



# Welcome & Thank you for Joining!

We will begin in a moment.

**BellAliant**



# ITIL Communications & Training Empowering our Employees

Suzanne Osborne  
Thought Rock Webinar  
May 11, 2010

**Bell**Aliant



# Agenda



- Bell Aliant Overview
- ITIL Foundations Training (v2)
- Communications & Awareness



## About Bell Aliant

- † **Large Scale:** Third largest incumbent local exchange carrier in Canada
- † **Geographically diverse:** population served: 5.3 million over 1.5 million square kilometers.
- † Growth strategy based on providing a superior customer experience
- † **Employees:** 8,000
- † One of the largest income trusts in Canada, which is publically traded (TSX: BA.UN)
- † Official Supporter of the Vancouver 2010 Olympic / Paralympics Winter Games



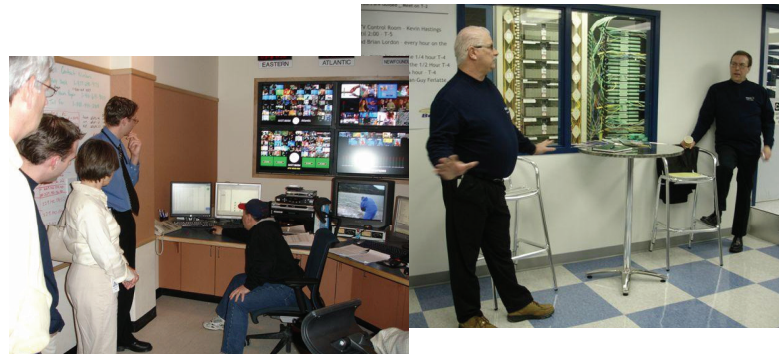


# Our Current ITIL Focus

## Current Adopted Processes

- Incident Management
- Problem Management
- Change Management
- Request Management
- Service Level Management
- Configuration Management

- Integrated Service Management System*
- Enterprise Service Desk*
- Enterprise Customers & SMB*
- Internal Core Network Operations*





# Identified Areas of Improvement

- † Lack of ITIL process acceptance
- † Multiple groups and process areas trying to communicate individually
- † General misunderstandings





## What do we want to accomplish?

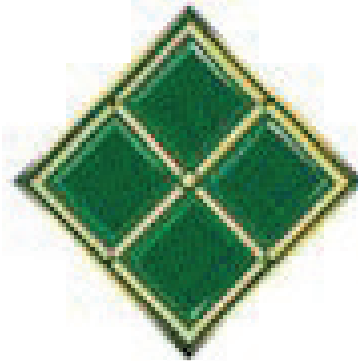
- ↑ Increased acceptance of the ITIL processes
- ↑ Clear understanding of how we apply ITIL at Bell Aliant
- ↑ Improvement of identified ITIL Key Performance Indicators
- ↑ Increase awareness of ITIL at Bell Aliant







# ITIL Foundations Education v2





# ITIL Foundations Education v2

- † Strong Executive Support
- † Provide employees with clearer understanding of where they “fit”
- † Insight into end-to-end provided services
- † Exceed requirements in RFPs





# Target Audience

† **100% of Customer Service and Operations (CSO) - 1200 employees**

- Provide high level introduction to the concepts, terms, benefits, and relationships within the core Service Management processes and functions, according to ITIL.
- Provide a better understand how ITIL fits in the day to day operations and what it means to CSO.





## Cost Effective

- † Limit Travel
- † Internal Instructor
- † Developed Training Material internally
- † Printed & bound manuals in-house





## Method of Delivery

- † Virtual training - Web Conferencing Tool
- † Self study - course material on line
- † Recorded sessions - Instructor-Lead
- † Classroom - *exception to the rule*





