

DATA DRIVEN DECISIONS IN SERVICENOW

SNUG-DE 14.11.2023

DIE HERAEUS GRUPPE – EIN TECHNOLOGIE- UND FAMILIENUNTERNEHMEN

Gesamtumsatz in 2022

29,1 Mrd. €



Mehr als **100** Standorte
in **40** Ländern



Marktorientierte Aufteilung

in **20** Operating
Companies



Umsatz
ohne Edelmetalle
2022 nach Regionen



Mitarbeitende
2022 nach Regionen

5,4%

Ausgaben für
Forschung & Entwicklung
gemessen am Umsatz ohne Edelmetalle



Rund

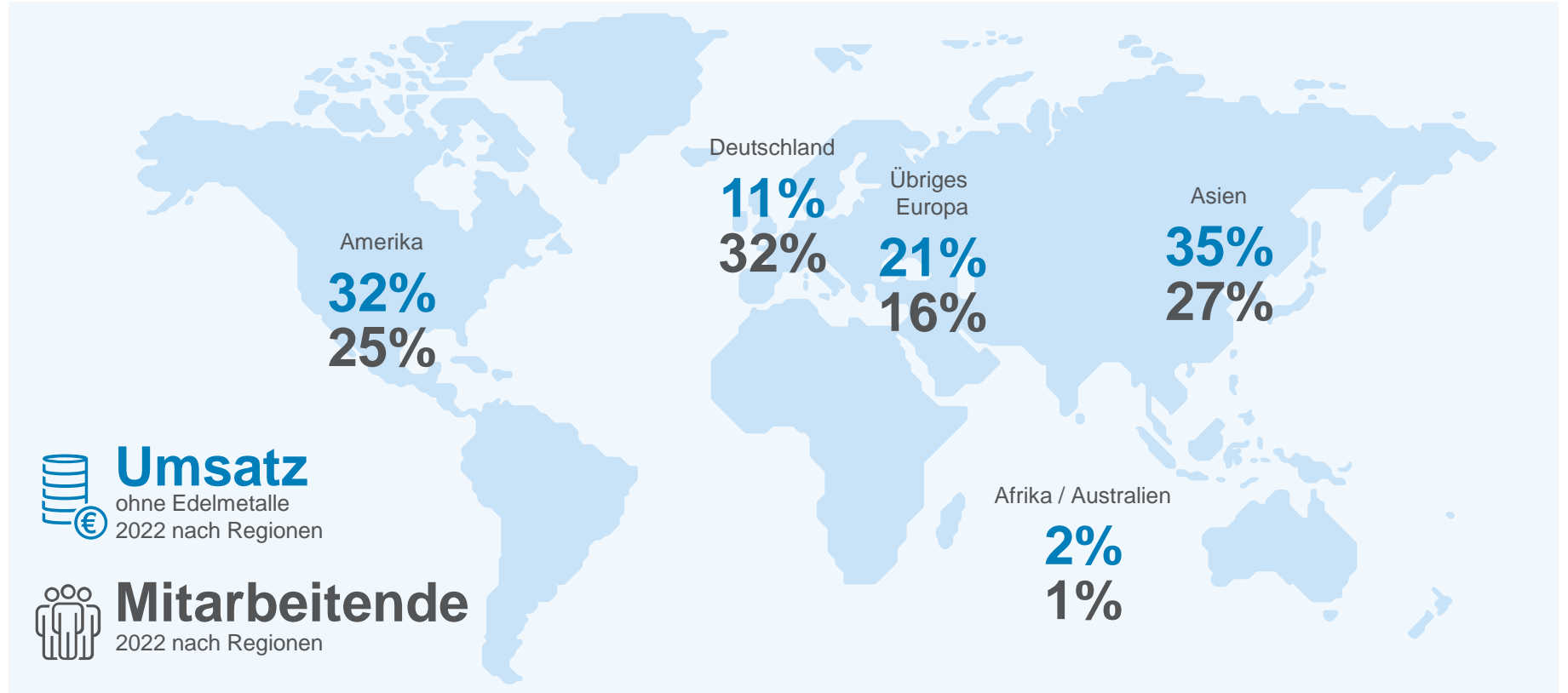
17.200

Mitarbeitende weltweit
Inkl. Leiharbeitnehmende



TOP 10 ↑

Familienunternehmen
in Deutschland





Nils Rudolf

Business Analyst

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Bachelor: Business Administration

Aschaffenburg

Master: Information Systems

Würzburg

Working Student:

- 2 years @ Heraeus IT
- 1 year @ Heraeus Site Operations

Full Time:

- 1 year in ServiceNow Team

Linked in

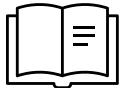


DATA DRIVEN DECISIONS



“If we have data, let’s look at data.
If all we have are opinions, let’s go
with mine.”

