From Incident to Knowledge with a practical approach

Nature's no. 1

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3 business areas within bioscience

Food Cultures & Enzymes 60%

- Dairy cultures, incl. probiotics
- Dairy enzymes
- Meat and cultures

Health & Nutrition 19%

- Human health
- Animal health
- Plant protection
- Human microbiome

Natural Colours 21%

- Beverages
- Prepared food
- Dairy and fruit preparation
- Confectionery and ice cream

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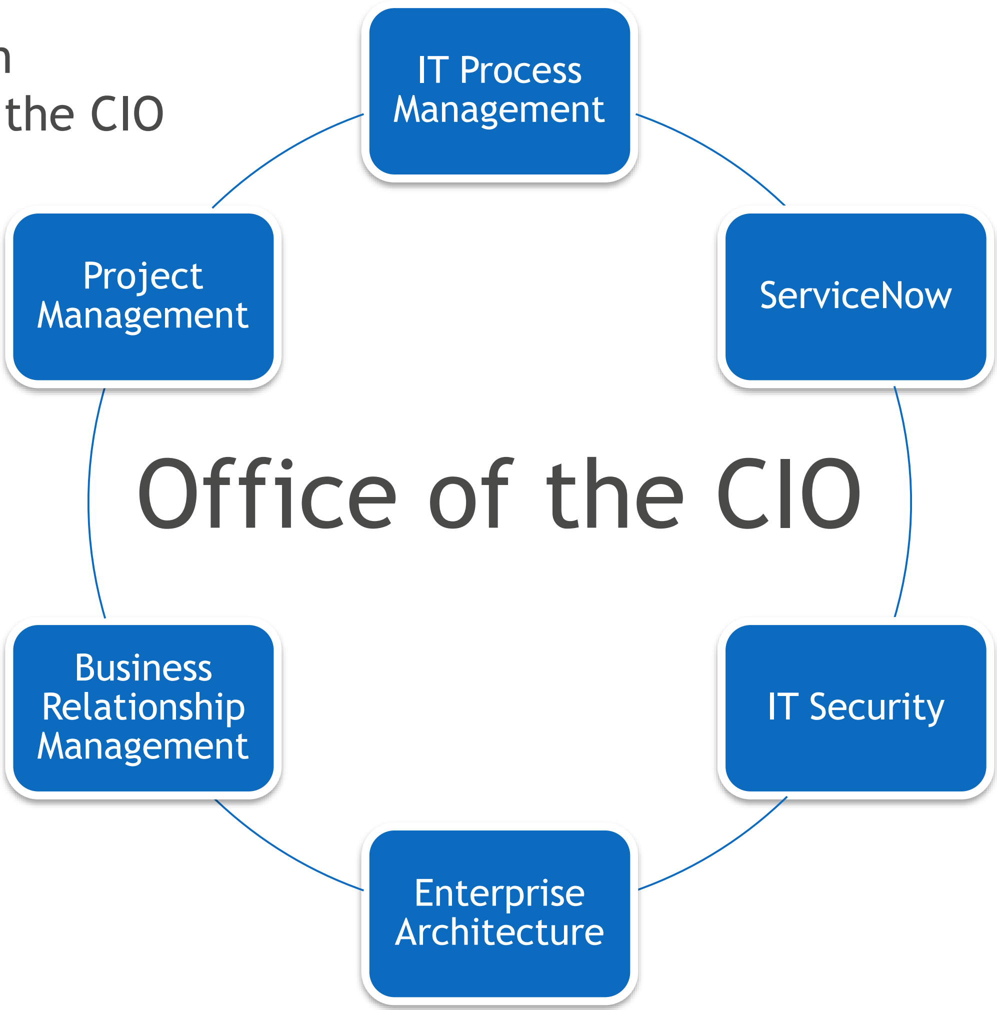
Jakob Lind Nilsson
Head of Office of the CIO
Global IT

https://www.linkedin.com/in/jakoblindnilsson/



Office of the CIO

- IT Process Management
- ServiceNow
- IT Security
- Enterprise Architecture
- Business Relationship Management
- Project Management

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Actual needs – why did we start this initiative

- Ambition of maturing Incident solving
- Working more and more globally
- Approx. 1.200 Incidents solved per month
- Transferring 1st level support to Service Desk
- Instinct tells us that it’s the right thing to do

Key Achievement:

Narrowed down the scope with insight into maturity vs. ambition

Key Takeaway:

Start when you feel ready

Prerequisites – why do we think this will be a success

- Formally decided initiative
- Global and cross-functional demand
- ServiceNow enables our procedures
- Personal and department targets
- People asking for it and more of it
- Acceptance that it will take time

Key Achievement:

Selling the overall idea on all levels

Key Takeaway:

