Mindsprint optimizes service delivery with a unified platform

22%

reduction in average time to close requests

30%

reduction in mean time to repair (MTTR)

99%

accuracy in assignment and categorization of tickets

> ## ServiceNow is a comprehensive platform that enables innovative services and best-in-class customer experience.

Sriram Gopalakrishnan, President & Head of Technology Services and Delivery, Mindsprint Pte. Ltd.

Automation to power a global and scalable platform

As a digital trailblazer and service innovator, customers across the world look to Mindsprint Pte. Ltd, a leading digital services and solutions provider, as the trusted partner to deliver transformative technologies and processes.

Mindsprint is headquartered in Singapore, and resolves a broad and growing range of customer demands. It has a team of more than 2,500 professionals operating across India, the UK, the US, and West Africa.

Industry:
Technology

Location:
India and Global

People:
2,500 employees

Products:
- IT Service Management
- IT Operations Management
- App Engine
- Automation Engine

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With over two decades of experience, it is in an excellent position to understand, address, and resolve a broad and growing range of customer demands.

Mindsprint also recognizes the need to apply the same transformative approach to its own operations. With challenges including a diverse geographical and technology ecosystem, disparate processes, information gaps and a lack of traceability, it needed a single, secure, and flexible platform of engagement – one that would provide unified and scalable capabilities and experiences for employees, and harness AI and automation to deliver further operational excellence.

"Manual processes lead to ambiguity and lack of governance," says Sriram Gopalakrishnan, President & Head of Technology Services and Delivery at Mindsprint. "The ServiceNow platform is a game changer. Today, up to 95% of our customers' incidents are remediated automatically. We have built workflows to validate events and incidents automatically, leaving just a fraction of tickets requiring human intervention."

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App Engine is one of the greatest products we have seen. We can develop bespoke applications very quickly so employees can use them to make their lives easier. Processes that once took days now take minutes.

Sriram Gopalakrishnan, President & Head of Technology Services and Delivery, Mindsprint Pte. Ltd.

Achieving 99% accuracy in ticket assignment

Mindsprint's relentless pursuit of service automation is built on the Now Platform. It deployed ServiceNow IT Service Management Professional (ITSM Pro) and ServiceNow IT Operations Management (ITOM) to establish a unified and intelligent approach to IT processes.

"We now have a well-connected system, where workflows are enabled and automation is at the epicenter," says Mitul Shah, Director – Tools and Automation at Mindsprint. "Zero-touch automation, with no human intervention, auto-routes tickets based on their category. Fulfilling these requests used to take days; now they are completed within hours."

This service efficiency is set to be at the forefront of Mindsprint's value offerings. ITSM Pro uses Predictive Intelligence to analyze and identify trends, and more accurately classify tickets and dispatch them to the right team. For Mindsprint customers, ServiceNow has dramatically reduced ticket bouncing, where incidents or requests are passed from one team to another before being resolved. The simplified process boosts employee productivity and streamlines operations, with a 22% reduction in the average time to close incidents, and close to 41,000 hours in savings for IT service delivery.

With ITSM Pro, Mindsprint streamlines its IT operations and enhances service delivery, significantly reducing the average time to close requests, saving hours in IT service delivery time, and achieving 99% accuracy in ticket assignment and categorization.

"Only 1% of tickets need to be moved from one bucket to another; 99% will land in the right queue the first time. Service Level Agreements (SLAs) are being met and reassignments per incident have fallen by 24% on average," says Mitul. "Our customers have been able to achieve a 57% reduction in time to close a P0/1 incident, and a 30% reduction in mean time to repair (MTTR)."

ServiceNow Virtual Agent (VA), another ITSM Pro application, enables Mindsprint to fully automate first-line service using a chatbot with a wide range of topics in its knowledge base.

Both end users and IT agents have benefited greatly from ServiceNow VA. The AI-powered enterprise chatbot solution facilitates fast issue resolution and timely delivery of resources. VAs have made self-service possible for end users to request on-demand catalog services and incidents via the Microsoft Teams channel (integrated with ServiceNow VA). Around 20 use cases have been deployed so far, allowing users to seek access to infrastructure and applications, manage user groups, create and reactivate user IDs, and receive information on the status of their issues.

All these use cases feature interactive prompts that recognize the requestor's intent, enabling even quick resolution while optimizing and improving the self-service experience.

"The most frequently asked questions are the first qualifiers for automation," Sriram explains. "The chatbot will tailor answers to the person asking the question. It can address queries about holiday dates, current service outages, financial data, and even employee-specific information such as individual HR contacts."

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>
> Sriram Gopalakrishnan, President & Head of Technology Services and Delivery, Mindsprint Pte. Ltd.

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❝

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Mitul Shah, Director – Tools & Automation, Mindsprint Pte. Ltd.

On the use of AI capabilities, Mitul adds: "The latest AI features of the ServiceNow platform provide a streamlined approach that helps us leverage automation. This allows us to optimize workflows that we need to integrate into our systems, freeing up resources and reducing overall cost."

Mindsprint also leverages ITOM, which provides clear visibility into data centers, cloud resources, and applications, to proactively manage its infrastructure services and potential problems. This enables the company to drive the efficiencies required to maintain a healthy IT environment and ultimately make the business more agile.