# Virtual Training

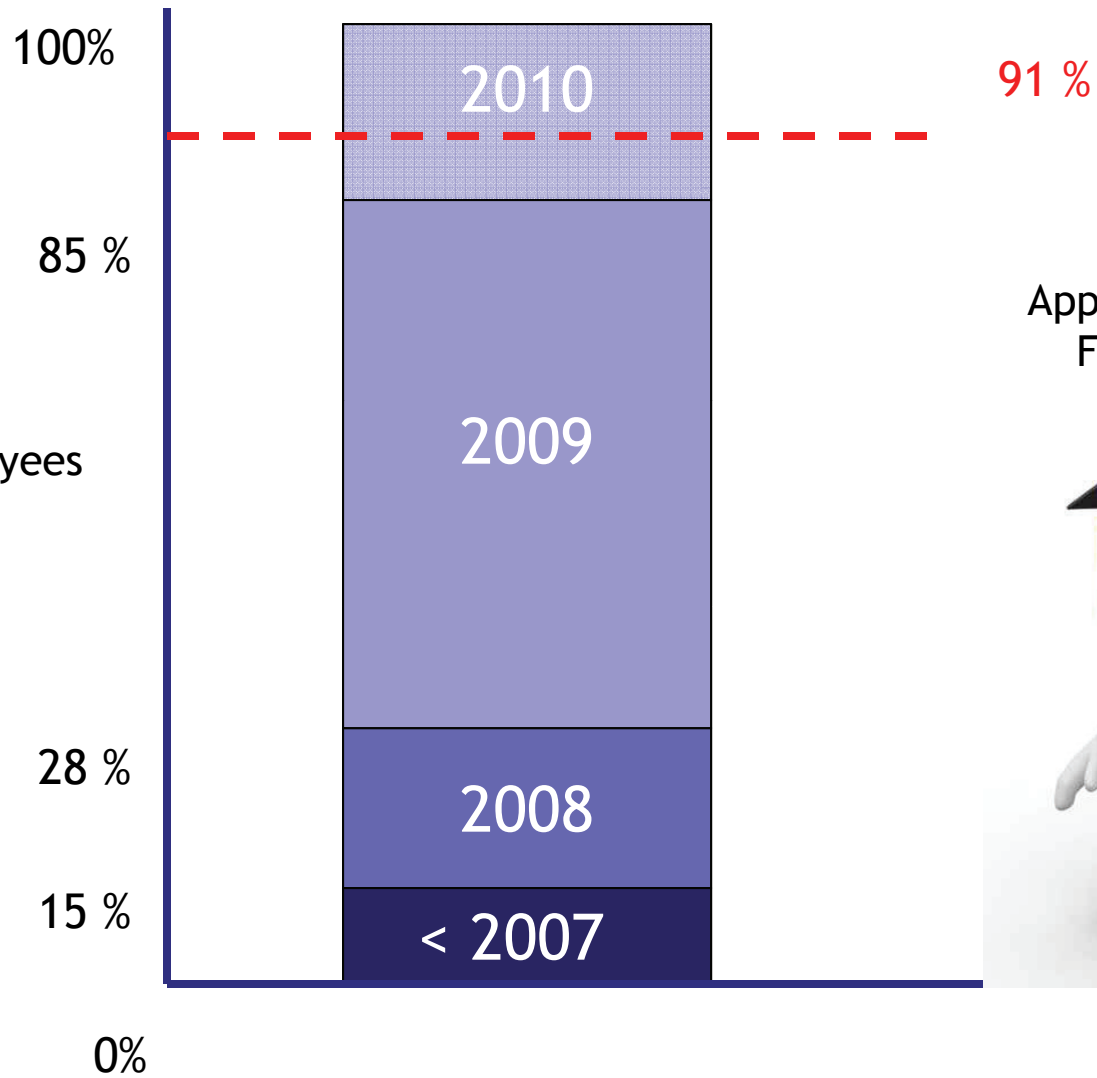
- † WebEx - Accommodated for up to 30 connections
  - † Verbal & Nonverbal communications (speed up, slow down, emotions, Y/N)
  - † Poll / Section Questionnaires
  - † Testing
  - † White board, Presentation sharing, etc..
  