Timing is everything

Obstacles – what makes it difficult

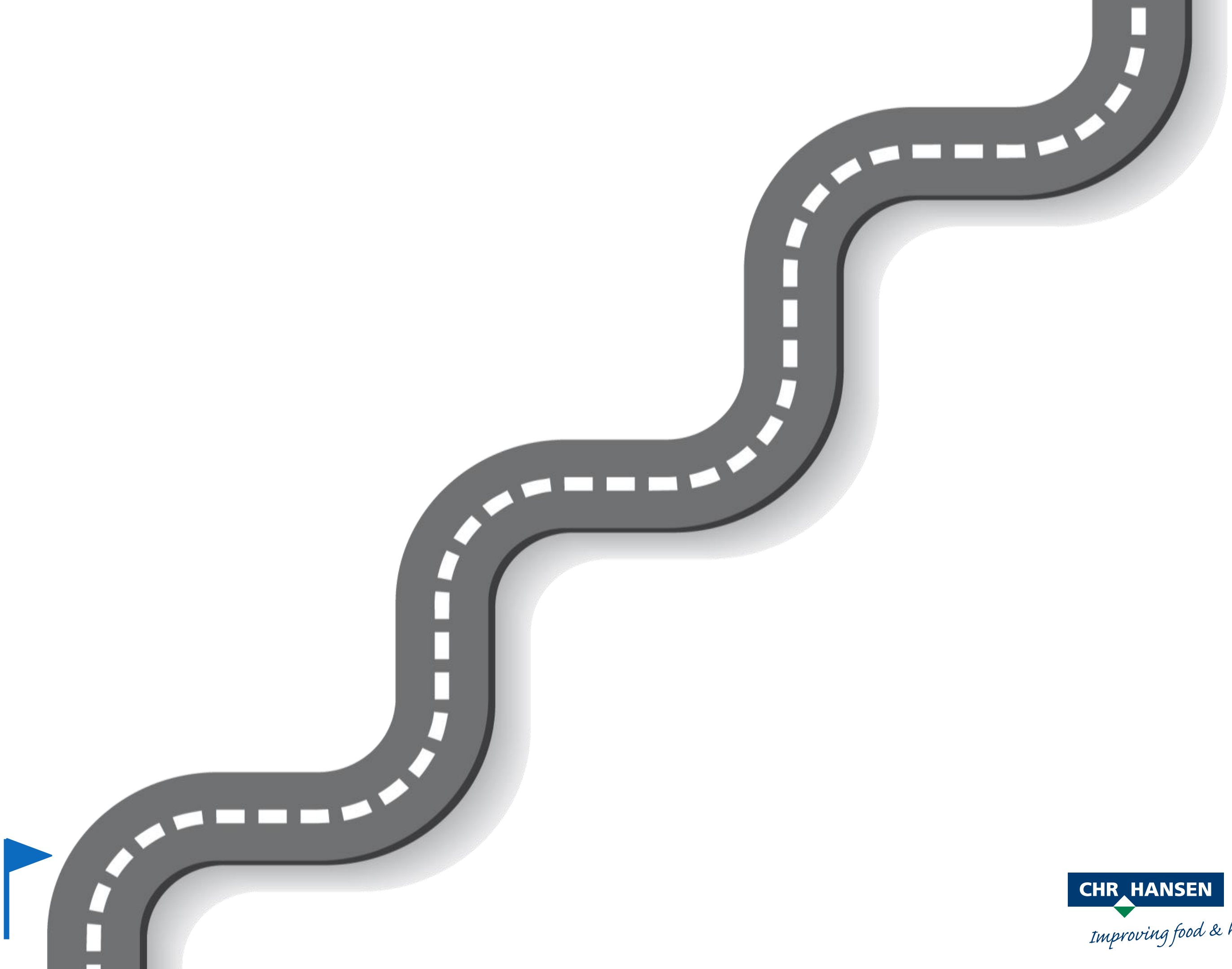
- A very busy daily life for all in Global IT
- Changing focus
- Fragmented and global 1st level support
- Need to show actual results

Key Achievement:

Accept of, that it takes time to realize benefits

Key Takeaway:

No one is really too busy to improve



Agreed on initiative

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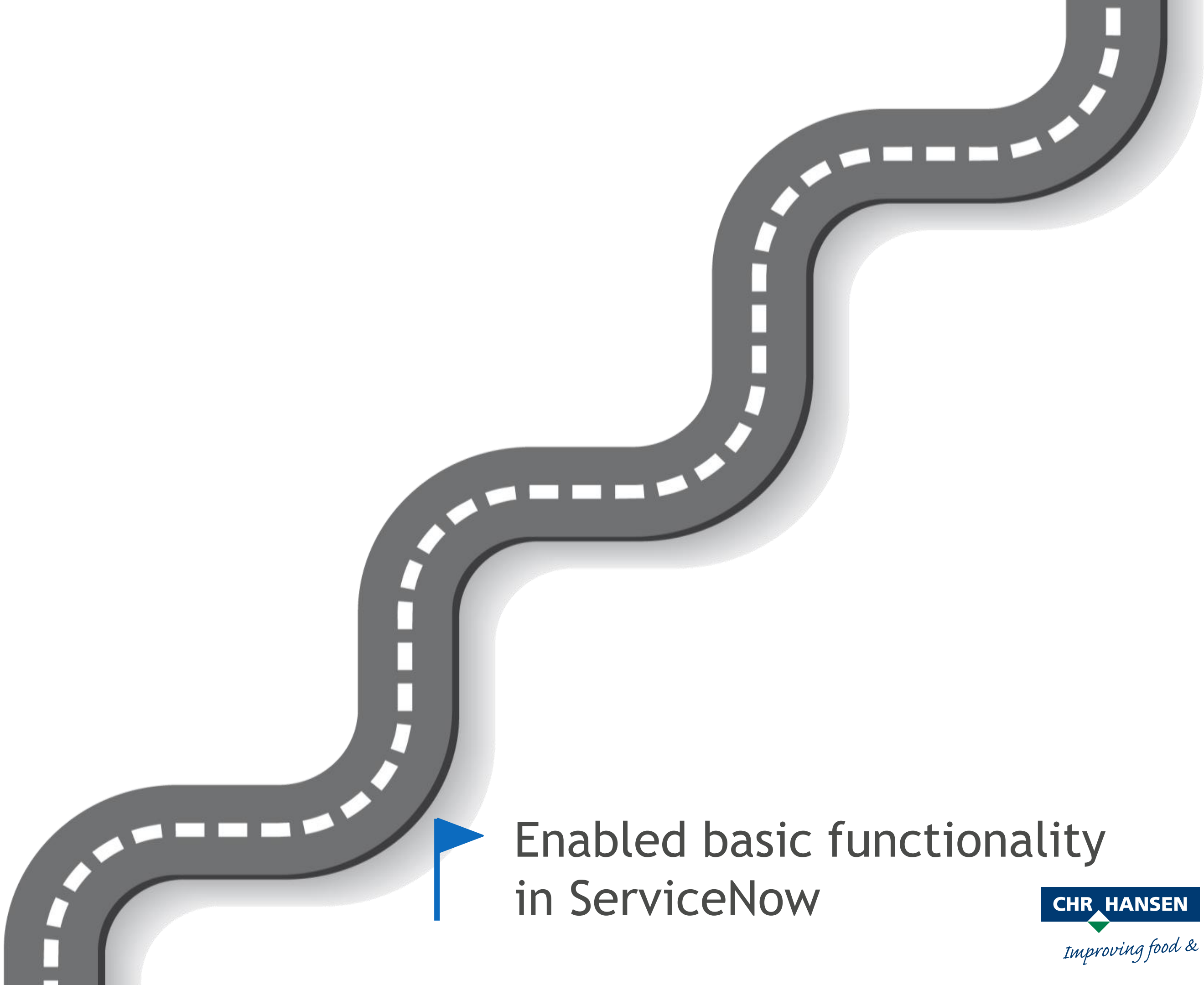
- Added initiative to formal roadmap
- Scoped initiative to the basics
- Involved and aligned with primary stakeholders

Key Achievement:

Stakeholders know what’s coming

Key Takeaway:

Initial alignment makes it so much easier



Agreed on initiative

Enabled basic functionality in ServiceNow

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Enabled basic functionality in ServiceNow

