



SERVICE EXCELLENCE PROGRAM

ServiceNow E-mail Communications

Incident and Request Management Messages

Document Change Control

VERSION	DATE	AUTHOR(S)	BRIEF DESCRIPTION
1.0	5.27.2013	Dennis G. Ravenelle	Start of document
2.0	5.29.2013	Dennis G. Ravenelle	Corrected page numbers; added content
3.0	5.31.2013	Dennis G. Ravenelle	Revised update and reminder sections
4.0	5.31.2013	Dennis G. Ravenelle, Simon Pride	Change cover footer, pagination; replace all exhibits, edit descriptions to reflect current state
5.0	6.18.2013	Dennis G. Ravenelle	Added Incident Opened For Me and Research Computing messages; updated Resolved

Introduction

This document provides a record as-built of the e-mail communications and associated protocols for the Incident and Request Management processes in the ServiceNow ITSM platform.

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Purpose and Scope

The purpose of automated e-mail communications from the ServiceNow platform is:

- To provide feedback and assurance to HUIT customers that their incidents and requests are being timely addressed,
- To ensure transparency and accountability,
- To support staff and customers with reminders of scheduled appointments.

The scope of this document is to provide documentation of the protocols and examples of the messages.

Policies

1. Automated messages will be sent to the Customer (i.e. the end user affected by the incident or making the request) upon creation of the Incident or Request ticket and on resolution. These messages are also sent to anyone listed in the Customer Watch List.
2. Optional updates are sent at the discretion of the Queue Managers and Assignee(s) who are working the ticket.
3. Certain high-level members of the University faculty and staff may be excluded from these e-mails. Specifically, this includes the University President and Dean of the Faculty of Arts and Sciences. Additional user e-mails may be disabled upon request to the Service Desk or ITSM with the understanding that this action will preclude their receiving **any** e-mail from the system. These settings must be applied by an Administrator

General e-mail rendering considerations

The way e-mail is rendered varies across browser and mail platforms. We have endeavored to make the user-experience as uniform as possible and to account for nuances that may adversely impact it. Nonetheless, the following are outside the control of the ServiceNow platform:

- When a graphic is present (e.g. HUIT logo) browsers and e-mail clients may, depending upon security policies and user preferences, require that the graphic download be allowed by the user. Until the user permits the download, an empty frame with a broken link symbol will appear. This is illustrated in the e-mail at Appendix 1.

Opt-out options

Users and groups may opt-out of Assignment and Update e-mail messages as follows:

- The Queue Manager may opt-out all group members from the assignment and update messages.

E-mail Messages

E-mail on ticket creation (Appendix 2)

An e-mail is automatically generated by ServiceNow on ticket creation. There are two versions:

- Incident ticket created pursuant to a phone call or (future) direct entry by the customer.
- Incident ticket created as a result of an e-mail to ithelp@harvard.edu
 - This version includes the following instruction:
If this issue is urgent, please call us at (617) 495-7777

E-mail on resolution of the ticket (Appendix 3)

An e-mail is automatically generated by ServiceNow on ticket resolution. This e-mail has two distinct behaviors:

- The first provides a link that spawns the customer's e-mail client and generates a "please reopen" message to ServiceNow. This launches the workflow that re-opens the ticket and reassigns it to the last assignee who presumably resolved it.
- The second behavior is the normal "Reply to" behavior which results in a message to the generic Draft Ticket queue.

The purpose here is to facilitate the management of such e-mail responses as "Thank you." It is not desirable to have tickets re-opened when such a response is received but we want to have the opportunity to verify that the customer is not seeking additional support.

Update e-mails (Appendix 4)

Optional update messages can be sent to the Customer and the Customer Watch List at the discretion of assignees and queue managers using the "Email the customer" button or the envelope icon in the banner. From, To and Subject fields are automatically filled based upon the information in the ticket, including populating the CC field with the e-mails from the Customer Watch List.

Survey Invitation (Appendix 5)

Twenty percent (20%) of customers for whom tickets have been resolved will be sent an e-mail with a link to a customer satisfaction survey upon resolution. The algorithm does not permit e-mailing a survey invitation to any user more than once in a month.

The survey itself is reproduced here for reference.

Appointment Reminder (Appendix 6)

When a ticket is placed on-hold for a future appointment, an appointment reminder is e-mailed eight (8) hours ahead of the appointment to both the technician to whom the ticket is assigned and the customer reminding them of the scheduled appointment.

Assigned-to e-mails (Appendix 7)

When a ticket is assigned to a group or an individual, an assigned-to e-mail is sent but subject to the e-mail notification preferences set in the group and individual profiles. These e-mails are

formatted as text-only e-mails by design to be lightweight, particularly on mobile devices. They do contain hotlinks to the underlying ticket.

Additional information received (Appendix 8)

When a customer responds to an e-mail notification from ServiceNow or a worklog entry is made, the assignee receives an e-mail so-indicating and including the contents of the customer's message or the entry.

