



Unique Service Catalog Workflows Give Snap Kitchen Unparalleled Visibility

Background

Since 2010, Snap Kitchen has worked to create a place for people to experience consciously crafted food that is both delicious and nutritious. Dedicated to educating guests and providing healthy, chef-driven creations prepared with the highest quality ingredients available, their menu offers a wide selection of meals, snacks, and cold-pressed juices that are made fresh daily. With 50 stores throughout the US that are home to approximately six employees each, Snap Kitchen is seeing exponential growth as they continue to scale their business.

Challenges

Snap Kitchen had been using Zendesk for years, but hadn't seen a true adoption within IT or across the organization. Tickets were coming into the solution, but it was set up in a way that was confusing for the technicians. Instead of having all of the emails for that email address go into Zendesk, it was set up as a distribution group. This meant users and technicians were being overwhelmed by the flow of emails.

"It was kind of a reply to all type thing every single time," said David Palmer, Network Systems Engineer at Snap Kitchen. "Our mailboxes went from 0 to 200 emails in a matter of hours. We were all logging in as one person, so it looked like one person was pretty much solving every ticket on our board."

The limited system access led to confusion among the technicians and the users. "A ticket would come in and we would all jump on it," said Palmer. "But, many technicians would forget to notify the team that the ticket was assigned. Users would get a call from

one technician, then five minutes later, another call about the same thing from a different technician."

With no formal documentation process set in place, similar tickets would consistently get different resolutions. The Snap Kitchen team wasn't able to build a Wiki or knowledge base of frequently asked questions to ensure that the team wasn't repeating tasks over and over again.

Not only was organization within the solution complicated, the reporting just wasn't what they needed. They were unable to show how the team was performing on a daily basis, how many calls came in, or even document the fact that they were indeed busy and needed within the organization.

Palmer began the search for a new IT service desk solution. "I was doing some investigation and I think ServiceNow was one of the solutions we had settled on," said Palmer. "We were about to go with them, but as I was doing my due diligence, a Google search brought me across Samanage."

Industry

Retail

ITSM Challenges

- Lack of adoption of current solution across the organization.
- Overwhelming flow of emails to technicians and users.
- No formal documentation for solving issues and ensuring that the same resolution was applied to similar problems.

Outcome

Snap Kitchen was able to step away from the email and enhance processes throughout the organization utilizing the Samanage service catalog.

Solutions

“ServiceNow had a lot of great features, but Samanage seemed like it was developed by help desk technicians instead of by developers,” said Palmer. “Instead of giving me access to every single table that is in the system and making it so that I can customize every single thing, exactly the way I want to; in my scenario, I wanted it to be a little more controlled. I wanted it to give me the options that I was looking for, but I didn’t need the reigns to every single piece of the software. I just needed to make it easy to find what I was looking for.”

Palmer also saw the benefit of Samanage’s dashboard and knowledge base capabilities. “I want my help desk technicians to be looking at Samanage 80 percent of the day and their email 20 percent,” said Palmer. “Now, they can do whatever they need to in Samanage and I’m not relying on their mailboxes to be the central focus for ticket documentation.”

The most critical factor the Snap Kitchen team was looking for in their next solution was visibility into the tickets. Samanage would give the technicians the ability to automate many of the mundane tasks that had been clogging up their inbox and increase documentation and collaboration across the team.

Benefits

An immediate benefit Palmer’s team saw upon rolling out Samanage was the ability to customize the service catalog to create templates for recurring tickets. “We have the same tasks that people submit on an hourly basis,” said Palmer. “So, instead of someone printing out a form, completing the form, scanning it back in, and sending it to the help desk, it’s just one form and it’s all tied back to the ticket.”

Because of Snap Kitchen’s retail business model, their field technicians were also in need of a solution they could trust while away from their desks. Samanage’s integration with team messaging software Slack gave Snap Kitchen’s field technicians increased visibility and quicker response times.

One of the most unique benefits experienced by Palmer’s team was the ability to blend Samanage with Snap Kitchen’s existing customer loyalty program. Snap Kitchen’s customer loyalty program allows repeat customers to earn points based on their purchases at the health food retailer. However, when the loyalty program’s points failed to register accurately, the help desk would often receive tickets to update an individual’s points. Not only would this request come in the form of an email, but a duplicate email would also be sent to the specific market’s manager, who would then need to approve the points before the IT team could resolve the problem.

“You’d get an email 20 times a day saying approved, approved, approved to each loyalty points request,” said Palmer. “What we did was create a workflow that allowed our FOH employees to send a request for points approval to the store’s manager, who could then approve the points increase directly from their

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David Palmer

Network Systems Engineer

phone. We were able to take a four-email process and cut it in half. Our market managers love that feature.”

As Snap Kitchen continues to work within Samanage, the spread of the software’s usage throughout the company has already begun, but it’s not just internally that Palmer sees the value of Samanage. Snap Kitchen is also using the software to answer customer complaints or inquiries from outside the organization as well.

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