

# Global Automotive Retailer

17%

of the Organization Attended this Event

70%

of Event Attendees Participated in the  
Event Survey



The benefits of holding an open house like this were more impactful than I would have guessed. The communications products you created, including the signage, takeaway sheets, digital messaging and terrific training videos, are second to none. And the fact that you updated the characters in the video to meet our HR/Communications guidelines on the fly was impressive. I also liked how you encouraged/cajoled/herded passersby into the event all day.

- Steve K., Project Manager

## RETAILER'S SERVICE CATALOG LAUNCH EVENT DRIVES UNPRECEDENTED CUSTOMER ENGAGEMENT

### THE CHALLENGE

This retailer's IT Service Catalog was no longer manufacturer supported and frequently going down, driving employees away from self-service and toward calling the Help Desk to report outages and submit requests. In an effort to improve employee adoption of self-service and reduce the costs associated with calls to the Help Desk, the retailer knew it needed to improve the user experience of self-service. The retailer decided to replace legacy IT Service Management system Service Manager with Service Management Automation (SMAX) to take advantage of the platform's modern look and feel, and as part of this initiative, the retailer needed to drive employee adoption of self-service through the new catalog.

### HOW INTACT HELPED

Intact implemented SMAX and worked with this customer to develop a multi-channel go-live communication strategy to drive user adoption of SMAX and create value. The capstone of this strategy was an all-day pre-launch event at the customer's headquarters, extending beyond traditional training and enablement to give end users the opportunity to interact with the catalog and ask questions in real-time. The event featured live demos, a theater with 3 animated how-to videos on loop on a large screen (featuring characters sporting retailer-specific uniforms), tables with printed how-to guides, branded swag, fresh baked goods and hot coffee, plus a booth with event surveys and a gift card raffle. The event drove unprecedented attendance and engagement, welcoming 200 attendees spanning 52 departments with a 74% participation rate in the event survey. Survey participants rated the event with an overall average score of 4.8/5.

### THE IMPACT

The event helped the customer generate awareness and build enthusiasm around the SMAX go-live, articulate key benefits for many different user groups across the organization, and improve collaboration between business users, IT, and leadership. One survey participant, for example, wrote, "You all made 'non-IT me' understand how easy this will be to use – really wonderful. Thank you!" Getting users to adopt change is much more a cultural challenge than a technical one, so this event functioned as a powerful way to engage users, help them feel like part of the change, and overcome resistance, ultimately breaking down critical barriers to user adoption.