

# How Parexel created a snowball effect of great service experience

Leading clinical research company successfully expands enterprise service management in the organization, creating a happy cycle of end-user satisfaction

## Key Highlights



**25k**  
-strong  
workforce



**150**  
office locations



**50%**  
More than 50%  
of tickets are  
non-IT-related  
requests



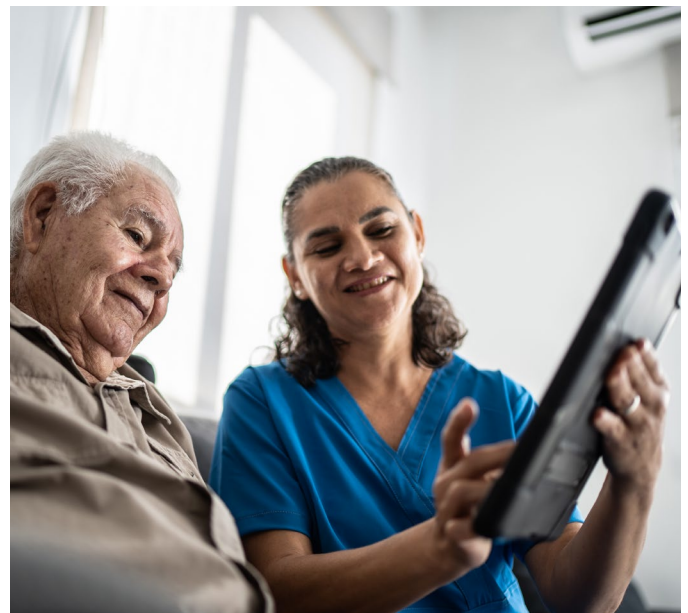
**4k**  
tickets  
per day

## Summary Challenge

A number of departments across Parexel felt overwhelmed with manual processes, using spreadsheets and emails to manage service requests and incidents. This could easily spiral out of control - requests get lost among emails in inboxes, making it hard to follow conversations and find important information. This caused frustrations all around, creating an unpleasant and disjointed service experience. It became evident that a system to consolidate requests and provide easier management would lessen workloads and would dramatically improve customer and employee experience.

## Solution

At first, IFS assyst was used purely for enhancing IT-related processes. But with its ease of use, quick rollout, and automated workflows, Parexel's IT team identified the potential to expand this to the rest of the business, creating a much better experience for their customers.



## Results

All requests are now handled through IFS assyst, from IT, Finance, and Procurement to HR. Not only does this help streamline key processes and save time, but it has also provided everyone with a single source of truth for the updates they seek.

## Overview

Periods of growth are exciting times for any ambitious company, but they come with their challenges. As the workforce grows, manual ways of working just aren't adequate anymore and become increasingly difficult to scale. In addition, disruptions caused by the COVID-19 pandemic pose new problems, such as ensuring the digital connectivity of a hybrid workforce. These are something Parexel, with their 25,000+ employees, has had to face.

Expanding ITSM to the other business units became a natural solution. The shift from having IFS assyst only for IT to becoming enterprise-wide began with a series of simple questions about how other areas of the business are managing their workload and addressing them.



From here, the news of IFS assyst's quick time-to-value spread wide across the business and non-IT departments wanted to leverage these service management capabilities to attain the same streamlined experience for their processes.

### **The challenge**

Outside of IT, internal processes were handled through email exchanges. Each request or issue raised was addressed one by one through endless email chains. It was difficult to keep track of the 'what, where, and when' of important tasks in this way. Fulfilling requests for Parexel's large workforce in this manner was just not sustainable.

Parexel's IT team saw this challenge across the business and sought to provide non-IT teams with a solution that will automate repetitive activities, store key information, and track important metrics to find further improvement opportunities on how they deliver services. Eventually, the goal was to help elevate the service experience for everyone involved through a more joined-up approach and closer collaboration between departments.

### **The solution**

Parexel embarked on a systematic rollout of IFS assyst, going from department to department. Extending beyond IT, they reached out to different business units to understand how they're handling workloads and proposed building out their processes on IFS assyst.

Working closely together with the other departments, the IT team mapped all of these systems out, truly taking the time to grasp each business area's work methods and pain points. Parminder Khosa, Senior IT Manager at Parexel, explained, "We're not the experts in HR or procurement or whatever the business area may be. We have to really dig into their work methods, and their working areas. What is necessary for them? What is a must-have? What is a nice-to-have? What are things they don't really need? So, we really dive into those processes."

With this approach, approval workflows and customized forms that support each department's best practices were set up on IFS assyst. And thanks to the drag-and-drop codeless technology, this transition was pain-free – there was no need to spend on scarce developer resources. As of now, all of Parexel's internal services are managed through the ESM platform.

Parexel also investigated enhancing its hardware and software asset management, consolidating all related data to form a single source of truth and gain clear visibility on what's going on with its IT infrastructure.



### The results

As more business-critical processes are taken on board the platform, the good news continued to spread from one department to another: "... and then procurement will talk to HR, and it just becomes a snowball. And before you know it, we are doing about 4,000 tickets per day in our assyst system." Parminder also added, "And of those, more than 50% now will be non-IT-related."

Everybody across the business knew where to go. Whether it was for requesting a laptop, asking about their leave, or inquiring about an expense, assyst was the place to do that – completely automated, completely paperless.

This has been greatly beneficial, especially during the pandemic. As a clinical research organization, Parexel was actively involved in COVID-19-related research. They needed to be on top of clinical trials and escalate when something was wrong. This was made easier with IFS assyst. Parminder explained, "Everybody knows that if I've got an issue with the current environment that we're living in, I can raise it in assyst. And everybody knows that's where that information is. There's no need to have huge conference calls or huge email chains to try and follow those around."

**“Everybody knows that if I've got an issue with the current environment that we're living in, I can raise it in assyst. And everybody knows that's where that information is. There's no need to have huge conference calls or huge email chains to try and follow those around.”**

**Parminder Khosa, Senior IT Manager at Parexel**

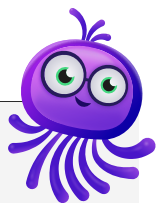
Leveraging IFS assyst's IT operations management capabilities also helped solidify assyst to be Parexel's single source of truth. Currently, more than 25,000 end-user machines are managed under assyst, and Parexel is now working on getting their software asset management on board as well. With their hardware and software assets managed under assyst, they can remove the disparate systems they have and build a unified structure.

### The future

Realizing the many benefits ESM has brought to the organization so far, Parexel is looking towards bringing more processes onto assyst as the business continues to mature. Taking advantage of the latest assyst functionalities such as the Microsoft Teams integration and chatbot agents, Parexel wants to create an omnichannel experience that will continue to engage employees and enhance services.

And with IFS assyst's t-shirt pricing model, this only provides a better value-to-cost ratio. As Parminder said regarding the continuous rollout of assyst to other business units, "There is no cost implication for it. The more that we use it, the better it is. The more bang for the buck that we get."

Going one step further, Parexel is in the process of migrating to the IFS Cloud. From the customers to the people working on clinical studies, this will open up a new user base that can connect to assyst and ask questions, transforming the service experience for everyone.



### About IFS assyst

Our goal is to graduate teammates from mere operational slaves to transformative change-agents. Giving them back the time and energy needed to build the future. Automation looks after the routine work that happens every day so your people can progress the projects that really matter.

**Less routine, more creativity.**

**Simple automation is the key to this change.**

[assystme@ifs.com](mailto:assystme@ifs.com)