experience; self-help and relevant content hard to find
- Lack of access to centralized information and processes created more than 10,000 support cases annually

##### IWE Solution and Benefits:

- One-stop shop for requesting mobility services and self-help resources
- More than 800 internal wiki pages, and additional user information on the intranet and in forums consolidated into 200 community posts
- Intuitive interface and site navigation based on usability testing

##### Business Impact / Metrics:

- Improved user experience; streamlined processes for requesting and fulfilling services
- Steady decline in support cases since the community launched despite 15 percent increase in mobility devices during the same timeframe
- Greater use of self-help resources; biggest decrease in case load for routine how-to user inquiries

##### Looking Ahead:

- Work with IWE teams to influence standardization of community features based on lessons learned
- Continue to simplify end-to-end processes and seek ways to further tailor options within the community for different users

#### Business Situation and Challenge

The IT Mobility Services team offers communications services to all Cisco employees globalwide. Among the services and products provided are rate plans, setup and support, and devices including cell phones, smartphones, and tablets. The team engages with more than 100 carriers in more than 70 countries.

In the past, offering mobility services involved five disparate tools including network and case management systems, the corporate intranet, a wiki, and discussion forums. The wiki alone contained more than 800 pages of information, however there was no clear starting point to help employees find and navigate to information relevant to their needs (see Figure 1). The corporate intranet had more than 30 pages of data and was difficult to keep current in a dynamic environment with the huge growth in mobility users and devices. In addition, the mobility processes differed by theater. Some required all five tools and up to 15 steps for an employee to simply order a service, and would often take a significant amount of time to complete. The lack of access to centralized information and processes created more than 10,000 internal Global Technical Response Center "How to" cases per year. These cases predominantly consisted of non-technical, non-fix user inquiries.

In addition to being cumbersome, the content was:

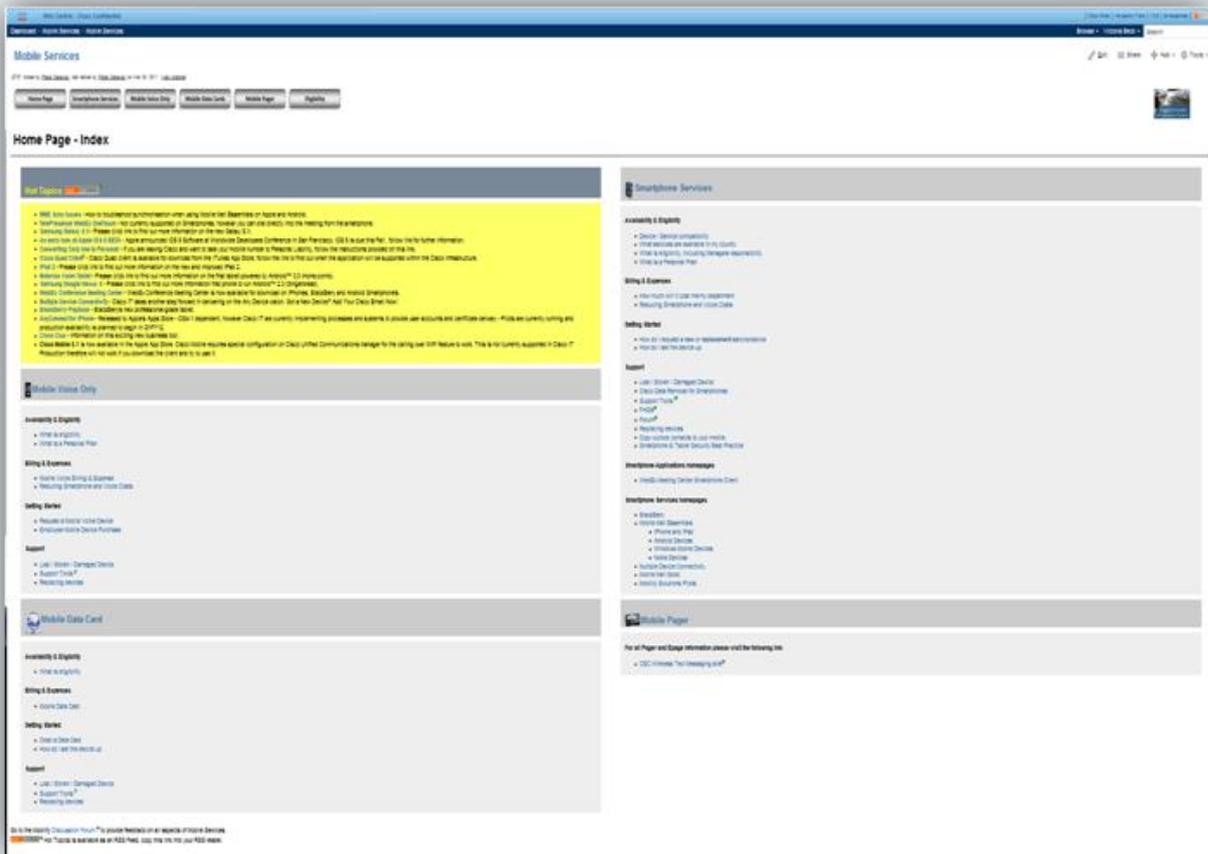
- Not prioritized
- Text and link heavy
- Bland and uninviting
- Laden with pages that required a lot of scrolling

