

How the Ministry of Media is achieving its service management goals with IFS assyst

Saudi Arabian government agency simplifies enterprise service delivery and management to support national digital transformation efforts

Challenge

The Ministry of Media's in-house service management system presented a number of limitations, from a lack of centralization, to a restricted service management catalog system, and limited reporting capabilities. This was having a knock-on effect on employee and customer experiences, making it difficult to deliver services in a timely and efficient manner.

Solution

With digital transformation at the heart of the organization and in line with KSA's Saudi Vision 2030, the Ministry of Media decided to adapt its approach to service management. Through partnering with IFS assyst in November 2021, it implemented a robust enterprise service management (ESM) solution, designed to provide a holistic way to manage services across the organization.

Results

The implementation of IFS assyst has positively impacted employee and customer experiences. It has streamlined service requests and provided an intuitive interface, allowing for greater ease-of-use. Notably, the centralized service approach has significantly improved customer satisfaction, with the ministry meeting 93.7% of service delivery SLAs in 2022.



Overview

The Ministry of Media is a governmental body located in the Kingdom of Saudi Arabia (KSA). It plays a critical role in regulating all forms of media in the country, as well as overseeing communication between Saudi Arabia and other nations to promote the country's image and achievements.

Initially founded in 1962 as the Ministry of Information, its portfolio expanded to include cultural affairs in 2003 and subsequently was renamed as The Ministry of Culture and Information until 2018. Today, with rapid digital transformation across the country and growing focus on media and communications, it has been split into two separate entities: the Ministry of Media and the Ministry of Culture.

With 1,800 employees spread across five locations – Riyadh, Jeddah, Dammam, Makkah, and Medina – the Ministry of Media serves 138 customers, playing an active role in defining and preserving the Saudi identity for its 35,900,000 million citizens. It does this by highlighting the achievements of the KSA, while raising awareness of the roles played by the country both locally and globally.

Aligned with the KSA's Saudi Vision 2030, which aims to improve government services by putting technology at the heart of transformation, the ministry recognized the need to streamline its operations, and modernize and enhance its service delivery. Its previous in-house solution was no longer fit for purpose and lacked the real-time visibility needed to support its growing needs.

In 2021, the ministry decided to invest in an enterprise service management (ESM) solution to help achieve this vision. Selecting IFS assyst to manage all its services through a single platform, the ministry is able to gain real-time visibility into operations; streamline internal processes and reduce the need for manual tracking; and provide its customers and employees with a quicker response to inquiries and requests. This has resulted in improved satisfaction levels across the board.

The challenge

In 2018, the Ministry of Media implemented an in-house service management system that was custom built to fit its current needs. However, this system presented a variety of limitations. These included a lack of centralization of service delivery, which meant people, processes and technology were not consolidated. Additionally, its service catalog management was restricted, which made it difficult to keep track of all services the Ministry of Media was providing to staff and customers.

Further limitations to this solution included limited reporting capabilities, hindering the ministry's ability to identify areas for improvement and measure the success of service delivery efforts. In turn, it faced challenges in setting and monitoring KPIs, SLAs, and OLAs, which prevented the business from clearly defining performance metrics. There was also a lack of real-time visibility into requests and incidents, which made it challenging to manage and respond to escalations quickly.

All of this had a knock-on effect on employee and customer experiences. For employees, decentralized service delivery and tracking made it difficult to deliver tasks in a timely and efficient manner. Without a clear process in place for managing service requests and incidents, employees struggled to prioritize and respond to customer needs promptly.



At the same time, management lacked visibility of tasks, which led to further inefficiencies across the business. The service management challenges it was facing were particularly notable for IT, facilities, and HR departments.

To overcome these obstacles and meet its digital transformation goals, the Ministry of Media recognized the need to implement an intuitive ESM solution throughout the business. It required a system that could provide more consistent and efficient services to both employees and customers, while enabling them to track and report on service metrics and improve overall efficiencies.

After careful consideration of other tools on the market, such as ServiceNow and ManageEngine, the Ministry of Media selected IFS assyst to meet its service management needs. The solution offered ease-of-use, scalability, and an effective licensing model, with no hidden costs. It also provided ITSM, ITOM, and ESM on one platform, helping the business to manage and improve its service delivery.

The solution

The Ministry of Media is dedicated to achieving the objectives established by KSA's Saudi Vision 2030. As a result, it partnered with IFS assyst in November 2021 to implement a robust ESM solution, known as Amer in the region (which translates to 'How Can I Help' or 'Ask Me What You Need'). This is designed to provide a comprehensive approach to managing services across the business.

IFS and the Ministry of Media created a joint team to deliver the project in a timely manner, following an agile methodology and delegating tasks between all team members. This allowed for a smooth implementation of assyst, taking only 46 days from the project initiation to the go live phase.



Ultimately, the Ministry's digital transformation goals were to make services available to all departments and users, leading to an increase in customer satisfaction, and an enhancement to the user experience.

By early 2022, the ministry successfully rolled out IFS assyst across its IT department, which helped to enhance service delivery, streamline processes, and improve the user experience. One of the key factors contributing to the success of this solution was its ability to integrate with the ministry's existing IT environment, including its SMS gateway, Active Directory, ERP, email, and Power BI. The combination of a non-modular licensing model, low code/no code approach, and ease-of-use, also allowed for a hassle free implementation with no challenges faced by the team.

“ IFS assyst brings a holistic approach to service delivery by aligning people, processes, and technology across the organization. By implementing IFS assyst, we not only improve efficiency and reduce costs, but also enhance the overall customer experience and drive business value.”

Bassem AlHazmi
CIO, Ministry of Media

The results

The implementation of IFS assyst has positively impacted employee and customer experiences. It has streamlined service requests and provided an intuitive interface, allowing for greater ease-of-use.

Notably, the centralized service approach has significantly improved customer satisfaction, with the ministry meeting 93.7% of service delivery SLAs in 2022. The biggest transformation has been seen in IT and HR, with a significant reduction in workload, and improved monitoring and delivery of tasks.

As a result, productivity levels have increased, and employees have saved valuable time. In addition, the solution provides the ministry with valuable insights into their service delivery and operations through its reporting and analytics capabilities, enabling them to identify areas for improvement.

Additionally, in the 2018-2019 calendar year, the total number of tickets was close to 3,000 in comparison to 2021 where 11,000 tickets were resolved. The customer satisfaction levels have also increased from 38% to 84% during the same time period.

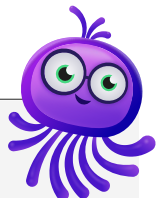
“ Implementing IFS assyst has allowed me to streamline our team's workflows and improve our response time to service requests. We can easily collaborate with other departments and leverage shared resources to deliver high-quality services to our customers. This not only improves our operational efficiency but also helps us to deliver better business outcomes.”

Ahmad AlRashdi
Applications Manager, Ministry of Media

The future

While initially focused on IT, as of 2023, The Ministry of Media has already implemented services for the marketing department and has begun rolling out services to the HR department, with the aim to continue its expansion to the public services and shared services departments. This is where IFS assyst's scalability will prove pivotal to success.

Moving forward, the automation of processes and workflows will play a pivotal role in saving time for employees and slashing operational costs across the board. The Ministry is looking forward to automating all workflows, wherever possible.



About IFS assyst

Our goal is to graduate teammates from mere operational slaves to transformative change-agents. Giving them back the time and energy needed to build the future. Automation looks after the routine work that happens every day so your people can progress the projects that really matter.

Less routine, more creativity.
Simple automation is the key to this change.
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