Ticket escalated to Research Computing (Appendix 9)

When a ticket is escalated to Research Computing, the customer is sent an e-mail so-stating and indicating that they will receive further communication from Research Computing.

iCommons Support ticket resolved (Appendix 10)

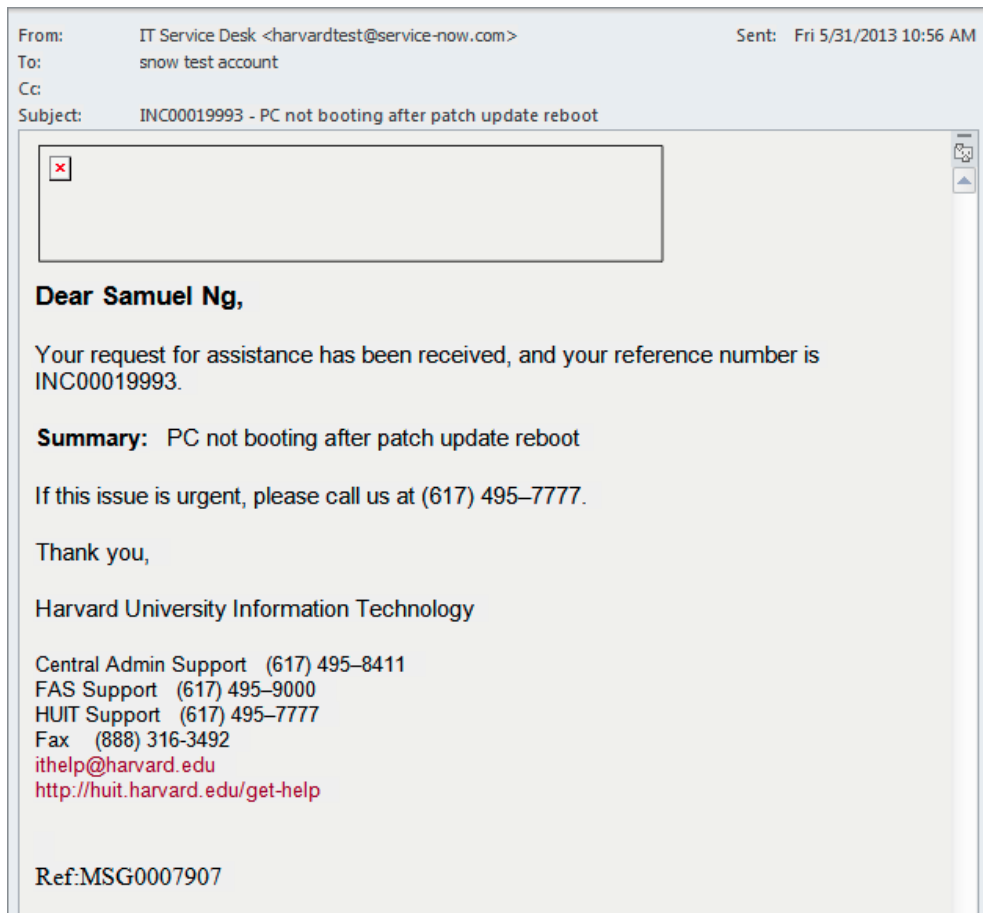
iCommons has requested that tickets resolved by their group result in an e-mail message with their footer rather than the standard HUIT Support Services footer.

SLA breach e-mails (Not shown)

SLA breach e-mails are not being implemented at this time.

