



| IFS assyst

Case study

# Sobeys Inc. implements IFS *assyst* to proactively brand IT as a strategic business partner

*Canada's second largest supermarket chain transforms its service management capabilities to deliver user-friendly services to customers and employees*



# Summary



## Challenge

Sobeys Inc. is one of the largest supermarket chains in Canada. Its IT framework and ITSM solution, however, did not reflect this size or reputation. With millions of customers and 125,000 employees located across the country, the retailer needed a solution that could meet its enterprise-level requirements. This ITSM solution would need to align its French and English language IT Service Desks, and proactively brand IT as a strategic business partner.



## Solution

IFS *assyst* was rolled out across the organization due to its powerful capabilities and customer focus. The implementation of this solution was a multistep process, with prioritization based on organizational values. In the first year of the program, Incident Management and Service Catalog were implemented, and specific IT Service Desks were aligned. Training was also delivered to employees across different locations, making the roll out of *assyst* a seamless process.



## Results

The implementation of an efficient service management tool has provided Sobeys Inc. with standardized IT across the board. This includes the regulation of costs, enhancement of automation, and the ability to streamline existing processes. Satisfaction levels have greatly improved as a result, freeing up time for the workforce to focus more meaningful aspects of their roles.



## Key Highlights

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**125,500**  
supported  
employees

**Millions**  
of customers

**1,500**  
stores

**23%** increase in  
resolution within  
SLA



## Overview

Sobeys Inc. is the second largest supermarket chain in Canada, with over 1,500 stores operating across all 10 provinces, as well as 380 petrol stations. Its retail banners include Sobeys, Safeway, IGA, Foodland, FreshCo, Price Chopper, Thrifty Foods, and Lawsons Drugs, all of which work together to serve millions of families in 900 communities throughout the country.

The retailer's five core food formats are designed to ensure it has the right offering in the right-sized stores to be able to effectively serve individual markets. From its full-service format to the convenience format, its various stores are tailored to satisfy the specific shopping needs of customers, which often vary depending on occasion-based decisions.

To manage these formats efficiently, the company has approximately 125,000 employees and franchise affiliates located across Canada, whose joint mission is to build sustainable value through food, innovation, and superior customer service. To bring this mission to life, Sobeys Inc. set out on a digital transformation project to rebuild its IT infrastructure, with instant, accurate, and frictionless interactions in mind.

This is where IFS *assyst* came into play, providing Sobeys Inc. with the ability to automate processes, increase visibility, and deliver user-friendly services to both customers and employees.

## The challenge

In 2015, Sobeys Inc. recognized that its existing IT infrastructure couldn't meet its enterprise-level requirements. With employees located across various locations, the retailer needed greater visibility and control over IT operations to deliver a consistent user experience. It also needed to replace its fragmented IT Service Management (ITSM) tool with a more effective solution.

In light of this, Sobeys Inc. decided to transform its IT infrastructure to meet three key goals:

- Develop successful internal and external relationships through seamless communication
- Ensure IT-related costs are transparent and balanced across the organization
- Proactively brand IT as a strategic business partner

To ensure it met these business objectives, it needed to streamline existing IT processes and enhance experiences for its workforce. At the same time employees would be able to focus on more creative, fulfilling aspects of their roles, such as delivering connected retail experiences to customers. Enter IFS *assyst*.

## The solution

A pivotal component to rebuilding the organization's IT infrastructure was the implementation of a robust ITSM solution. After assessing the different tools on the market, Sobeys Inc. selected IFS *assyst* due to its deep sense of customer focus and its ability to improve satisfaction levels across the board. By bringing together existing processes and tools, ITSM incorporates IT services into a single platform, helping organizations regulate costs and meet overarching objectives.

The retailer immediately understood that implementing all ITIL® processes was not practical in the medium term. Instead, prioritization based on organizational values was essential. This strategic intent was transcribed into a detailed roadmap, which took the overarching strategy to a more practical level. Finally, a program charter was developed and rolled out across the organization.



In the first year of the multi-year program, two processes were delivered: Incident Management and Service Catalog. In parallel, focus was placed on aligning the French and English language IT Service Desks which previously acted as separate entities. A collaborative approach to developing new processes was tested in the development of the Incident Management process.

All teams involved in Incident Management worked together to define process goals, policies, measurements, a new process flow, categorization schemes, and the Incident Prioritization Model.

