

Case Study

Teijin Aramid

Pink Elephant delivers high customer satisfaction, faster service and lower costs for B2B company Teijin Aramid.

About Teijin Aramid

Teijin Aramid is a B2B company that is an international player in producing high-end, super strong, and super light fibres used in, for example, the aircraft industry, Formula 1, and bulletproof vests. Its head office is in Arnhem, the Netherlands, but it has a global workforce of around 2000, of which more than 50 work in IT.

Futureproofing ITSM with Pink

Pink Elephant EMEA was deployed to futureproof Teijin Aramid's IT Service Management by implementing its chosen software: Freshservice by Freshworks.

Joost van den Reek, responsible for the internationally operating IT department as PPM & SMO Manager, said:

"Due to the digital transformation, you see ever-increasing automation, which is also becoming more and more data-driven - this succeeds or fails depending on how your IT is managed."

What Teijin Aramid needed

Teijin Aramid needed a one-tool application that could offer more than ITSM and ITIL - it also needed to supply services such project management, alert management, SaaS management, and contract management.

Joost said: "We wanted to be able to manage and monitor the IT organisation with one tool - not a combination of best-of-breeds."

Organisation profile

Industry: B2B Manufacturing
Employees: 2000
Head Office: Arnhem, the Netherlands
Founded: 1983

Key wins

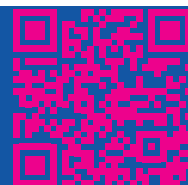
- Management of the IT organisation with one tool
- Faster turnaround of tickets
- Optimal user friendliness



The Pink Elephant team (Misha - right, Will - left of Misha, and Tim - pink sweater) celebrate with Teijin

TEIJIN

Power up your ITSM with Pink and Freshworks!



PINK

Expect more.
Expect Pink.

<https://pinkelephant.co.uk>

Pink and Freshworks in partnership

Pink Elephant contacted its partner Freshworks to implement the new ITSM solution.

Misha Macinski, Head of Consultancy & Portfolio at Pink Elephant, said:

"Freshservice was definitely the best match for Teijin Aramid, especially because of the usability and speed, the ease of implementation, and Joost's pragmatic approach."

Over the course of three months, Pink Elephant worked closely with Teijin Aramid on the following implementation deliverables:

Process workshops, redesign of ITSM processes that were implemented into Freshservice for various departments (IT, HR, Facility), and online training courses to facilitate user adoption.

Starting with the Most Valuable Product (MVP) and using an Agile approach - with a sprint structure and governance - enabled us to deliver the business expectations below.

What Pink Elephant delivered

- Incident Management
- Request Fulfillment
- Change Management
- Knowledge Management
- Configuration Management
- A self-service portal for its Service Catalogue
- Improvement of service quality

Misha said: "It is important to make a trade-off during implementation between the toolset itself on the one hand, and the translation back to the adjustment of the process on the other."

He added: "We have been implementing Service Management solutions for more than 10 years, so we know very well which best practices you should follow and what you can do better. Both on a human and process level and from a tooling point of view, our goal is to be leading in an implementation and not just be technically executive."

Global roll-out of ITSM solution

Pink Elephant helped with the roll-out of Freshservice Enterprise Service Management across Teijin's IT, HR and Facility departments, worldwide.

To focus on IT, Teijin Aramid uses Freshservice Enterprise Service Management for ticketing and service requests.



Joost said: "We have partly automated the workflows: based on dynamic fields, the ticket follows a different route. With standardisation and automation, you achieve high customer satisfaction because of the fast pace, and at the same time it keeps costs low."

With the Asset Management function implemented by Pink Elephant, Teijin tracks all laptops, monitors, and phones but also the IT hardware on the infrastructure side. The existing monitoring within the infrastructure landscape will be integrated with Freshservice. So, as soon as an alert comes from that monitoring tool, a ticket is automatically created with a high priority.

Pink's best practices ensure success

Pink Elephant's best practices has enabled the successful implementation of Freshservice.

For example, in Change Management, Pink interviewed, challenged, and coached stakeholders to ensure adoption (People); facilitated functional design workshops and translated the output into specific Teijin process flows (Process); and integrated technical parts accordingly into the tool, based on the functional output (Technology).

Project Manager Tim van Tol said:

"Within the current market, tooling partners' perspectives often lie with technical functionalities only. With Pink's philosophy, we strongly advocate for an integrated people, process, technology approach for long-term success."

Power up your ITSM with us

The new solution has transformed the efficiency within Teijin Aramid's ITSM.

Joost said: "The lead time and the resolution time of incidents and changes has certainly been shortened - we do more in less time."

Want the same service? Contact Pink Elephant today!



PINK Expect more.
Expect Pink.

<https://pinkelephant.co.uk>