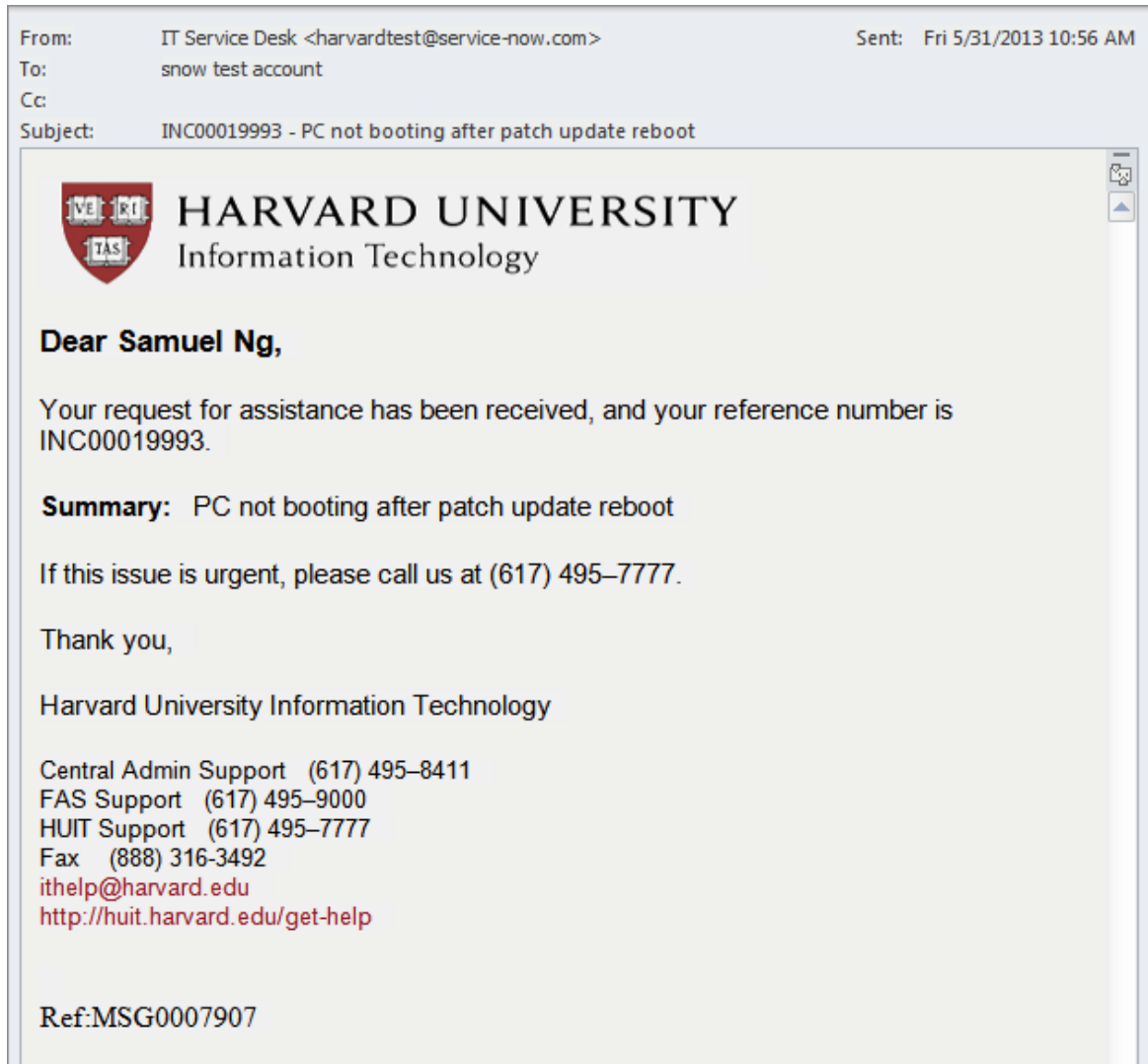
Appendix 1: Graphic link not downloaded

This is an example of the e-mail notification for a ticket created from an e-mail. The Harvard University IT logo has not yet been downloaded as indicated by the box with the broken link symbol.



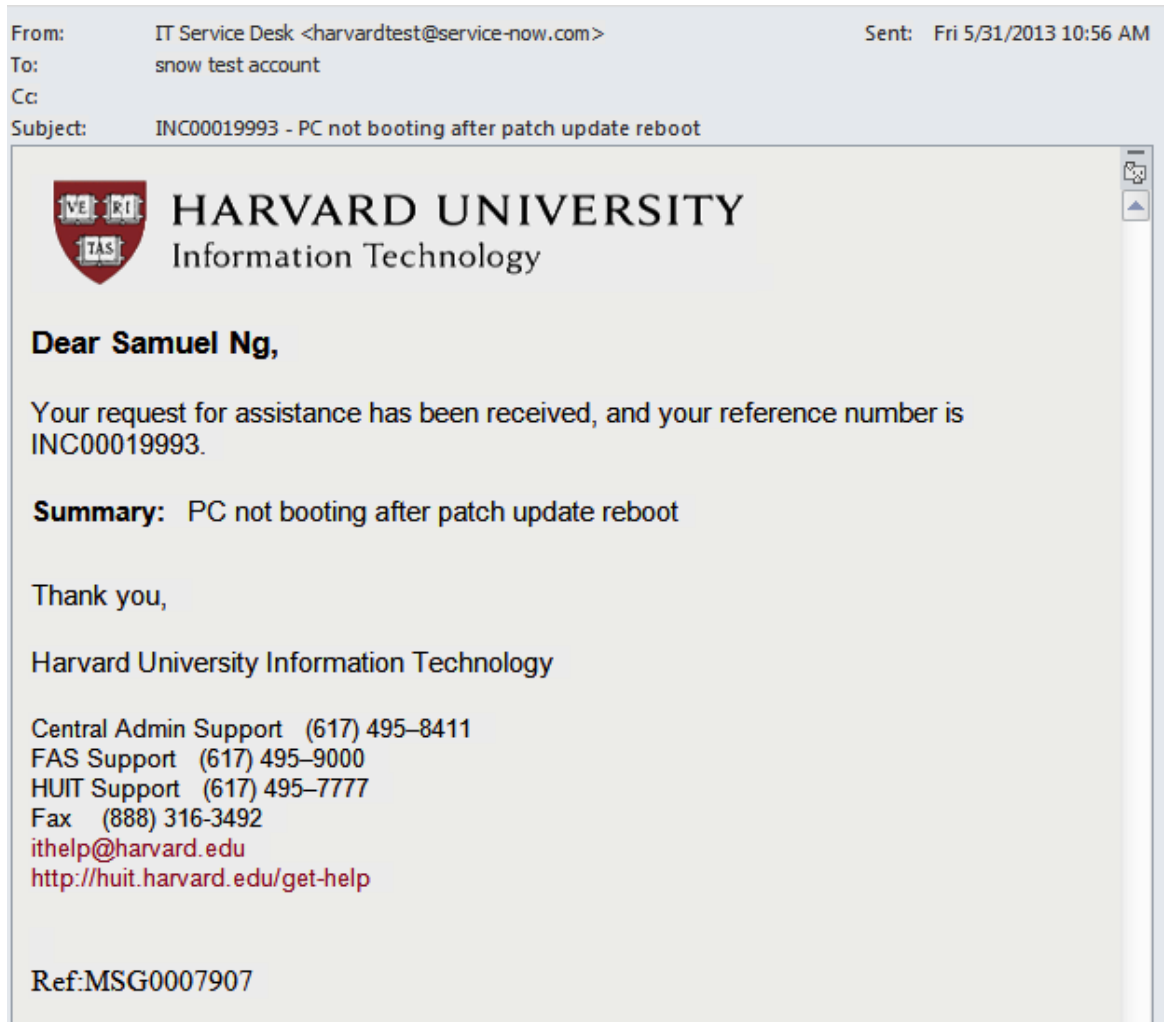
Appendix 2.1: Ticket created from e-mail