When it became clear this method was working, the team took the same approach in developing the Service Catalog. Both processes followed the same training and development format. Due to the large geographical footprint, web-based training modules were created and shared with teams across the country, which made it possible to roll out the *assyst* tool seamlessly.

From a delivery perspective, SaaS was the preferred model for Sobeys Inc., which meant IFS was able to clearly define and deliver high standards of availability, recovery time, and point objectives.

## The results

Sobeys Inc. required a solution that helped its IT team provide real value to the wider business. Aligning with the organization's current and future requirements, the implementation of IFS *assyst* was integral in allowing the IT team to become a trusted partner to the business.

Some key results include:

- 23% increase in resolution within SLA on Critical Priority Incidents
- 13.3% increase in monthly incident resolution at FPOC
- 4.3% decrease in volume of incidents throughout the company

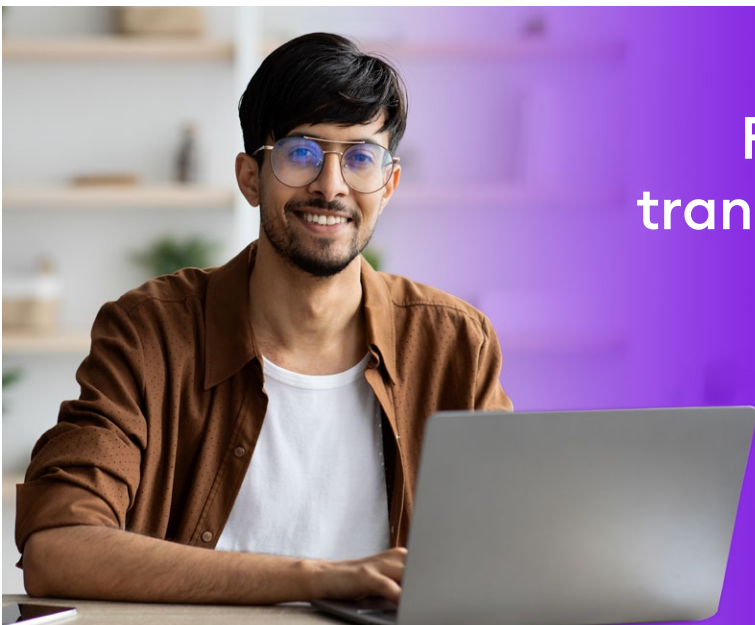
Alain Tremblay, Director, IT Service Center at Sobeys Inc., who worked on the project said: *“The assyst ITSM tool closely aligns with our organizational goals, and the cultural fit between two companies has helped us build a solid relationship. The sales and service approach from the assyst team has been genuine from day one. There’s a real partnership between our teams where they have become a delivery partner who adds value to our organization.”*

## The future

Dudley MBC is currently working to prioritize what will go into its Service Catalog, to align with the needs of the business.

Employees will also have access to the self-service portal, MyICT, from April 2014. Prior to the launch, the council will need to get employees working in the individual directorates involved to help gain buy-in throughout the wider business. By reducing call volumes, it is anticipated that the increased use of online forms will ease pressures felt by the Service Desk, with a target of over 50% of calls to be logged through assystNET.

Self service will also be a driver in achieving 24/7 support, further increasing employee and customer satisfaction levels. For example, self service will help to reduce follow up calls, as all users can view the status and progress of their requests online. In turn, this will free up time for the Service Desk to focus on preventing incidents from happening in the first place.



Ready to start your transformation journey with IFS assyst?

We're here to help you grow better

[Request a demo](#)

# About IFS *assyst*

Global brands trust IFS *assyst* to automate complex business processes easily without fuss.

We deliver frictionless customer and employee experiences, one intelligent workflow at a time. Our modern service management technology lets you automate service delivery and support so your customers get what they need fast, and you can focus on building the future of your organization. IFS *assyst* is uniquely easy to buy, set up, use, and upgrade. Whether you're in IT, HR, Facilities, Finance, or any other team that provides services to customers and employees, IFS *assyst* puts service management technology within your reach.

Our process automation takes the boring out of everyday tasks, allowing you to focus on work that matters.

Everyday we *assyst*!

## About IFS our Parent company

IFS develops and delivers enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry-specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers – at the Moment of Service.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our team of 4,000 employees every day live our values of agility, trustworthiness and collaboration in how we support our 10,000+ customers.

### Find out more

For further information, e-mail [assystme@ifs.com](mailto:assystme@ifs.com), contact your local IFS office or visit our website, <https://www.ifs.com/solutions/enterprise-service-management/>