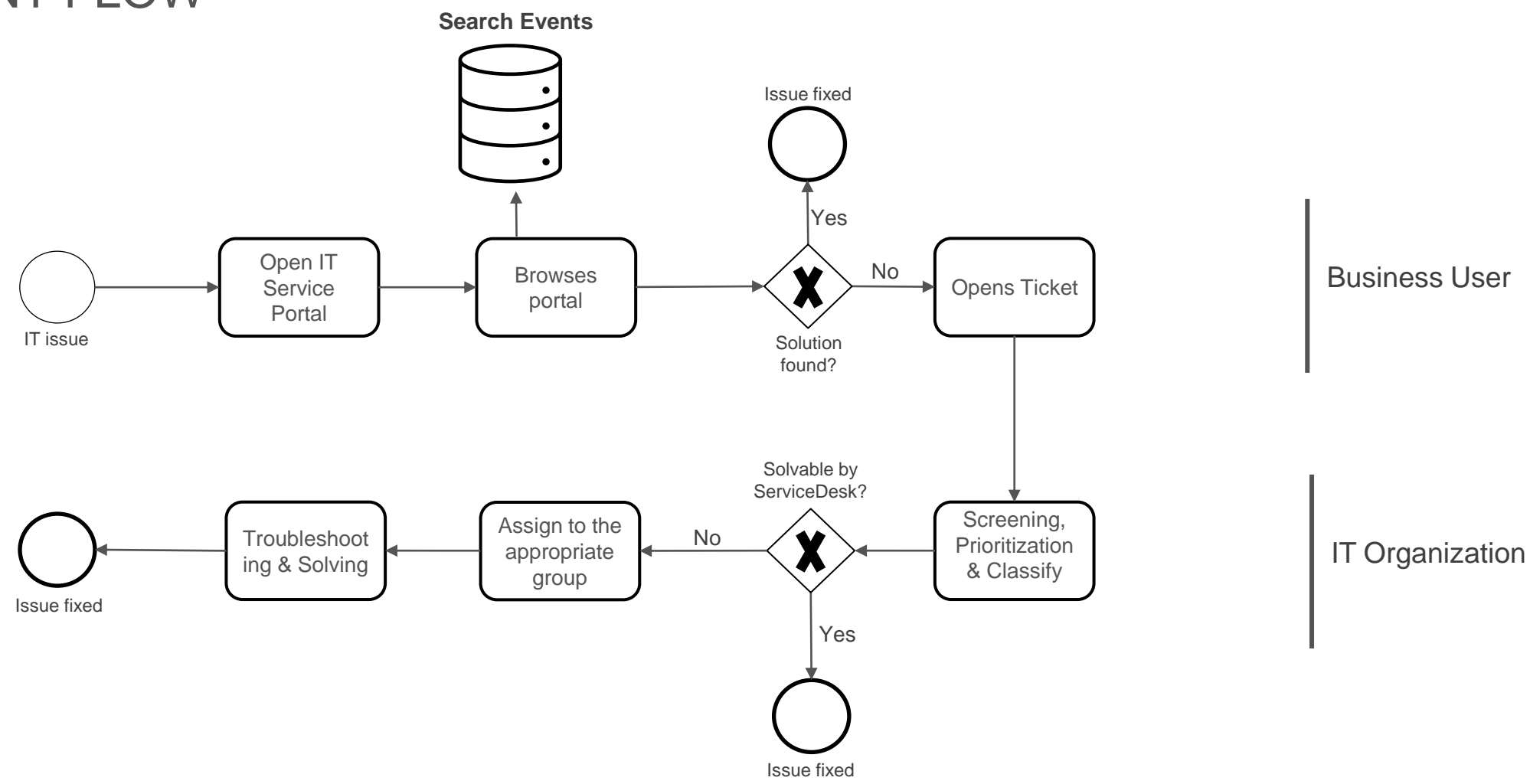
Jim Barksdale



Definition:

“Data-driven decision making refers to the practice of basing decisions on the analysis of data rather than purely on intuition.”