This is an example of the e-mail notification for a ticket created from an e-mail. (The Harvard University IT logo has been downloaded.)



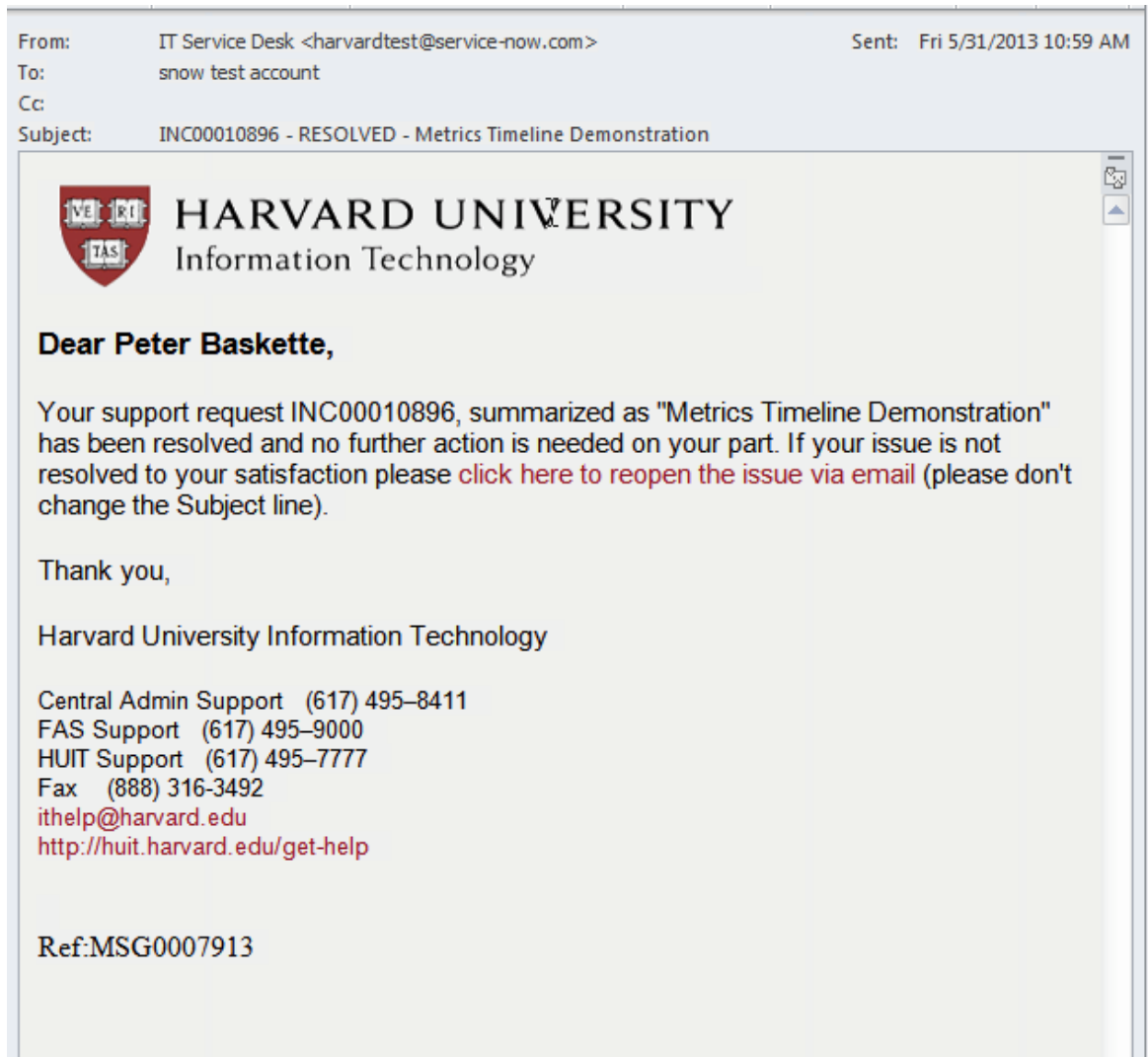
Appendix 2.2: Ticket created from direct entry or phone call