The IT Mobility Services team wanted to dramatically improve the user experience by simplifying and freshening the self-service solution. "Our aim was to provide a one-stop shop for all mobility service offerings, allowing quicker access to self-help problem solutions," says Julia Livesey, program manager, IT Mobility Services at Cisco. "We needed to decrease the time and complexity to provision services and to reduce case load by at least 30 percent."

The team looked toward Cisco's internal collaboration platform, the Integrated Workforce Experience (IWE), powered by WebEx® Social, for a solution and began developing the IT Mobility Services community. This environment not only

could provide a centralized, user-friendly repository for all the mobility services information, but also could deliver a platform for IT Mobility Services to streamline processes and simplify user requests and service fulfillment. The IT Mobility Services team would be the first service organization within Cisco to move to the IWE environment, and as such, the team wanted to establish best practices and help drive the evolution of the WebEx Social platform throughout the company.

Figure 1 Before: Mobility Wiki Homepage



## IWE Solution and Benefits

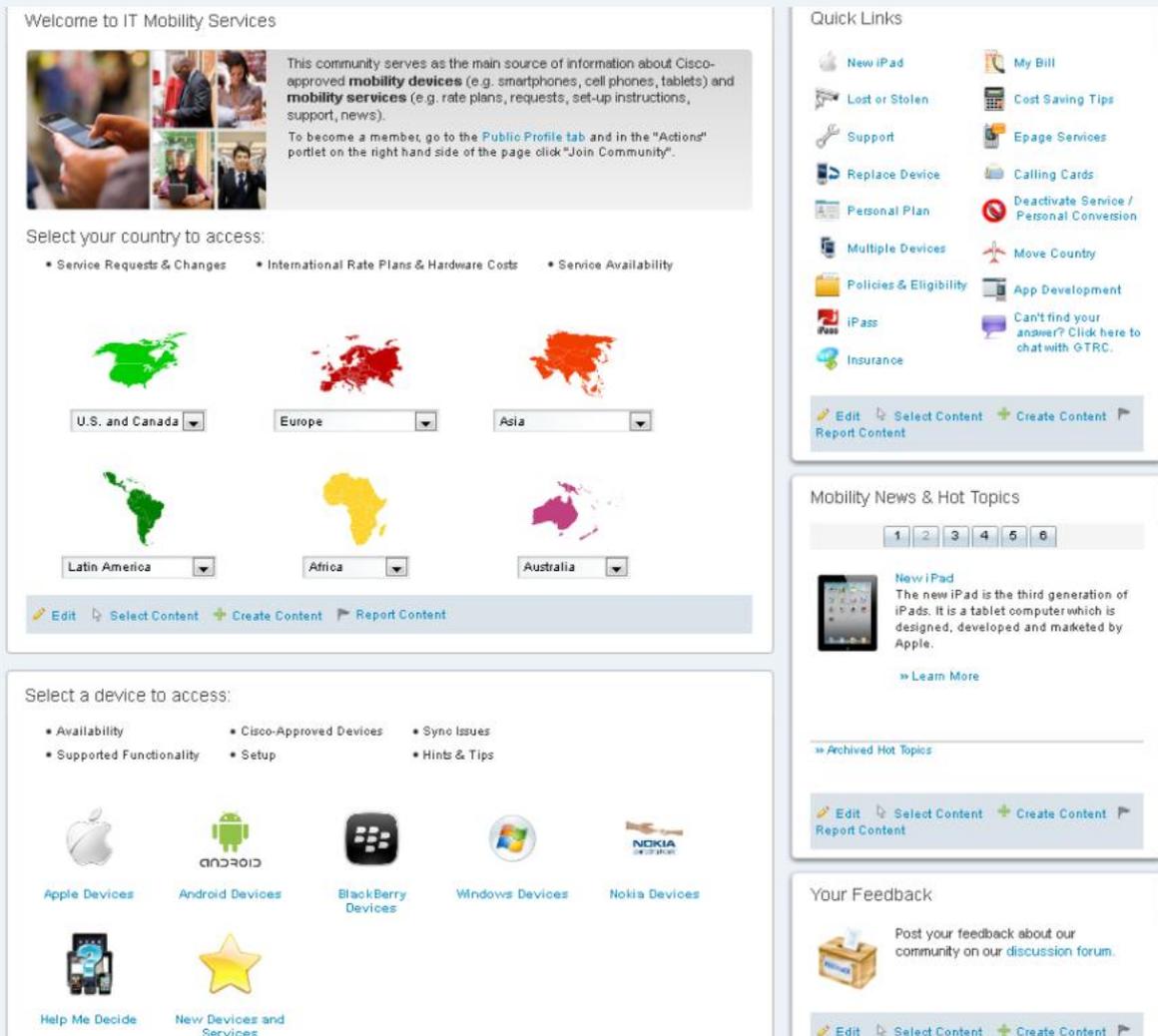
A large part of the community planning process consisted of the team reviewing current information contained within the various tools and identifying what needed to be deleted and what should be transitioned. For example, the team managed five discussion forums on the Cisco intranet. User access to these forums had to be transitioned into the IWE community. While awaiting anticipated functionality in an upcoming release of IWE, the team used an iFrame to provide links to the live forums within the IT Mobility Services community. "We did a great deal of cleanup work during that time," says Livesey, "and within two months of the new release, all five forums had been migrated to collaborative discussions in IWE."