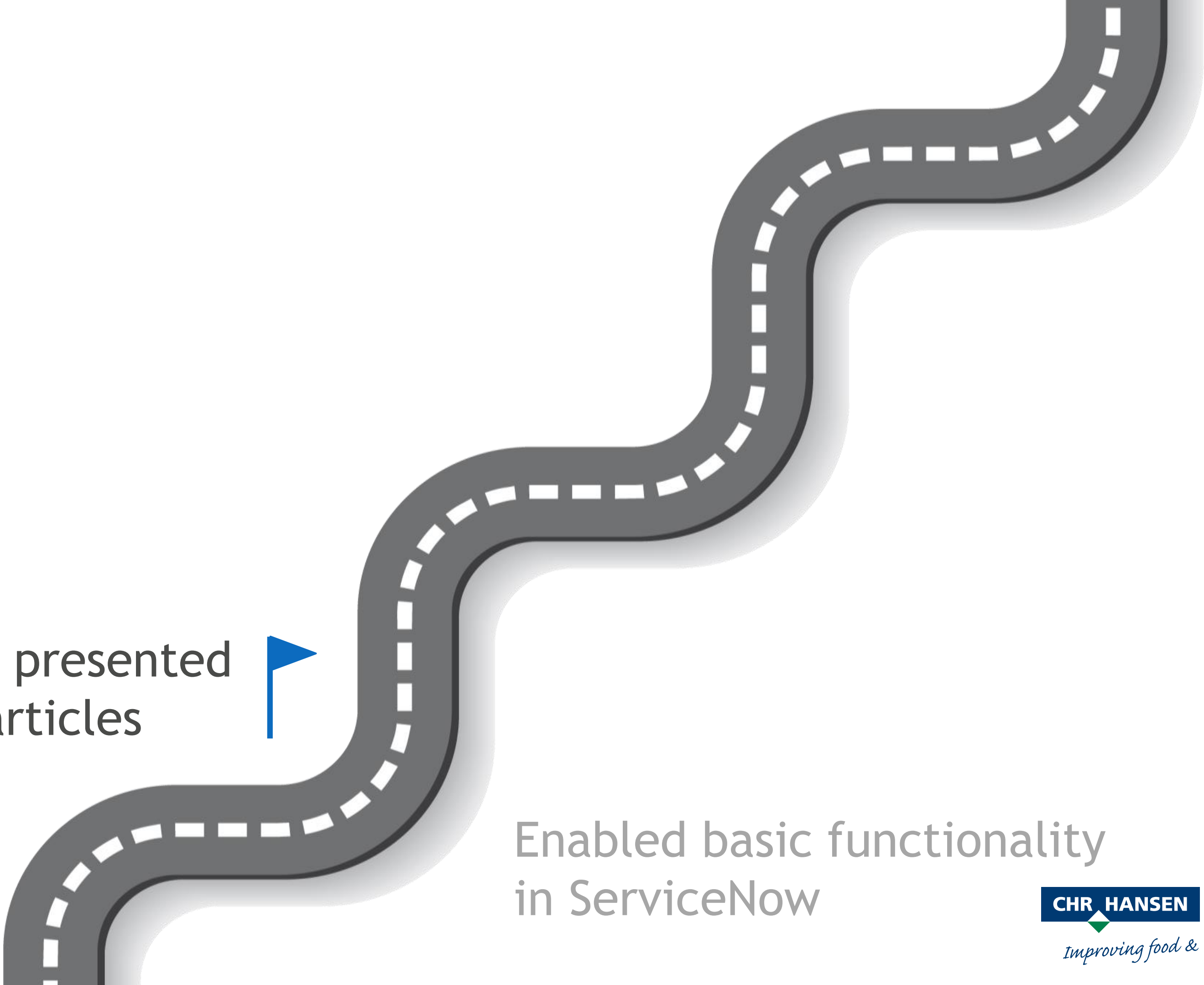
- Enabled basic knowledge management functionality in ServiceNow
- Adjusted and simplified standard solution

Key Achievement:

ServiceNow seen as a Knowledge Management Database

Key Takeaway:

Distinguish between system documentation and Incident solutions



Agreed on initiative

Created and presented knowledge articles

Enabled basic functionality in ServiceNow

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Created and presented knowledge articles

- Created a few knowledge articles
- Both Incident solutions and general procedures
- Presented design, format and functionality

Key Achievement:

"This actually looks good"

Key Takeaway:

Show actual results to create awareness and interest

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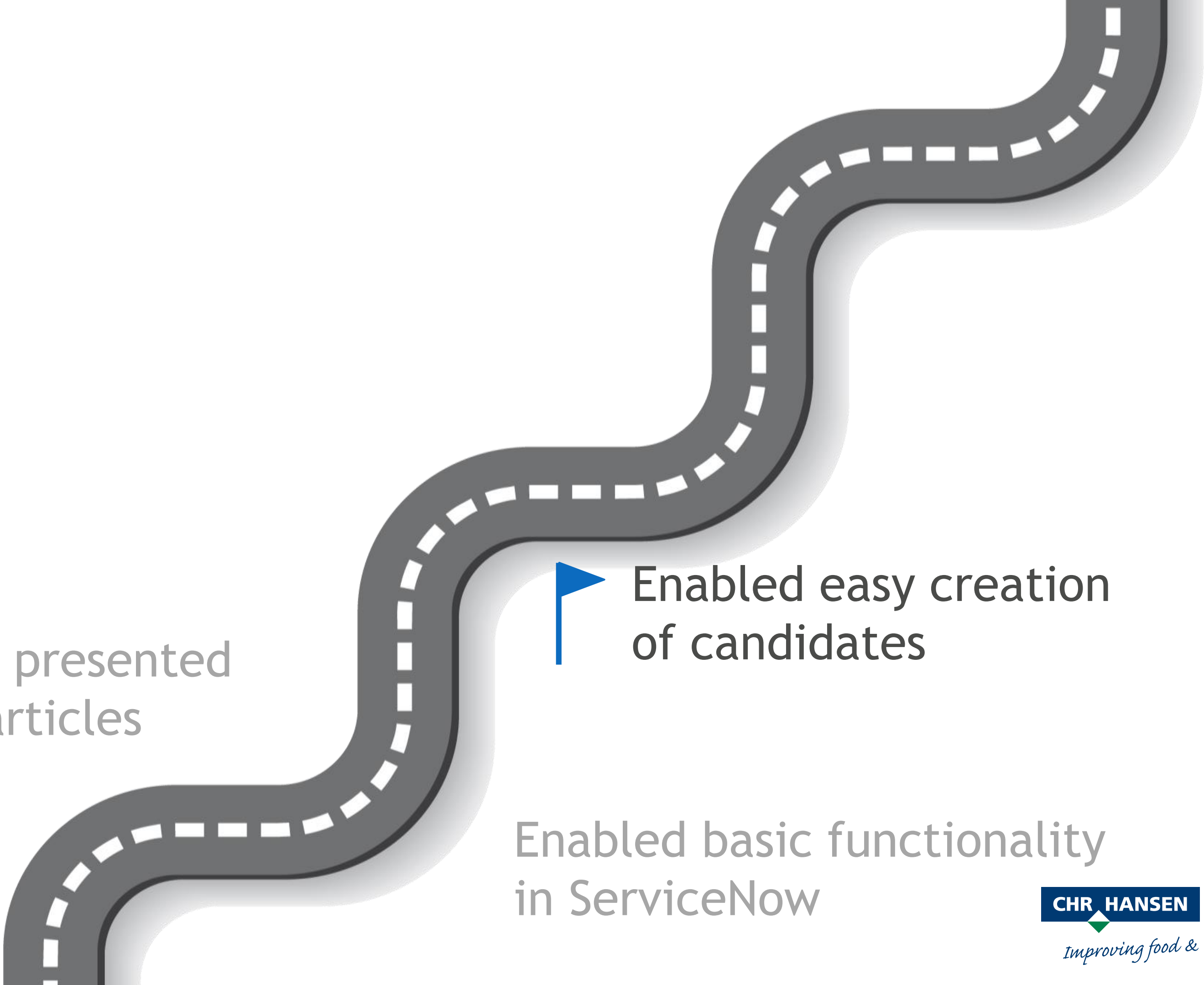