- † Duration - 3 hrs daily for 5 days
  
- † Logistics
  - † Straight from local desk
  - † Encouraged group Participation in conference rooms
  
- † Training Material
  - † Training Manuals Interoffice
  - † Instructions to book schedule exam
  - † Mock Exams
  
- † Registration & Attendance Tracked on line
  
- † Feedback (4/5)





# ITIL Foundations v2 - Education Stats

1200 CSO Employees



91 %

Approx 800 took Full Course





# Benefits to ITIL v2 Training

- † Prepares for Foundations Certification
- † Prerequisite for Practitioner Training
- † Employees encouraged & supported in furthering their education
- † Better understanding of “FIT” in organization
- † Understanding of ITIL Terms and Concepts
- † Positive Marketing of our Abilities







# Communication & Awareness



Communication & Awareness

# Our ITIL: Our Destination Today I...





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## Videos

- † Cornerstone of the communications campaign
- † Developed to profile ITIL and get internal exposure promoted
- † Highlighting adopted process areas, and key activities within the processes.





# Posters

Developed to couple with the video releases

Highlighting adopted process areas, and key activities within the processes.

**Bell Aliant**

**TODAY I...**

 ...validated the information in the CMDB is correct | was able to utilize the CMDB to determine the cause of an incident based on the lifecycle history contained in the CMDB | was able to use the lifecycle information in the CMDB to trigger a problem investigation for a particular Configuration Item | was able to determine which support group an incident needed to be assigned to for resolution with information contained in the CMDB...  
I'm a Service Desk Analyst | I do Configuration Management

 ... was able to efficiently record the changes I made to a CI building its lifecycle history by associating my change case to the CI record | flagged the need for the CMDB to be updated with new information | was able to determine the potential impact of my change by using the CMDB | was more effective in resolving an incident by using data from the CMDB  
I'm a Senior Support Analyst | I do Configuration Management

 ...accounted for all service impacts to a particular CI based on the lifecycle history of that CI | used the CMDB to assist our customers in making better decisions based on the lifecycle data in the CMDB | felt confident in the fact we are offering exceptional value to our customers...  
I'm a Service Manager | I benefit from Configuration Management

 ...was easily able to identify the CIs that Bell Aliant supports for me based on reports received from the CMDB | felt confident that I was receiving the best value for my services, by less impacting changes occurring and incidents ultimately being prevented | have seen the value of the Support Organization through Configuration Management  
I'm a Customer | I benefit from Configuration Management

**...DID CONFIGURATION MANAGEMENT**



# News Letters

- Printed & Emailed quarterly
- Used to expand on highlights within the internal ITIL community.
- Contests within the News Letters

**BELL ALIANT** 2008 SERIES, 1ST QUARTER  
**ITIL COMMUNICATIONS NEWSLETTER**  
MAY 2008

**INSIDE THIS ISSUE:**

- ITIL PROCESSES/KPI DASHBOARD
- INCIDENT MANAGEMENT COMPLIANCE LINK
- RECOGNITION AWARD
- SERVICE DELIVERY MODEL
- ITIL COMMUNICATIONS CAMPAIGN

**SPOTLIGHT ON "ITIL PROCESSES AND KEY PERFORMANCE INDICATORS"**

Have you seen the new **ITIL KPI Dashboard**?

The Dashboard provides information on each of the ITIL Processes: Change Management, Configuration Management, Incident Management, Request Management, Problem Management and Service Level Management, as well as valuable additional information on Training, Quality and ITIL Implementations. This dashboard view is broken down for each service and provides both numerical values and graphical views for each KPI that is being tracked. The link to view the dashboard is: <http://usidashboard/>

Now available the link to the Incident Management Compliance Statistics can be found under the Incident Management heading on the Numerical View tab of the KPI Dashboard. The information that is provided in this report include Department total number of assigned incidents as well as service, product and resolution categorization compliance. If you have any questions please contact Garrison Hall- Incident Management, Process Owner.