This is an example of an e-mail notification for a ticket created by direct entry (future portal), a phone call to the Service Desk or other First Line ticket creation.



Appendix 3: Ticket Resolved

This is an example of the e-mail notification to a customer when the ticket status is set to resolved. The logo has been downloaded.



Appendix 4: Update e-mail

This is an example of the e-mail update message generated when an assignee uses the “Email the customer” button.



Appendix 5.1: Survey link invitation

This is an example of the e-mail message generated to the customers selected to receive a survey invitation.



Appendix 5.2: Survey

The following is a screen-capture of the ServiceNow customer survey.

The screenshot shows a web browser window displaying the Harvard University IT ServiceNow customer survey. The header includes the Harvard University logo and the text "Harvard University IT". The survey title is "How would you rate the following:" with a note "(where 1 = very dissatisfied, 4 = average, 7 = very satisfied)". The survey consists of five rating sections, each with a yellow header and a row of radio buttons for ratings 1 through 7. The sections are: "Quality of service", "Timeliness of the service", "Quality of solution that was provided", "Communications during the issue", and "Service Overall". Below these are two text input fields for "Suggestions for improvements to our technical service:" and "Any Additional Comments:". At the bottom, there is contact information for HUIT Support Services, including a phone number, email address, and website URL. A red "Submit" button is located at the bottom left of the form.

HARVARD UNIVERSITY Harvard University IT

How would you rate the following:
(where 1 = very dissatisfied, 4 = average, 7 = very satisfied)

Quality of service
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Timeliness of the service
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Quality of solution that was provided
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Communications during the issue
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Service Overall
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Suggestions for improvements to our technical service:

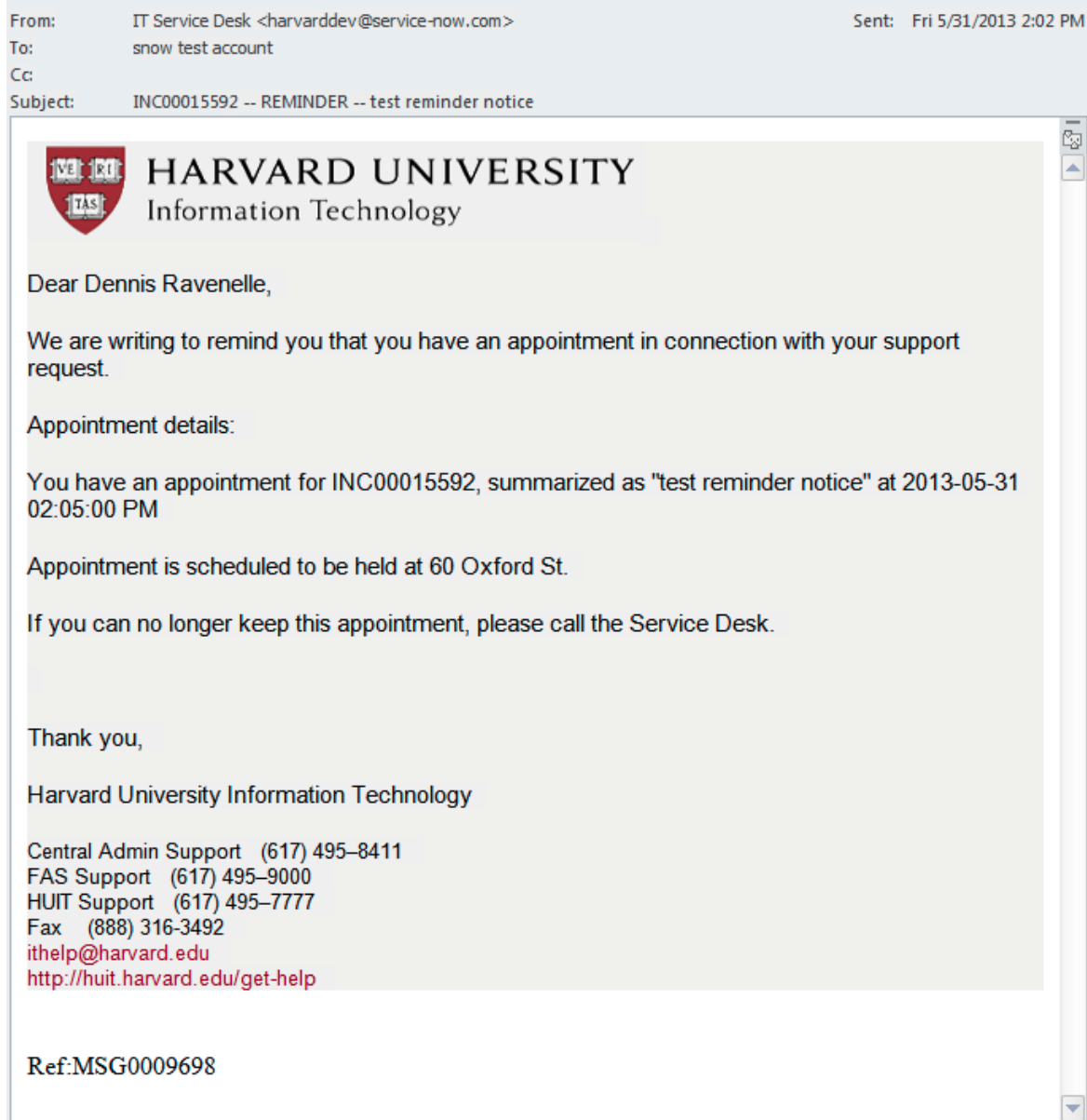
Any Additional Comments:

HUIT Support Services
(617) 495-9000
help@fas.harvard.edu
<http://www.fas-it.fas.harvard.edu>

Submit

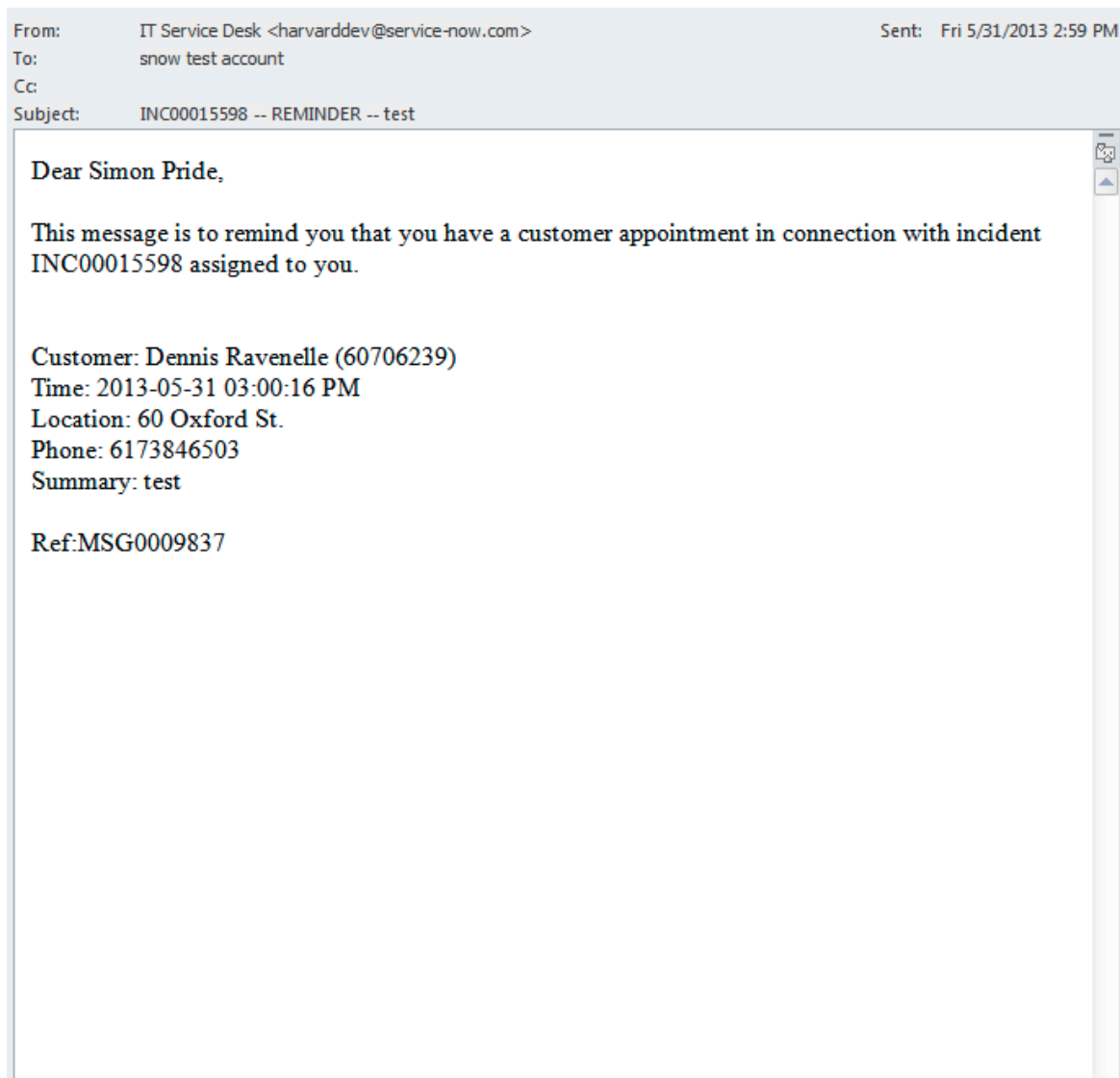
Appendix 6.1: Appointment Reminder – Customer

This is an example of the reminder message generated to the customer for a scheduled appointment.



