

TALBOTS

4.8/5

Average Event Score Reported by
Launch Event Attendees

850%

Reported Increase in User Adoption of
Service Catalog After First 30 Days



SERVICE CATALOG LAUNCH EVENT DRIVES UNPRECEDENTED ATTENDANCE AND INCREASE IN USER ADOPTION

THE CHALLENGE

Talbots' IT service catalog had an employee adoption rate of less than 1%, meaning nearly all employee reports of outages and requests were being submitted via phone and driving up operational costs. In order to reduce these costs and drive employee adoption of self-service through the catalog, Talbots knew it needed to improve user experience and update its Cherwell-based IT Service Management system with a more modern look and feel. Talbots worked with Intact to implement this updated system and drive employee adoption.

HOW INTACT HELPED

Intact worked with Talbots to develop a Communication Plan to enable employees around the new tool and drive adoption. The capstone of this plan was an all-day go-live Open House event at Talbots Headquarters, extending beyond traditional training and enablement to give employees 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, several large easels with how-to posters, printed how-to guides, branded swag, fresh treats, plus a table with event surveys and a gift card raffle.

The event welcomed 111 attendees spanning 24 departments with a 53% participation rate in the event survey. Survey participants rated the event with an overall average score of a 4.8 out of 5, with participants specifically acclaiming the quality of the live demos, the friendliness and energy of Intact staff, the personal attention they received, and the quality and helpfulness of the visuals and materials. Senior leaders expressed they were astounded by the attendance and engagement, as previous events paled in comparison, and felt encouraged to hold future events in the same format. Talbots reported an adoption rate of 8.5% after the first 30 days of the self-service catalog being live, an increase of 850% from the initial adoption rate of less than 1%.

THE IMPACT

By helping Talbots align users to the vision of the project, drive the value perception of the project, and build momentum and enthusiasm around the go-live, Intact helped Talbots increase the number of outages and requests submitted via the self-service catalog. As a result, this helped Talbots achieve its desired outcome of improving user adoption of self-service and ultimately reducing operational costs.