INCIDENT FLOW



SEARCH CHALLENGES



Massive Content:
Increasing number of
services and knowledge



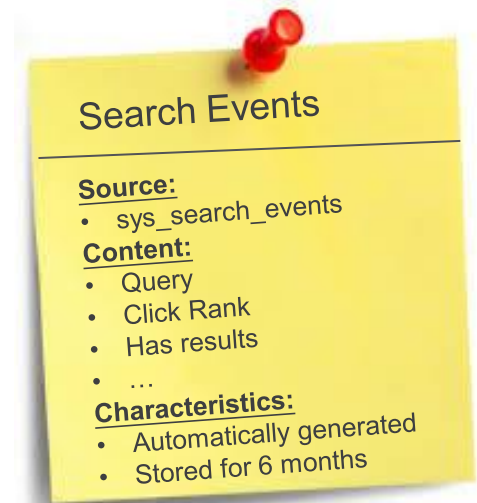
High expectations:
Central placement and
other search engines



Poor Performance:
Search is not delivering
expected results



Rapid frustration:
Issue/need is interrupting
daily work of employee



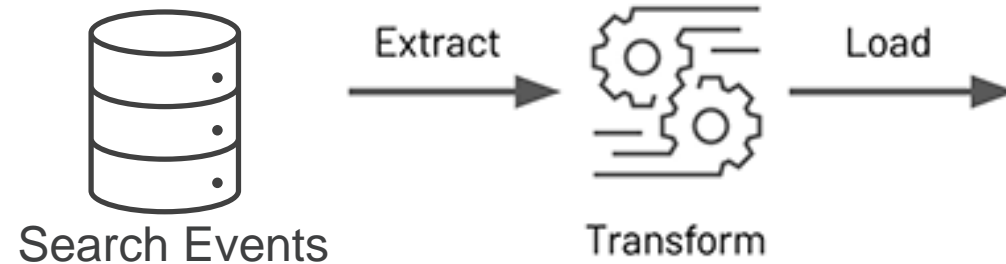
Objectives:

- Identify Issues
- Increase Quality
- Measure Performance

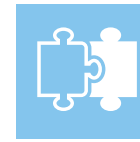


- Wrong spelling
- Technical terms
- Synonyms
- Related terms
- Missing content

INCREASE QUALITY WITH AI SEARCH



Feed in data



Expand search query terms using configurable synonyms



Correct typos in search query terms using configurable Typo handling



Remove excessively frequent terms using configurable stop words

Built in functionality



Auto-complete search queries



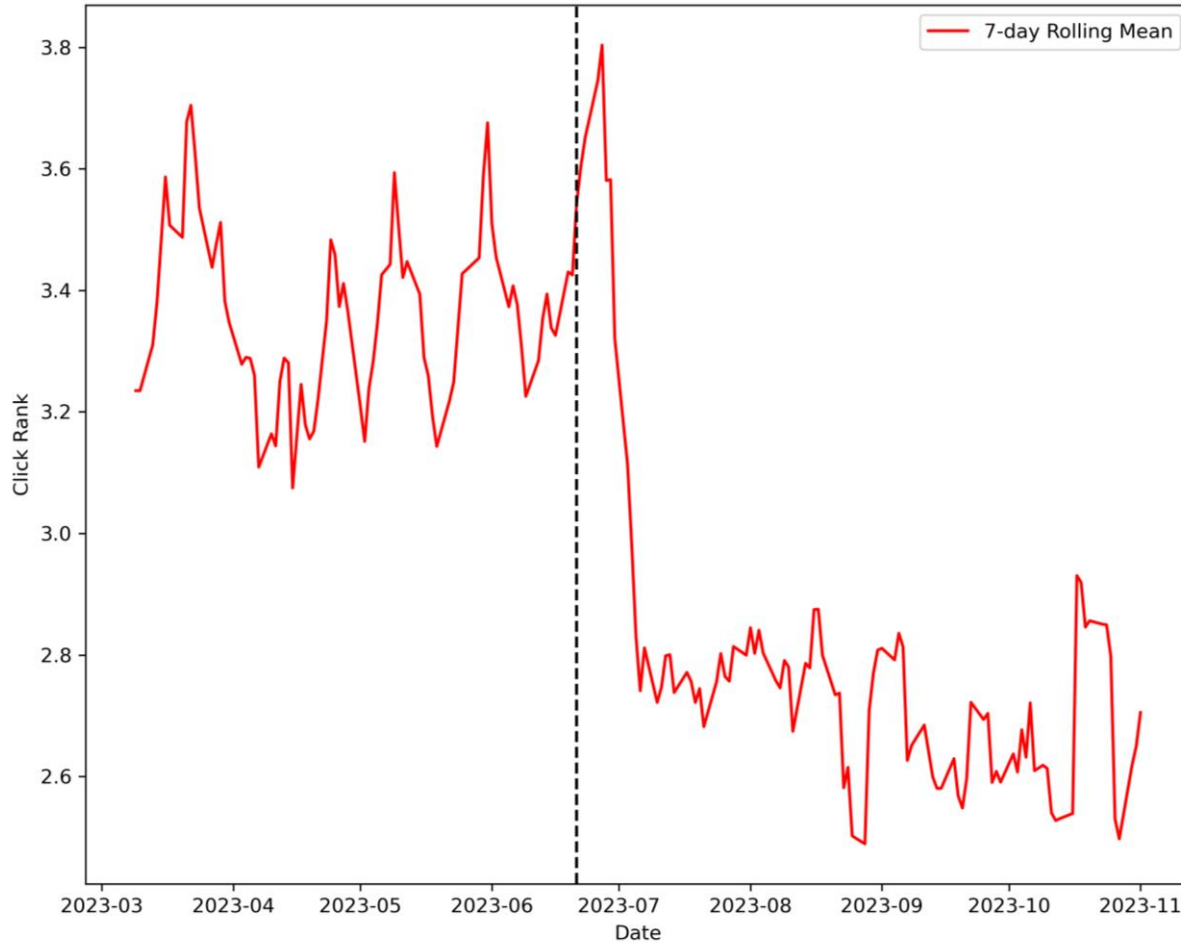
Powerful query language



Language-sensitive lemma and Unicode normalization of search query terms

MEASURE SUCCESS

Average Click Rank Zing vs. AI Search



Click Rank:

- Quality Indicator for Search Engines
- Objective: Minimizing

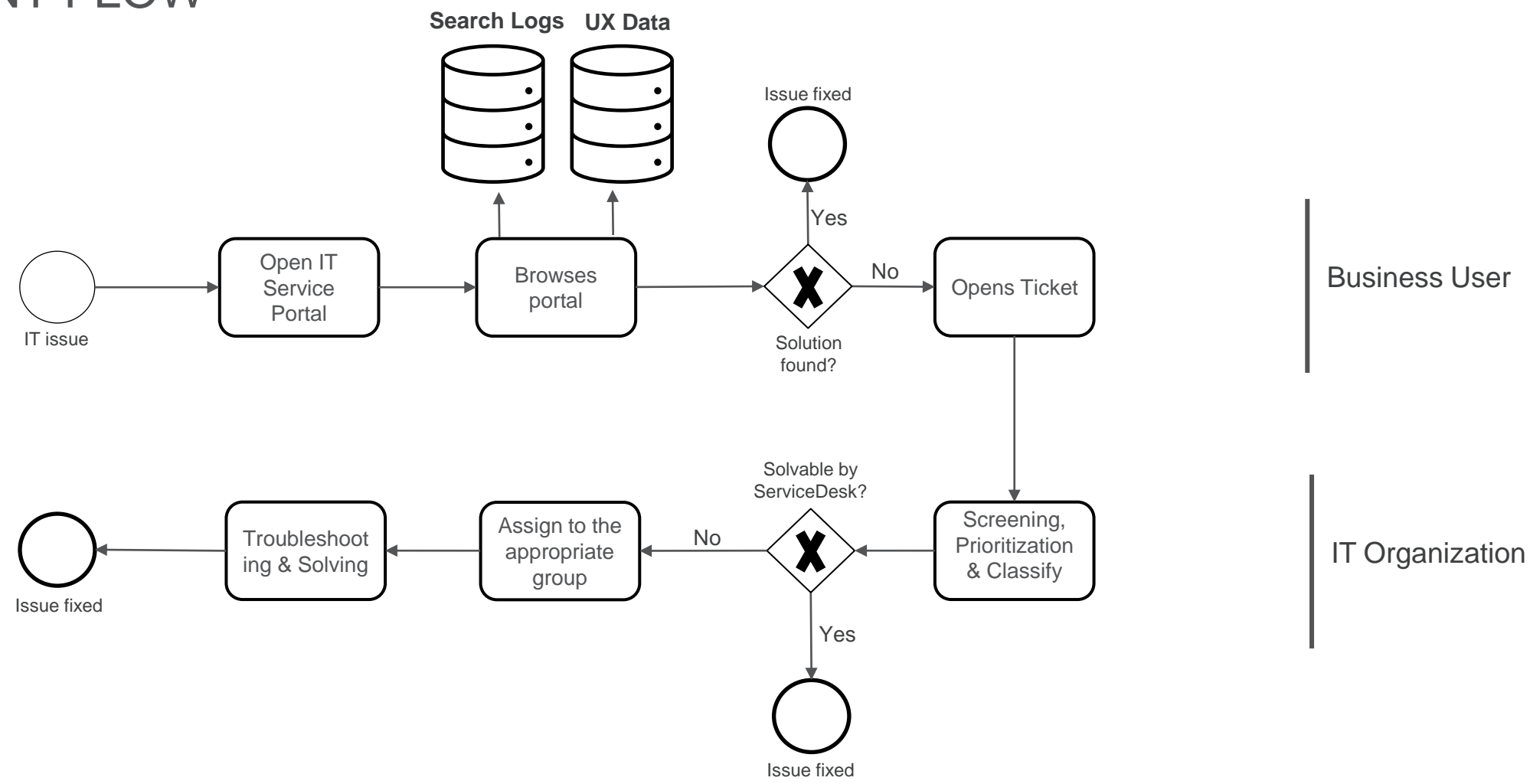
Result:

Zing: \emptyset 3.4



AI Search: \emptyset 2.7

INCIDENT FLOW



UX DATA POSSIBILITIES



Evaluate Pages



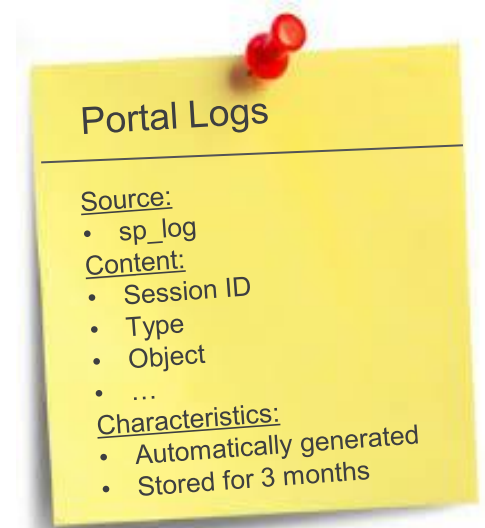
Analyze Clickpaths



Adaption & Retention



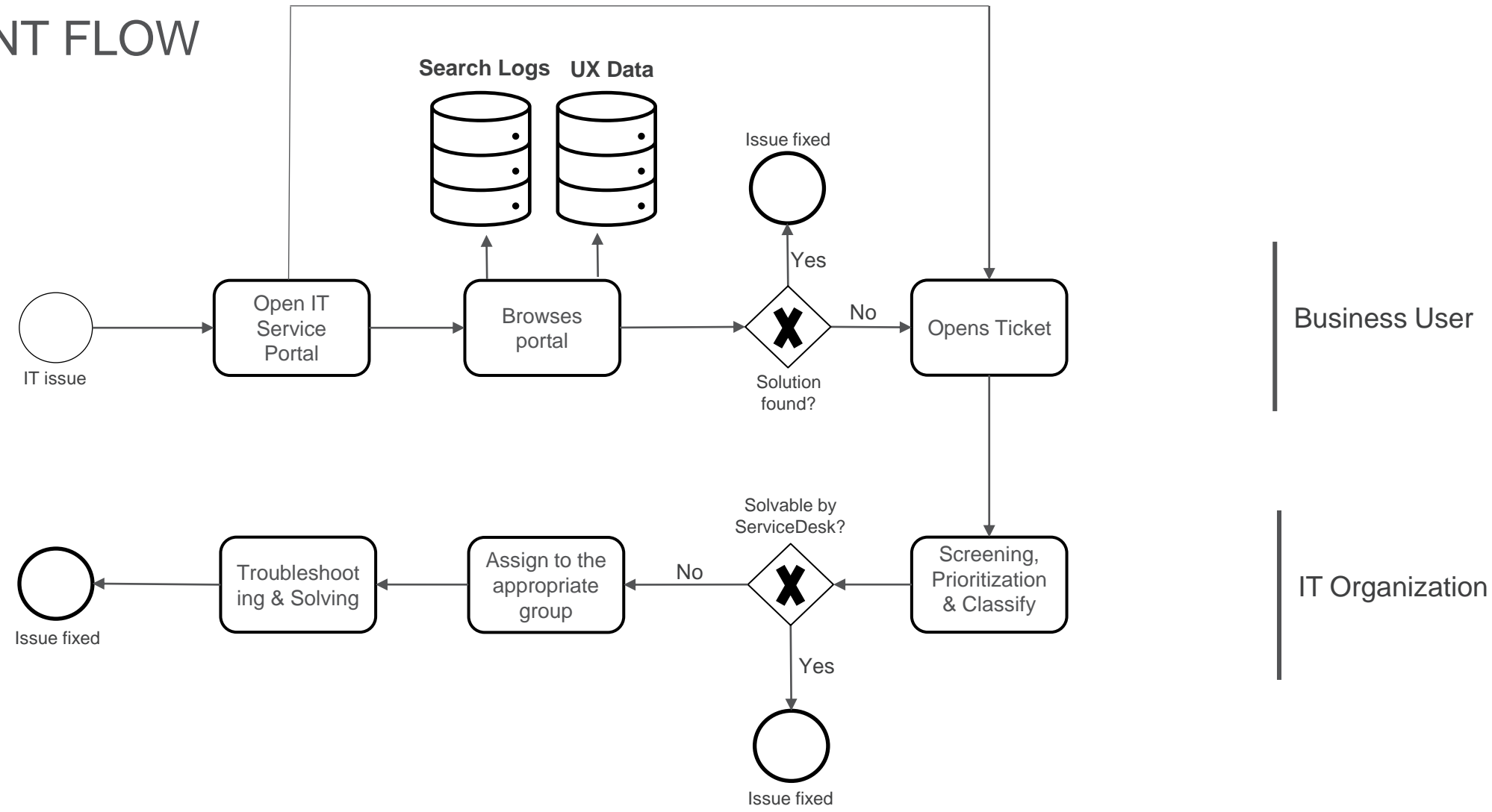
Analyze User Behaviour



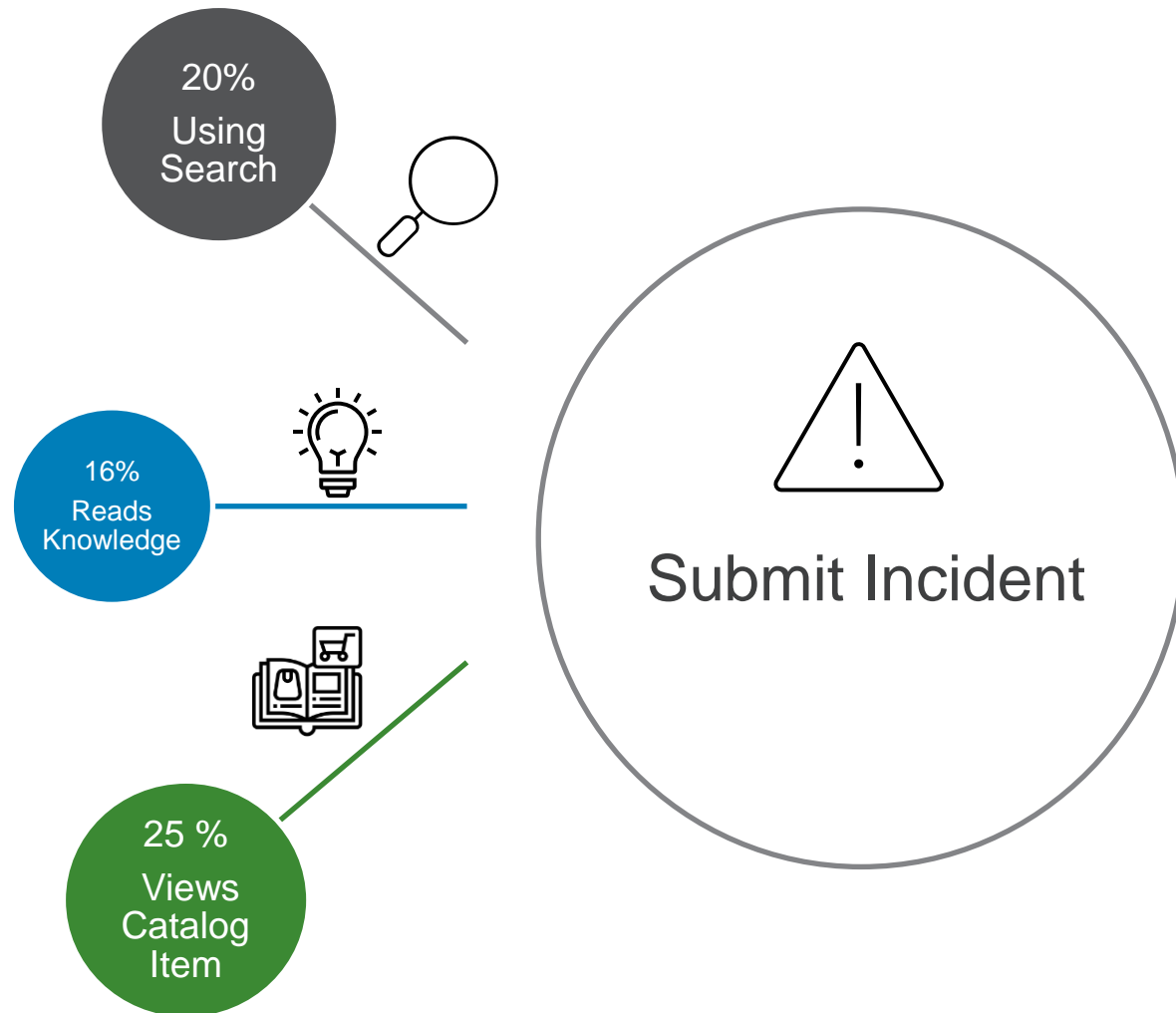
Objectives:

- **Design Decisions (Portal Relaunch)**
- **Identify Issues**
- **Drive Corrective Actions**

INCIDENT FLOW

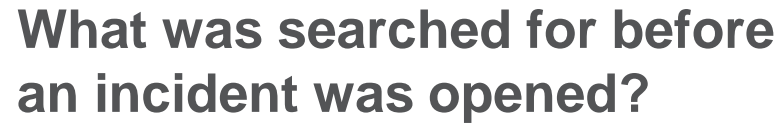


DRIVING SELF SERVICE TO REDUCE INCIDENTS

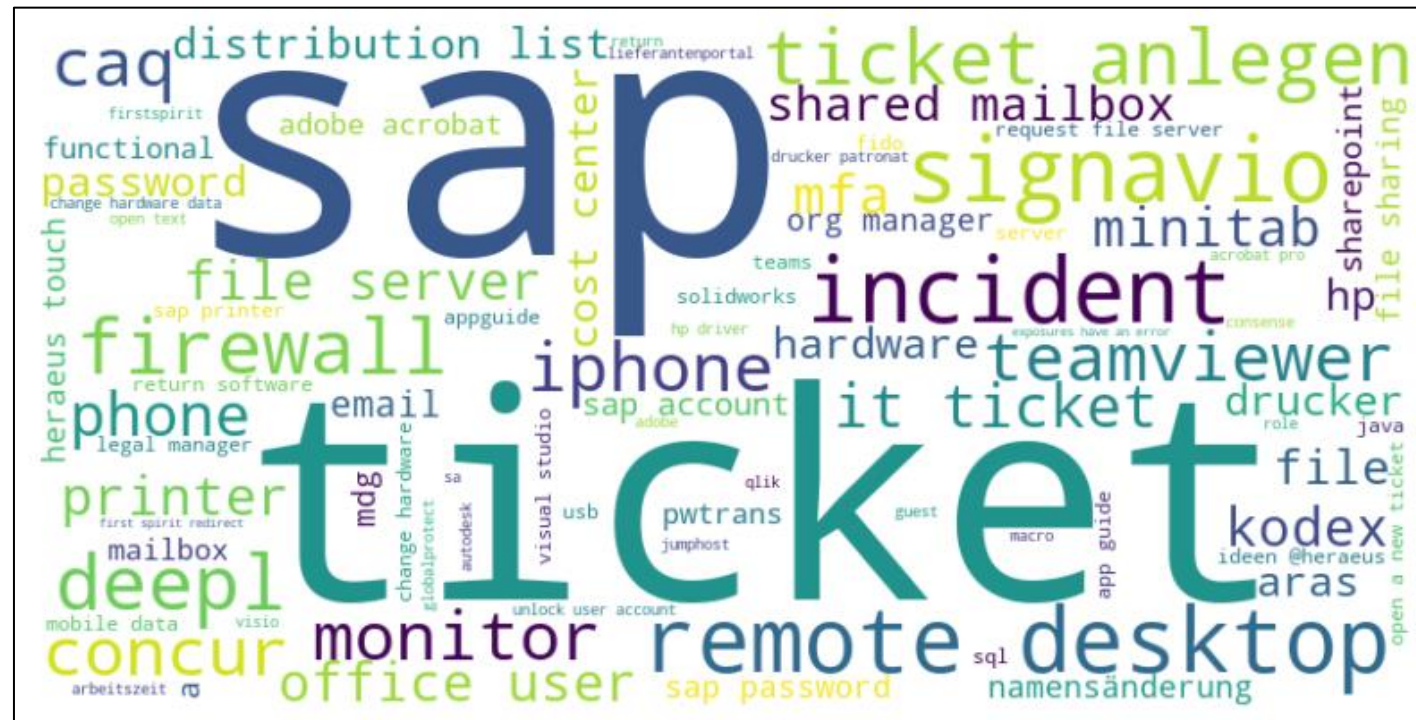


- Provide more interactive self-service functionalities
- Prevent bypassing
- Making knowledge more visible