**RECOGNITION AWARD**

**Congratulations to Melissa McLeod.**

**Melissa has been recognized as an active participant in OUR ITIL: OUR DESTINATION journey.**

**KPI Dashboard**

Welcome to the Service Standards Support KPI Dashboard! This dashboard will give you insight into each of the ITIL process areas, as well as Quality, Training and ITIL Implementations KPIs. These KPIs will help you manage your respective areas of the business and help us as a collective to live ITIL within Bell Aliant. For further details on any of the KPIs within this dashboard, please contact any of the process owners for an answer.

Regards,  
The Service Standards Support Team

Have a description of the navigation tabs that are found in the top section of this page:

- Numerical View:** This tab offers you a spreadsheet type view of the KPI results for the year, organized by Process and Service (where applicable).
- Graphical View:** This tab offers you a graphical representation of the KPI results for the year, organized by Process and Service (where applicable).
- KPI Data Entry:** This tab is restricted and only visible to the Process Owners and it is used directly to enter the KPI results.



# ITIL Maturity Assessment

## Objective

- † Provide a baseline assessment of the maturity of the implemented processes
- † Establish a foundation for future process development identifying areas of improvement
- † Engage employees in the continuous improvement initiative

Approximately 30 front-line employees participated in interviews

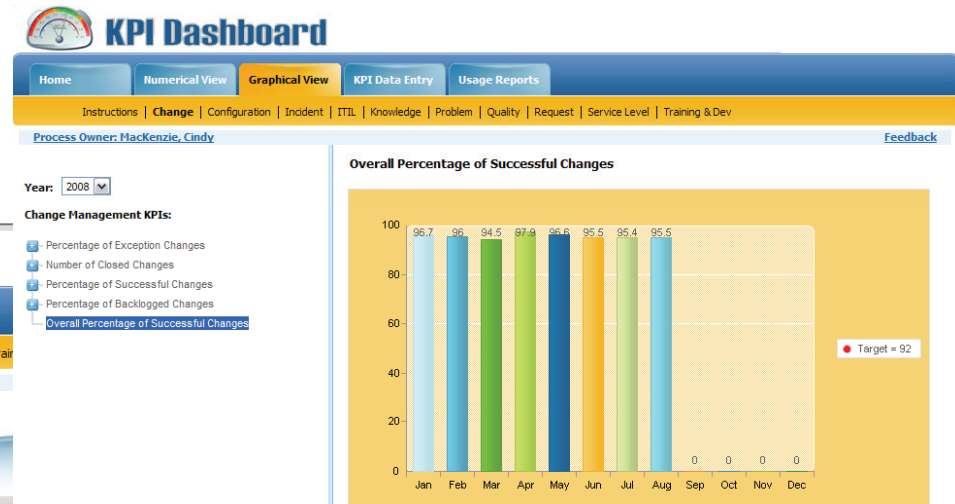
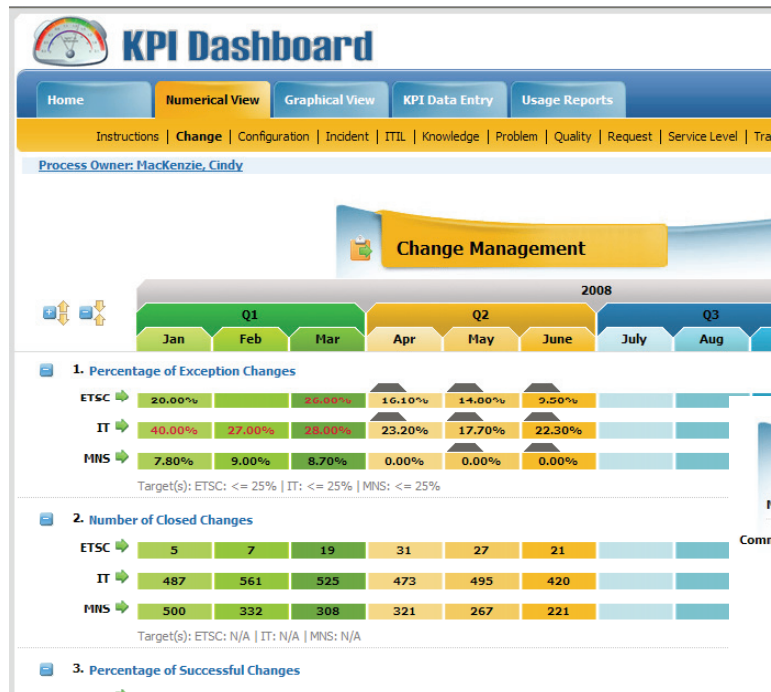
- † Overview of all ITIL Services
- † ITIL questionnaire (on applicable services)
- † Open discussion (general questions & information gathering)