Agreed on initiative

Created and presented knowledge articles

Enabled basic functionality in ServiceNow

Enabled easy creation of candidates

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Enabled easy creation of candidates

- Creating candidates with a single checkmark on Incidents
- Simple procedure and simple guideline
- Everyone can do it

Key Achievement:

Valuable fuel for knowledge articles

Key Takeaway:

Make it easy and people will do it

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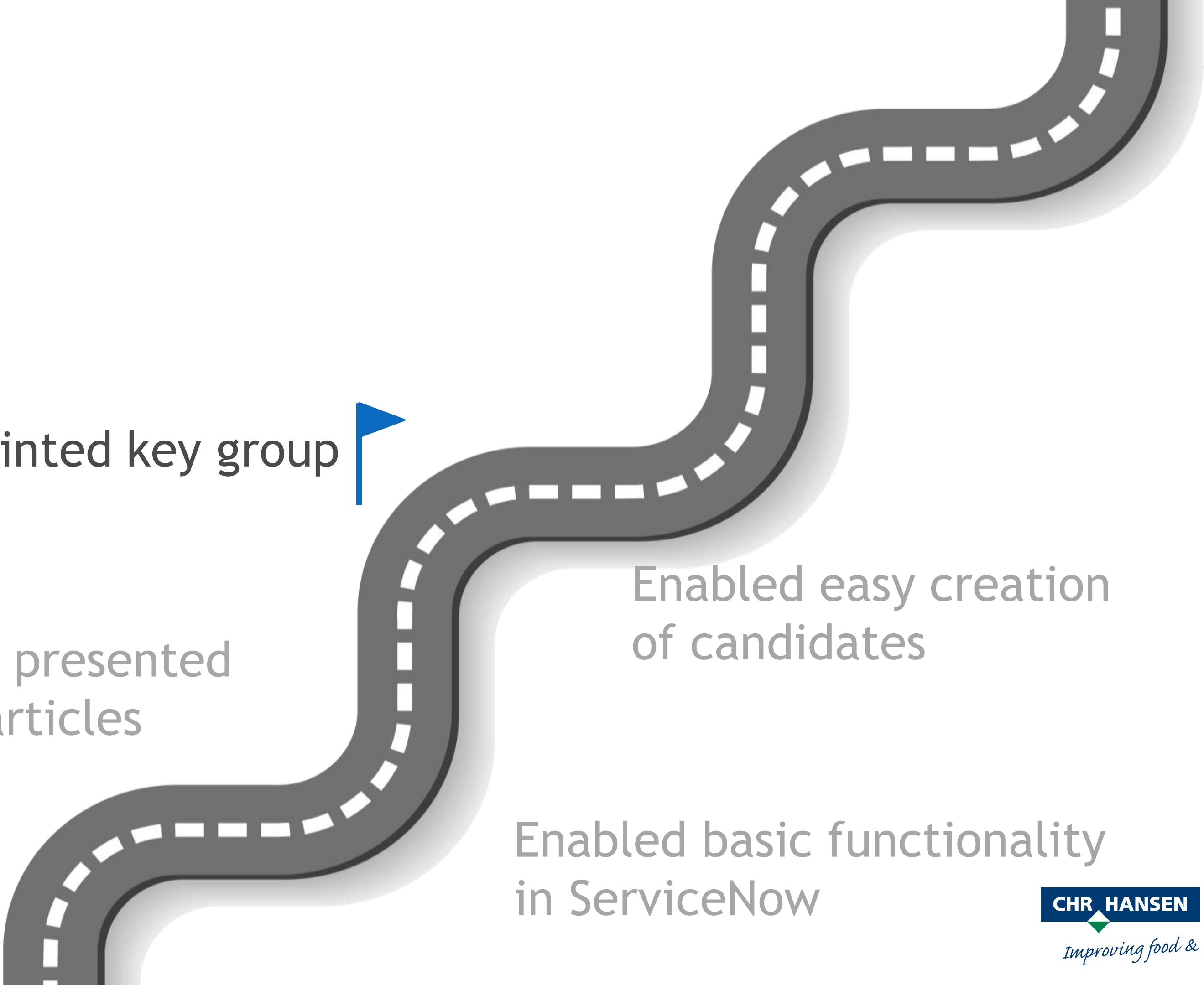