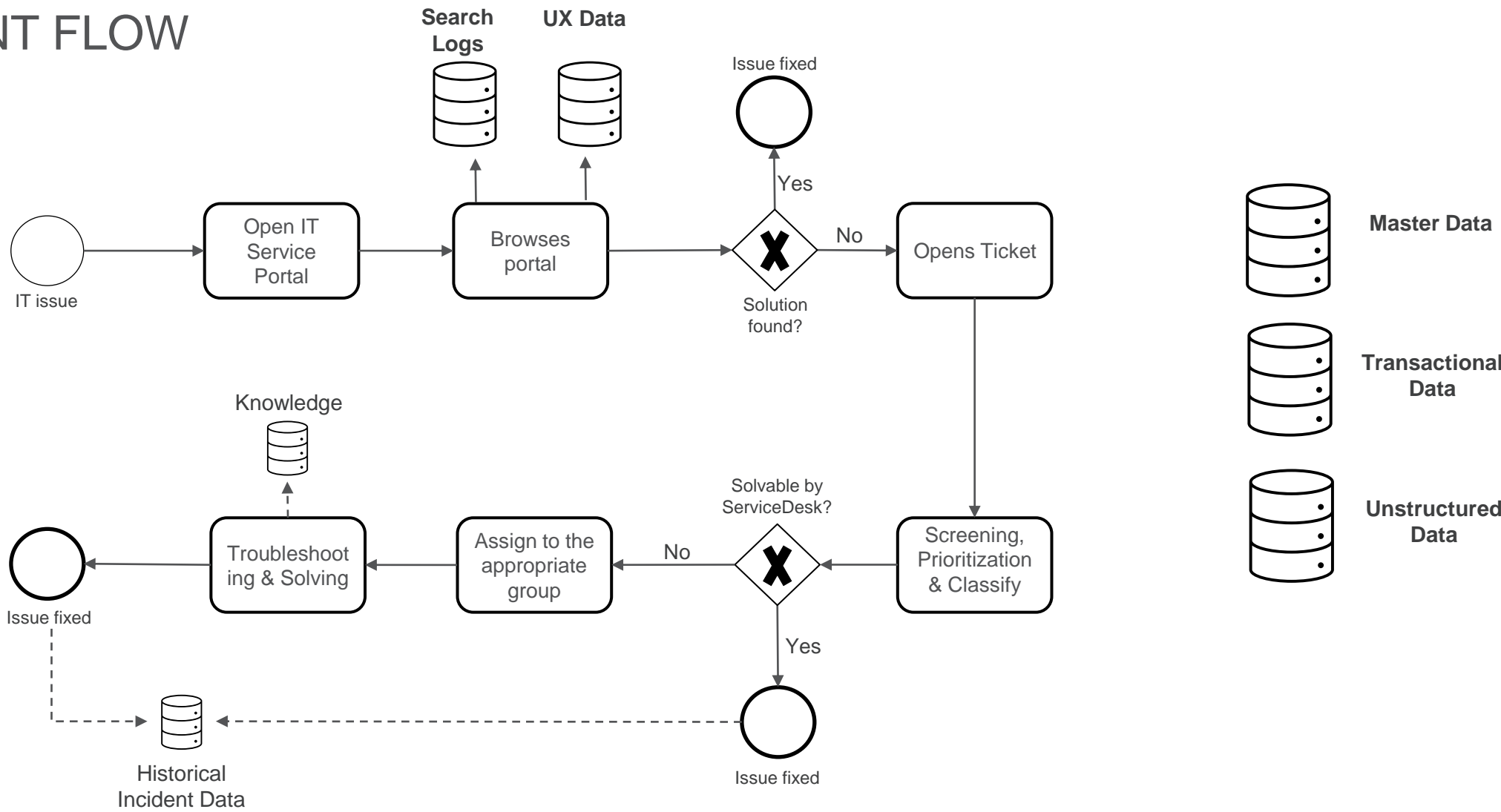
➡ Reduce Incident Volume



- **better documentation**
- **grey spots**
- **meta tags**



INCIDENT FLOW



CONCLUSION

01

Be aware of your data treasures

ServiceNow collects extensive data for each module

02

Analyze and combine data to gain new perspectives

Unlocking potential for process improvement

03

Less intuition, more facts

Drive actions and make decisions based on data

Questions/Discussion