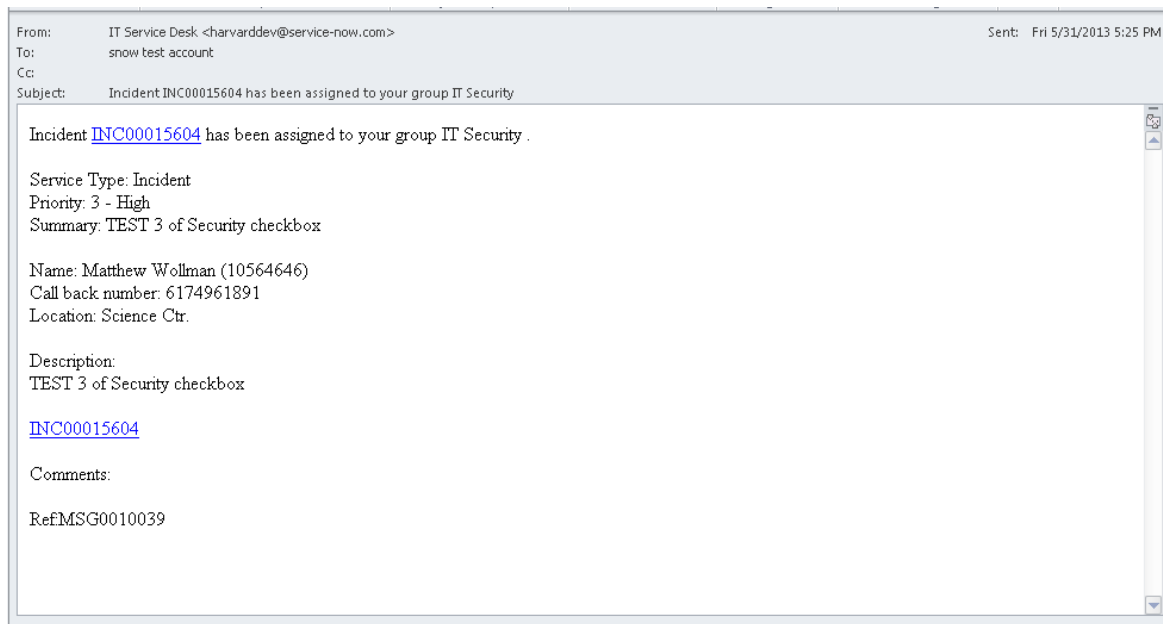
Appendix 6.2: Appointment Reminder -- Technician

This is an example of the reminder message generated to the technician for a scheduled appointment.



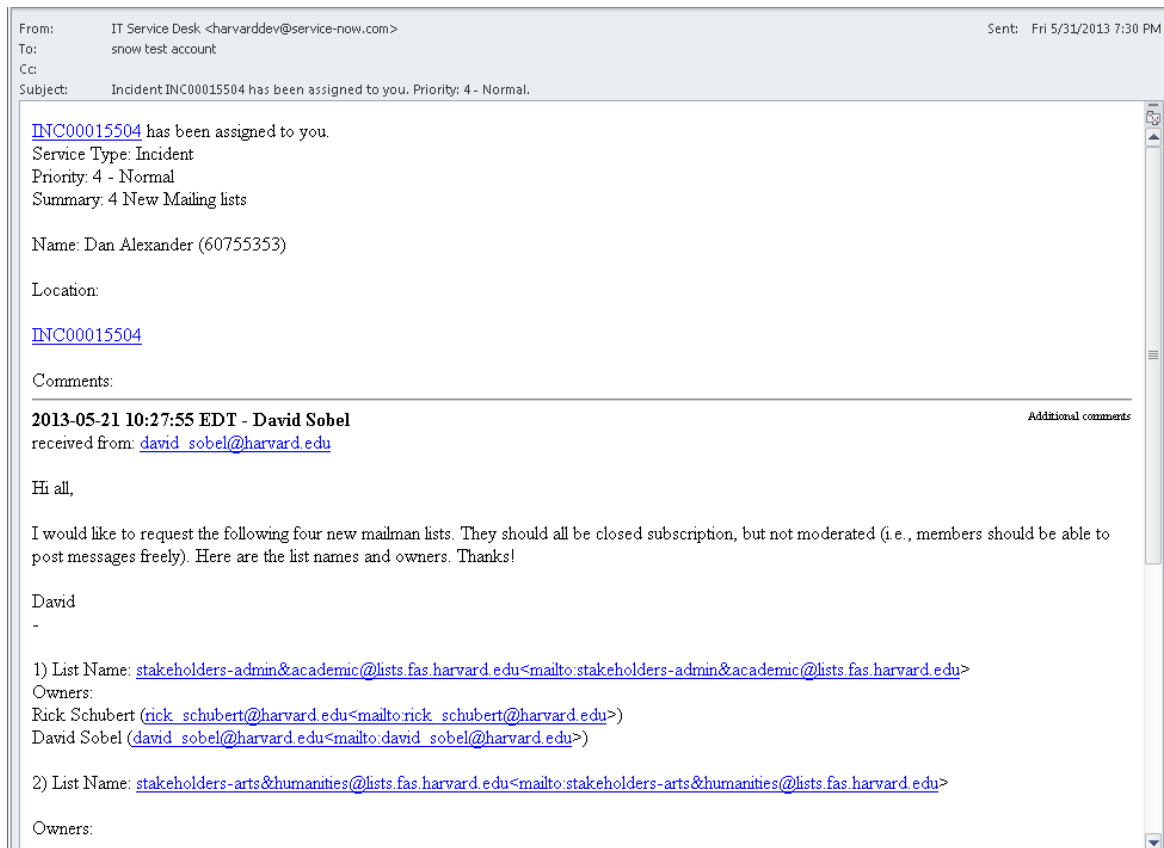
Appendix 7.1: Assigned to e-mail -- Group

