

BusinessForward Helps Turn Sheetz IT Team Into Service Heroes

About the Client:

Established in 1952 in Altoona, Pennsylvania, Sheetz, Inc. is one of America's fastest-growing, family-owned and operated convenience store chains, with more than \$6.4 billion in revenue and more than 18,200 employees. The company operates more than 565 store locations throughout Pennsylvania, West Virginia, Virginia, Maryland, Ohio and North Carolina.

The Situation:

Support Processes Didn't Meet the Needs of the Customer or the Business

Like many successful organizations, the Sheetz IT team received a high volume of diverse service requests through a variety of channels. Support tickets were shuttled from group to group before eventually getting into the right hands. Internal customers were unsure about the services IT provided, and even the IT service providers themselves were confused about who did what.

Although IT was meeting their service level agreements, the SLAs they worked to were not developed with the needs of the customer--or even with the needs of the business--in mind. At the end of the day, nobody felt well served.

The Need:

Improved Processes, Optimized Help Desk Platform, and Increased Adoption

Sheetz needed to improve the efficiency, scalability, measurability and value of corporate IT services. They engaged BusinessForward to help them find ways of doing more while saving time and money.

Together, Sheetz and BusinessForward identified several major areas of opportunity, including:

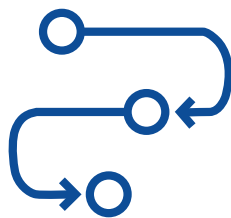
- ▶ Clarification of IT services roles and responsibilities
- ▶ Definition of available services
- ▶ Improved ticket tracking and visibility
- ▶ Consistent use of their existing help desk software

The Results:

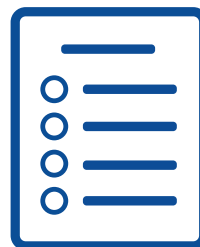
Results by the Numbers:



4,600 hours of support-related activities targeted for reduction--a 35% potential savings each year.



30+ critical support processes streamlined and automated.



120+ IT services exposed to customers with a new service catalog.



40% of IT's most critical services surfaced via an employee self-service knowledge base.

The Solution:

Start With the Customer

After conducting an organizational effectiveness assessment, the BusinessForward team knew that the best way to address Sheetz's business needs would be to take a customer-centric approach. By putting ourselves in the shoes of the IT's customer, the right path to better service, a more efficient team, and greater help desk technology ROI became clear.

BusinessForward implemented a comprehensive service process improvement solution for Sheetz that included:

- ▶ Reorganizing their IT service catalog
- ▶ Designing a new support process that streamlines the applications managed and services provided
- ▶ Developing and documenting new and better workflows to optimize Sheetz's help desk technology
- ▶ Surfacing the right data so that managers can effectively understand workload and scale resources
- ▶ Increasing help desk adoption across the enterprise, adding user-friendly self service capabilities, documentation and training

How We Did It:

What BusinessForward does and how we deliver our solutions is shaped by 12 years of success combined with IT-focused experience in service design, technology selection, and implementation services. Our solution for Sheetz took a multi-disciplinary approach.

- ▶ **Service Design:** Excellent service design is the foundation of every successful technology investment. Not even the best platforms "come with" a plug-and-play process that's right for you, right out of the box.
- ▶ **Organizational Effectiveness:** You need the right people in the right roles to maximize the efficiencies you'll gain from your service design. We take a lean approach to organizational effectiveness, supporting your team's ability to accelerate growth, minimize waste, and keep costs low.
- ▶ **Implementation Services:** Our approach to implementation change management ensures that adoption occurs and that your entire team is trained and prepared.

Take the Next Step with BusinessForward

In today's world, the right investment in technology has an unprecedented opportunity to drive better business outcomes. Let us deliver smart solutions to your technology challenges and together drive your business forward.