Agreed on initiative

Enabled basic functionality in ServiceNow

Created and presented knowledge articles

Enabled easy creation of candidates

Appointed key group

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Appointed key group

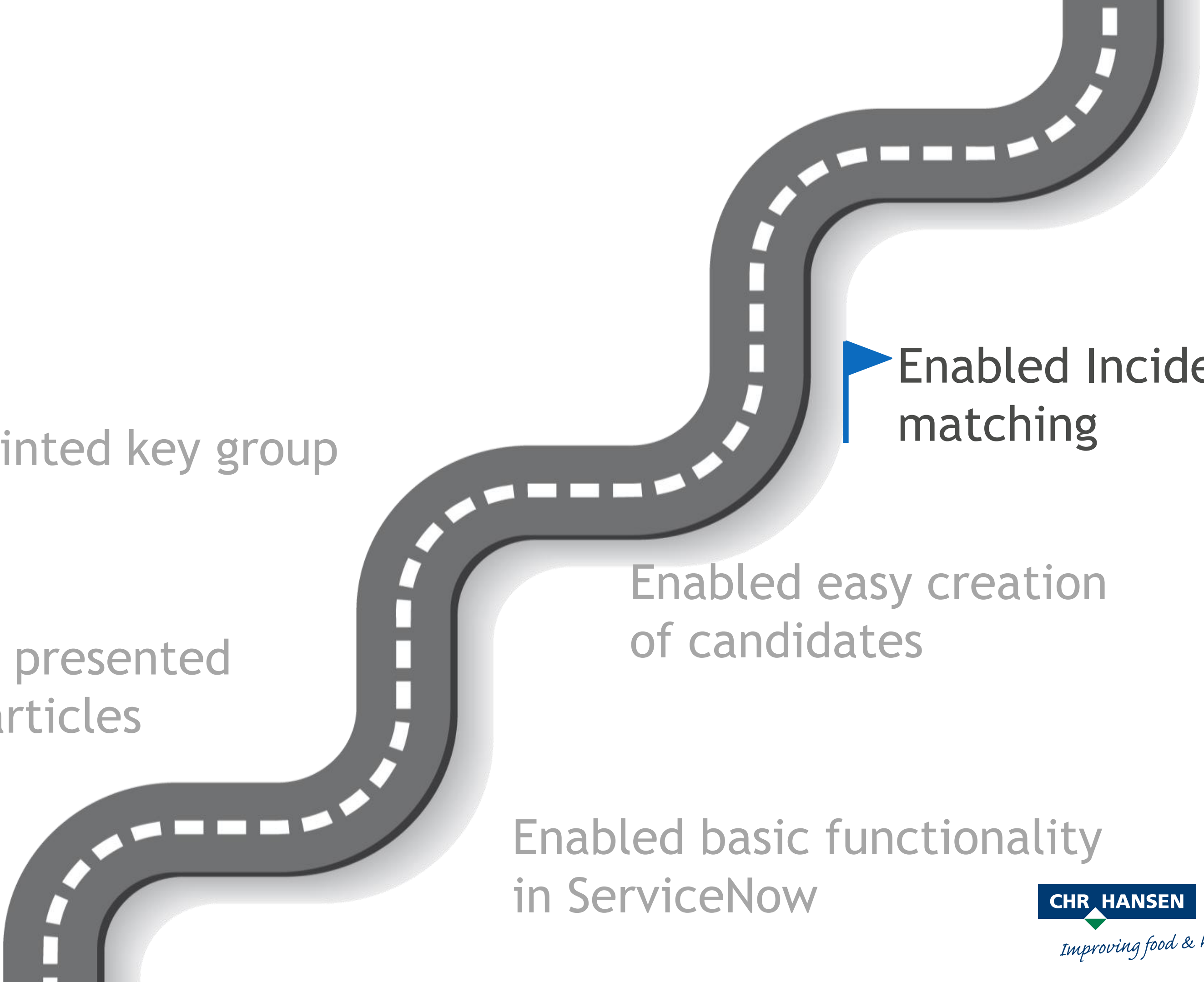
- Volunteers to work with knowledge candidates
- Individual allocation of time
- Personal targets on volume
- Monthly follow-up meetings