In all, the team consolidated more than 800 pages of mobility services information down to 200 posts. After significant user experience testing, the team created community pages that provide a simple, logical path for users to find the information they need. In 1-on-1, mediated testing, users were asked to find various pieces of data within the site. Their navigation was tracked and gave the IT Services Mobility team a firsthand view of how users were actually interacting with the site and where problems might arise. The 1-on-1 testing was conducted with approximately 15 employees with various job roles in different locations. The IT Mobility Services team also engaged the Cisco Workforce Services and User Experience groups to complete the evaluations. Additional user testing consisted of a Vovici survey that was sent to 100 random employees, providing greater visibility into how users interact with the site. The team undertook these efforts to ensure that the new IWE community homepage (see Figure 2) would give users an optimal interface for making their requests, whether country-, device-, or platform-specific, and navigating content smoothly.

Today the IT Mobility Services community is ranked among the top five sites in IWE. In February 2012, there were more than 7000 members and 9000-plus unique visitors. The site has continued to grow at a rate of approximately 1000 users per month. The site also has Guest View access that allows users who are not members of the community to access data. Providing the Guest View option also enhances the team's communications. "We want to include direct links to the various posts in our community without having to send non-members to the homepage first before they can get to the content," says Livesey.

The team also makes use of the IWE rotating carousel portlet, which is placed in a dominant spot on the community homepage. With this portlet, the team can display images and text that continually rotate on the screen, giving users a glimpse of hot topics and site news that they can click on for more information.