This is an example of the e-mail notice to the Assignment Group that a ticket is being assigned to it.



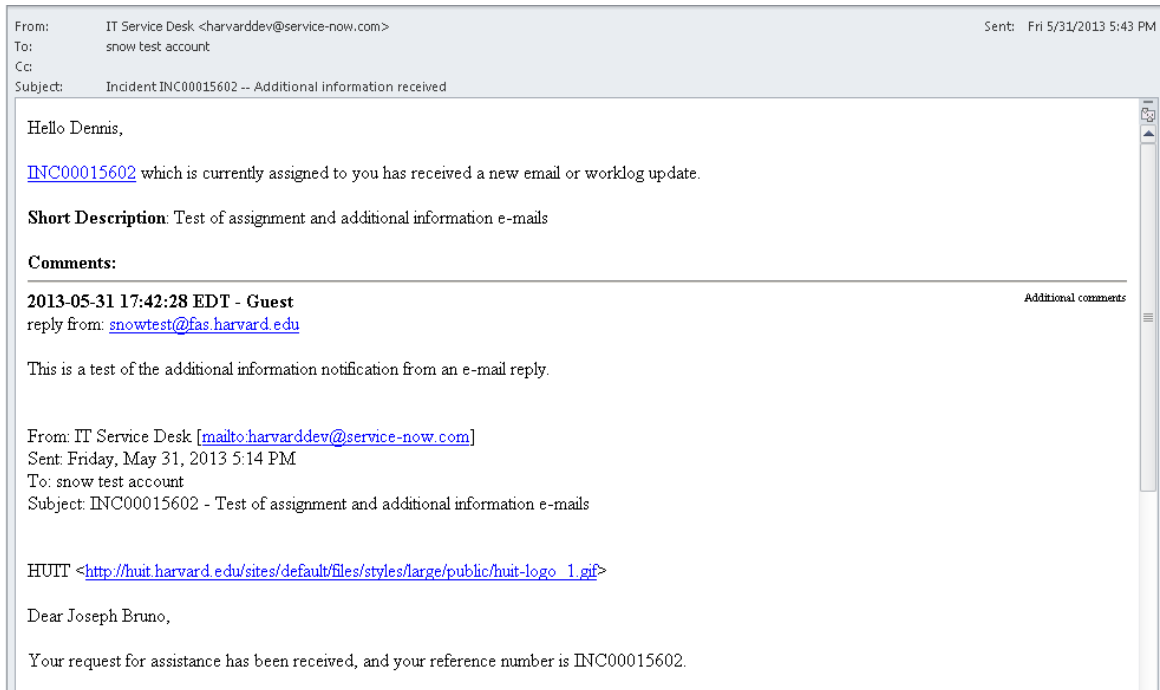
Appendix 7.2: Assigned to e-mail -- Individual

This is an example of the e-mail notice to an assignee that a ticket is being assigned to him/her.



Appendix 8: Additional information has been received

This is an example of the e-mail notice to the assignee that additional information has been received or a worklog entry has been made on a ticket being worked.



Appendix 9: Ticket escalated to Research Computing

This is the template for an e-mail escalated to Research Computing.



Appendix 10: iCommons ticket resolved e-mail

When a ticket is resolved by the iCommons group, an e-mail based on the following template is sent with the iCommons footer in lieu of the standard HUIT Support Services footer.