Key Achievement:

More people waiting to join

Key Takeaway:

Difficult to set targets on volume and still keep quality high



Agreed on initiative

Enabled basic functionality in ServiceNow

Created and presented knowledge articles

Enabled easy creation of candidates

Appointed key group

Enabled Incident matching

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Enabled Incident matching

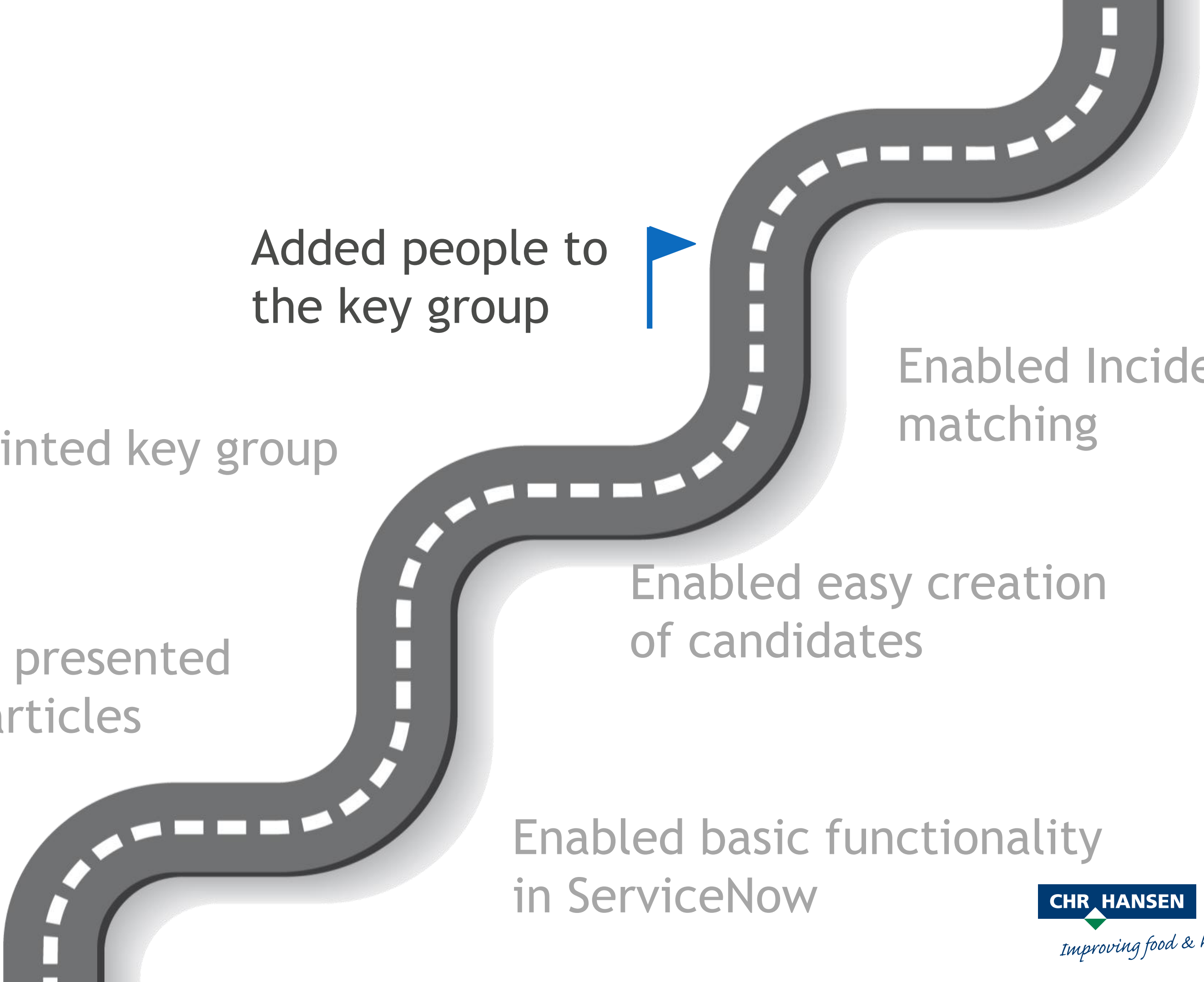
- Standard functionality with contextual search
- Build-in scoring mechanism
- Visually embedded on the Incident

Key Achievement:

Existing solutions being presented automatically

Key Takeaway:

Difference between seeing and using knowledge article



Agreed on initiative

Enabled basic functionality in ServiceNow

Created and presented knowledge articles

Enabled easy creation of candidates

Appointed key group

Enabled Incident matching

Added people to the key group

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Added people to key group

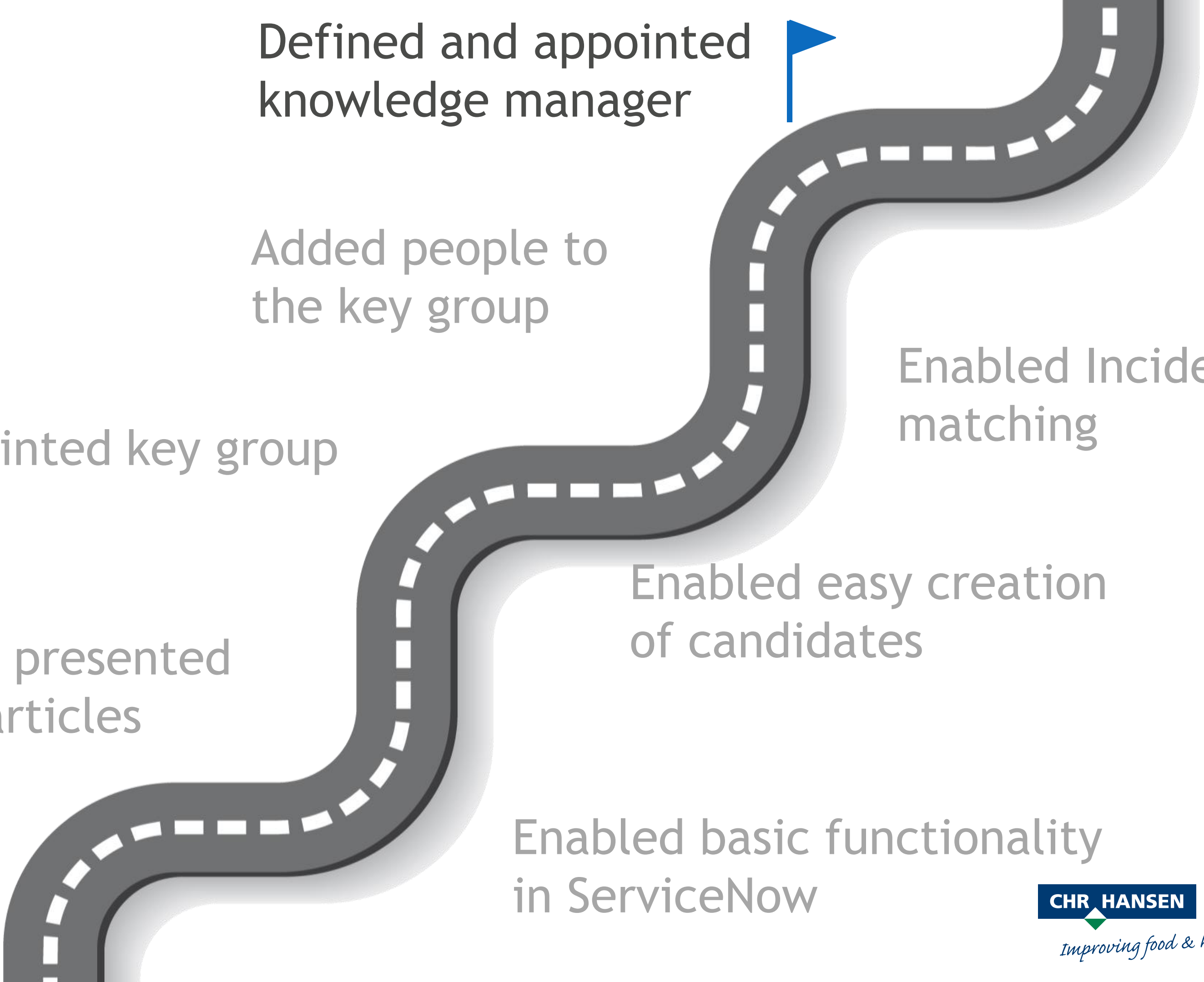
- More volunteers added
- Additional training and sharing experiences
- More quality control and sample testing

Key Achievement:

Getting more people introduced and up to speed

Key Takeaway:

More users is more need for quality control



Agreed on initiative

Enabled basic functionality in ServiceNow

Created and presented knowledge articles

Enabled easy creation of candidates

Appointed key group

Enabled Incident matching

Added people to the key group

Defined and appointed knowledge manager

Defined and appointed knowledge manager

- Created role description
- Recruited internally through management
- Plan for handing over responsibility

Key Achievement:

Management buy-in for role

Key Takeaway:

Difference between role, role holder and allocated resources

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Step 1
Allocate resources

Step 2
Train

Step 3
Monitor

Step 4
Adjust

Questions & Elaboration