Figure 2 After: IT Mobility Services Homepage



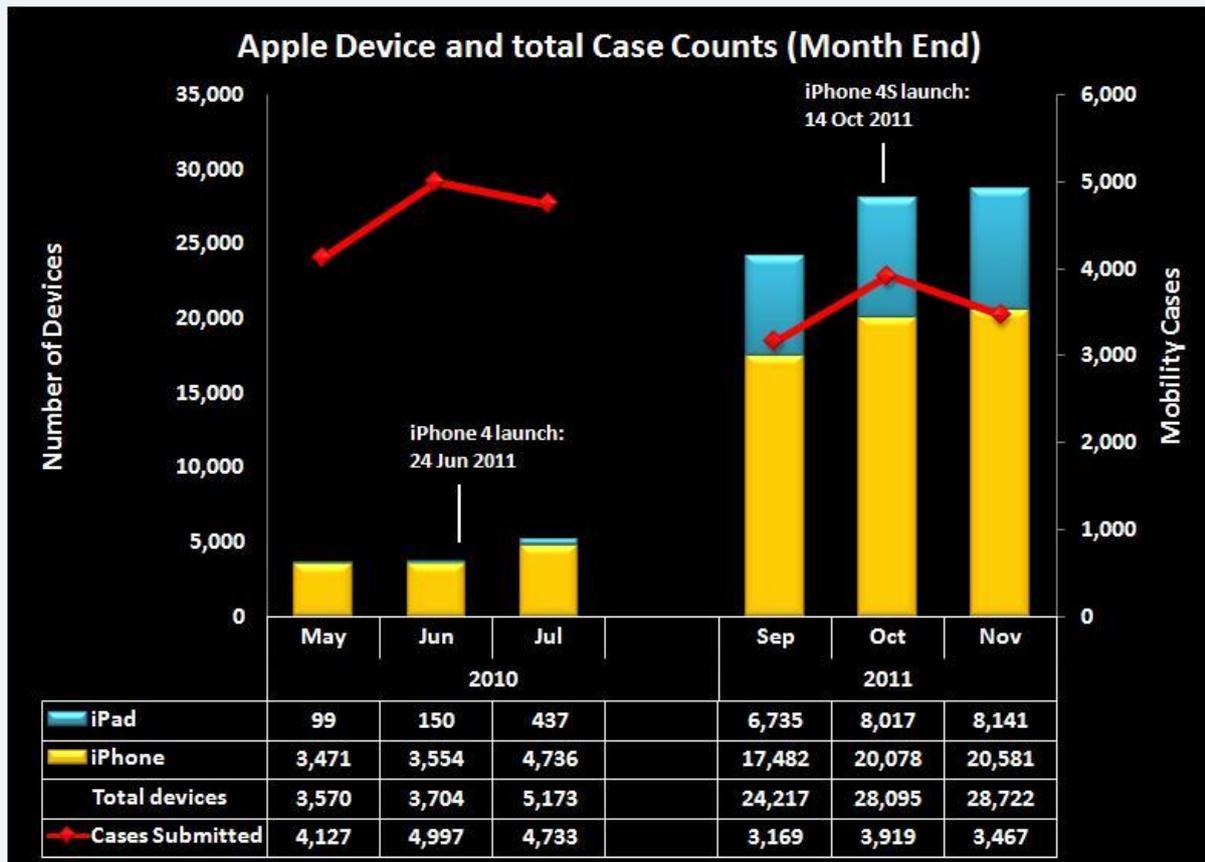
## Business Impact / Metrics

Since the launch of the IT Mobility Services community in August 2011, there has been a marked decrease in user support cases as well as an improvement in the overall user experience. This decline in case load is especially true for routine "how to" style requests. Except for a spike in the number of cases created in October 2012 due to the release and demand for the iPhone 4, there has been a steady reduction in support cases. For example, cases declined 20.1 percent from August to September 2012, a decrease from 4001 to 3169 (see Figure 3). Similarly, there were 929 fewer mobility cases raised from December 2011 to February 2012 than there were in the three months before the community launched (June to August 2011). This decline equates to an estimated savings of US\$21,367, or an average \$23 per case multiplied by 929 cases.