"We have seen close to 60% correlation between events and incidents, and a drastic reduction in false alarms accelerates resolutions by about 30%," says Mitul. "We have also minimized our triage effort and time by about 90%. Having everything in one place means we can keep the entire environment and infrastructure healthy and make informed decisions."

Combining ServiceNow ITSM and ITOM unlocks a range of business benefits that any organization can potentially realize. While ITSM focuses on service delivery and the user experience, ITOM focuses on proactive infrastructure monitoring and performance. The synergy gives a complete view of Mindsprint's overall IT environment, identifies issues proactively, and resolves incidents effectively.
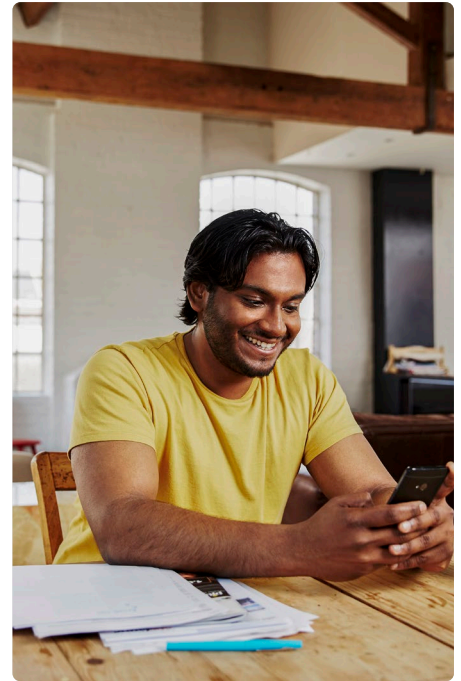
Transforming service delivery and the employee experience

The engagement with ServiceNow has also enabled Mindsprint to transform the everyday experience for employees. There is now fast and easy access to information, advice, and services for 20,000 active users. The employee self-service portal acts as a single source of accurate answers, allowing employees to quickly check health and welfare, payroll, and retirement-related information.

The 24/7 service also makes submitting a ticket significantly faster, and users no longer need to wait for an agent to respond. Many issues are now resolved entirely via self-service as questions trigger a range of newly automated processes or direct users to relevant self-service guides. This has achieved a 40% incident deflection in the number of service requests.

~41K

hours in savings for IT service delivery

~90%

reduction in triage effort and time

"The ServiceNow platform has simplified and modernized the employee experience," says Mitul. "ITSM and ITOM are some of the easiest solutions I have used."

One example is the newly digitized onboarding and offboarding process, where employees receive the necessary guidance, support, and access to various services from a portal. New employees receive user IDs automatically, are added to relevant groups, and allocated software licenses with no human intervention. Another example is the deduplication of incident tickets. ITOM acts as an intelligence layer by ingesting and correlating data to provide a single source of incident, reducing ticket reassignments. This improves the efficiency of the IT team and the employee end user experience.

SAP modernization and consolidation

Mindsprint also had a pipeline of custom applications to build, platform customizations to implement, and a large integration landscape to manage. It needed a modern engagement layer and low-code automation to sit on top of a legacy SAP environment consisting of multiple manual and custom processes.

Mindsprint uses ServiceNow App Engine and ServiceNow Automation Engine to modernize its SAP systems for two low-code use cases: its custom Finance Chargeback and Finance Change Control applications.

"App Engine helps to create custom low-code applications to further digitize and automate manual processes," Mitul explains.

"We are also leveraging Automation Engine Robotic Process Automation (RPA) to address key SAP modernization use cases, including batch job automation, non-SAP job automation, password resets, and job monitoring," Mitul adds. "This extensive consolidation and modernization effort will include the automation and orchestration of over 20,000 SAP batch jobs."

It will also increase SAP efficiency and enhance management across multiple business units, with thousands of processes now earmarked for automation with ServiceNow Creator Workflows.

Saving time in customized application development

Digital and enterprise transformation are Mindsprint's flagship offerings. As it expands its footprint, the ability to create end-to-end digital or enterprise applications will also come to the fore.

App Engine has been used to develop a travel portal where employees can manage business travel in one place, raise requests for business trips, book flights, and seek approvals. A comprehensive reporting and analytics dashboard has also made it simpler for Mindsprint customers to manage every aspect of the process.

"App Engine is one of the greatest products we have seen. We can develop bespoke applications very quickly so employees can use them to make their lives easier," says Sriram. "Processes that once took days now take minutes."

Towards greater clarity and transparency

Mindsprint recognizes that it must maximize the value of its ServiceNow investment. In a world where customers are seeking emerging tech to solve business challenges, modules powered by Artificial Intelligence (AI) and Machine Learning (ML), Natural Language Processing and Understanding (NLP/U), combined with automation capabilities, will help Mindsprint customers digitally transform their businesses, faster and more efficiently.

The company is also looking to use ServiceNow Software Asset Management and Hardware Asset Management to strengthen its customers' IT governance and control shadow IT.

"We want to eliminate risk and exposure by bringing in software and hardware assurance," explains Sriram. "This will allow us to track every cyber vulnerability, ensure that security is never compromised, and know who is responsible and how to escalate. Together, this creates greater transparency within the organization."

As its partnership with ServiceNow evolves, Mindsprint looks forward to exploring the platform's new GenAI capabilities to further elevate the experience of customers and employees.

Automated

Tickets are auto-routed without human intervention

Reduced ticket bouncing

Tickets are automatically dispatched to the right team

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