Capability Maturity Model	
Score (1-5)	Rating
0	Absence
0.01 – 1	Initiation
1.01 – 2	Awareness
2.01 – 3	Control
3.01 – 4	Integration
4.01 – 5	Optimization



# Communicating ITIL KPIs

- Single site with all defined Key Performance Indicators for ITIL Process areas, and ITIL Assessments
- Shared Monthly to key stakeholders
- Visible to ALL employees



**Comments for: June, 2008**

**Measurement:** Percentage of Exception Changes

**Comments:** 94 of the 420 "IT" Changes were categorized as Exception changes meaning they had a "Timing" other than "Normal" or "No Impact".

Expedited = 89  
Latent = 1  
Emergency = 4

There was a total of 96 "Exception" changes this month between the three services reported on.





## Challenges & Learnings

- † Just sending communications out, with no follow-up, or encouragement to read the communications, “Send it and Forget it”.
- † ITIL KPI monthly communication meetings, lengthy and poor attendance.
- † Timeliness of Communications
- † Keeping online information up to date
- † Communication vehicle that can be used to deliver messages over a huge geographical area, while maintaining low costs.
- † Keeping the look fresh & consistent
- † Executives Trained in ITIL Foundations, Executive buy-in was easy.



## It Worked

- † ITIL Education & awareness of operational groups
- † Increase in annual internal ITIL assessment scores
- † Improvement in Monthly ITIL KPI results
- † Increased acceptance among users



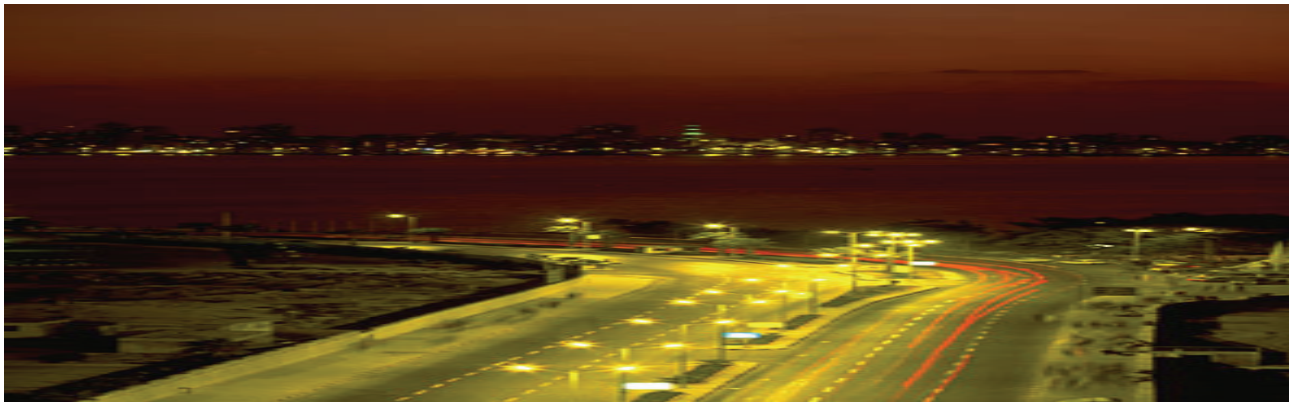


# What's Next For ITIL at Bell Aliant?

Bell Aliant's growth strategy is based on providing a **superior customer experience**

- † Continue Our ITIL: Our Destination - How WE live ITIL
- † Action items identified in Internal ITIL Assessments
- † Continue ITIL Education & awareness of operational groups

*Continue to Drive the Evolution of our Services*





Thank You