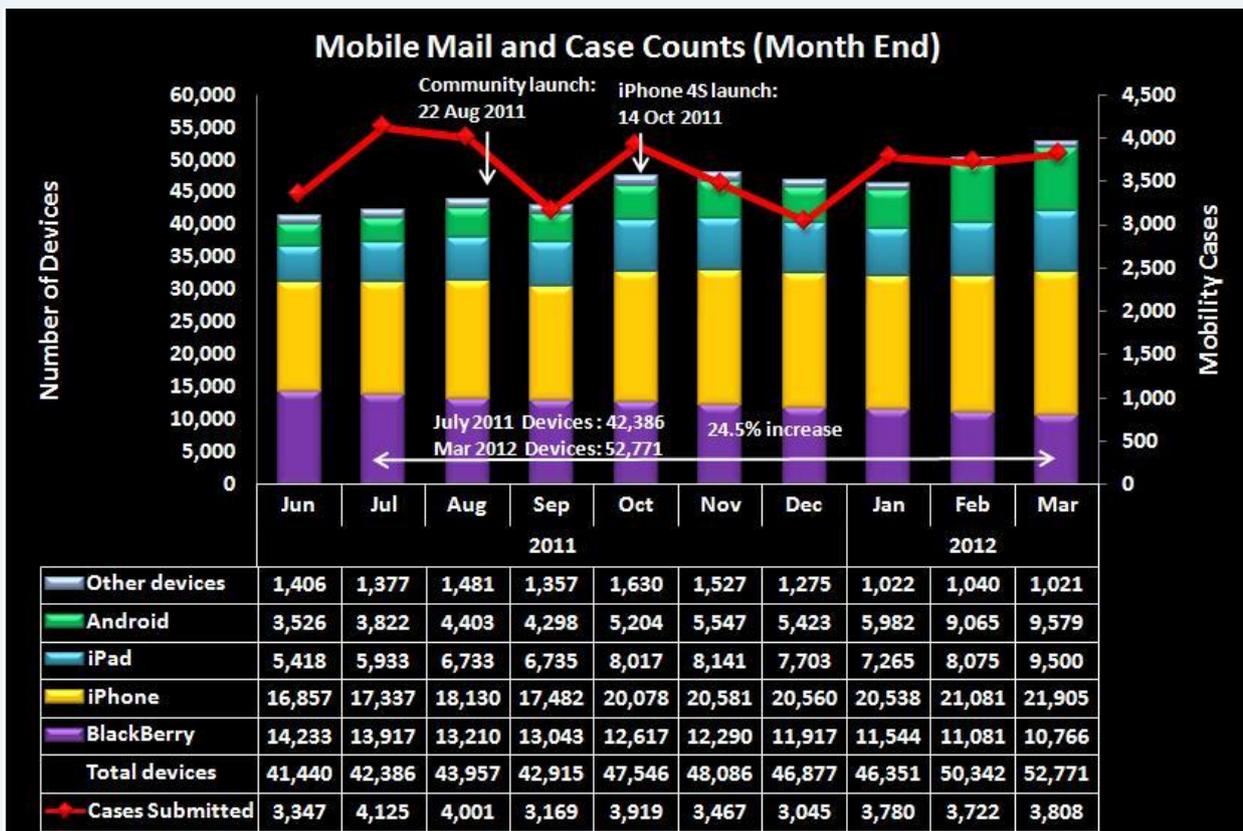
The decline in support cases has occurred despite a 15 percent increase in mobility devices overall since the community launched, as well as an increase in the complexity of the mobility environment due to new services, mobile devices, and

application features from both Cisco as well as third-party products (see Figure 4). "Prior to having the community which offers users better self-support and easier access to relevant data, the launches of new devices would have caused huge spikes in case numbers and frustration among the user base," says Livesey.

**Figure 3** Support Cases Spike due to iPhone 4 Launch but Decline Overall Since Community Launch



**Figure 4** Number of Mobility Devices versus Support Cases Since Community Launch



## Looking Ahead

As the IT Mobility Services team continues to refine community features and functionality, it is also seeking to align with Cisco's Connected Experience corporate strategy to provide a consistent, familiar user experience across all IT services. This experience encompasses shopping, purchasing, setup, learning, and support (see Figure 5).

**Figure 5** Cisco Connected Experience Five-Stage Process



In the near term, the team is working with other IWE teams to influence the standardization of such community features as topic homepages and posts based on lessons learned from the creation of the Mobility Services and Personal Computing Services communities. The team is also planning to revamp the Mobility Services community homepage to make it more attractive and even easier for users to navigate the numerous options.

For the mid-term, the team plans to further simplify the end-to-end processes and better tailor the options to the different types of new and existing users, possibly through the use of multiple choice wizards. In the longer term (12 months or more), the team looks forward to offering a personalized experience that will allow users to log in and immediately have access to all relevant information and services such as billing and rate plans that they are eligible for.

The lessons learned from creating the IT Mobility Services community have been published in a playbook to assist other service organizations within Cisco who are creating their own IWE communities.

### About IWE

Integrated Workforce Experience (IWE) is an internal Cisco collaborative initiative that encompasses business process, culture, and technology.

IWE allows employees to more effectively connect, communicate, and collaborate with subject matter experts, colleagues, and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

WebEx Social, the underlying platform for IWE, is Cisco's own product that is being sold to customers and partners.

## For More Information

To read additional case studies on Cisco's implementation of IWE powered by Cisco WebEx Social, visit [http://www.cisco.com/web/about/ciscoitwork/collaboration/iwe\\_powered\\_by\\_cisco\\_webex\\_social.html](http://www.cisco.com/web/about/ciscoitwork/collaboration/iwe_powered_by_cisco_webex_social.html)

To read Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)

## Note

This publication describes how Cisco has benefited from the deployment of its own products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)