



Standardize, scalable and transparent event management protocols are critical for any online service, whether consumer or business oriented.

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The Summary

A business SAAS company experienced rapid growth in its online office suite, which resulted in an unexpectedly high volume of unplanned events and service interruptions. We designed a scalable event management protocol that reduced events, reduced event length, and improved customer satisfaction.

The Problem

The rapid growth of its online productivity service put a leading service provider into an uncomfortable situation. They were struggling to manage service interruptions, communicated poorly to customers during interruptions, and never dedicated enough time to create a standard method for handling outages and events.

No standard event severity, event definition

Each service in Office 365 had a different method for rating a service interruption's severity, or even how to define a service interruption. Customers purchasing O365 expected a standard, consistent model for managing events.

No established event protocol

Each team managed events in an improvised fashion, creating extra work, redundant effort, poor customer communications, and no continuous improvement.

No customer communications model

Each team communicated with customers in a haphazard fashion, or failed to communicate to customers at all, resulting in frustration and order cancellations.

The Blueprint Solution

We designed a next-generation event management model we called the Service Impacting Event (SIE) Model.

The model consists of the following:

- Standard Severity Definitions, Service Levels and Expectations
- Role Clarity during events
- Service Health Dashboard for customers to monitor service health
- Clear communications protocols during events
- Standardized metrics to assess the impact of events

Results

The SIE Model and its method for managing both planned and unplanned events became the operational standard throughout the company. Many of the process, technology and organizational improvements have been adopted by other companies, and assets like the Service Health Dashboard are widely replicated in many industries.

- **Standard Work and Scalable Models** – products large and small were able to adopt the SIE Model because of its flexible but scalable design.
- **Reducing Time To Resolve for Unplanned Events** – The typical event duration was reduced by 20% because of the SIE Model and its processes
- **Improved Customer Satisfaction** – although no customer loves an unplanned events, customers' satisfaction improved after the launch of the SIE Model
- **Reduced Costs**– The cost of supporting Office 365 was reduced by 15% because of the SIE Model

To find a solution that's right for your organization, and review other success stories, please see the Blueprint Consulting Services website (www.bpcs.com).
