



# Major Global Fashion Retailer Modernizes for a Transcendent Customer Experience



**99%**  
reduction in  
service desk email boxes



↑ **7K**  
incidents submitted  
per day



↑ **900K**  
CIs managed  
in the CMDB

## Company Overview

A major global fashion retailer is advancing its IT infrastructure and operations to deliver a transcendent customer experience for its approximately 162,000 employees serving over 200 markets.

## Business Goals

The fashion retailer wanted to modernize and unify the people, processes, data, and technology that its IT organization uses to provide service to all its retail and business outlets. Even further, the company wanted to move to a cloud environment to take advantage of cost efficiencies and agility as well as have the ability to bring on human resources, facilities, and/or finance. With these advancements, the fashion retailer hoped to reduce calls to the service desk by empowering self-service, improving scalability, reducing operational efforts and costs, improving end user satisfaction and productivity, and achieving end-to-end visibility into operational processes.

## The Challenge

The global fashion retailer's existing system was increasingly difficult to keep updated and aligned to new business demands, which was putting the company's agility at risk in the fast-paced industry. The retailer also needed an improved, modern user experience that would appeal to both technical and non-technical employees and service requests. A move to the cloud promised the scalability necessary for this large, global organization. With approximately 10,000 tickets per month, the company sought to change from managing

service via calls and emails to increase self-service in a way that utilized more out-of-the-box capability with intuitive and friendly navigation. Additionally, the fashion retailer hoped to consolidate requests so they were funneled to one email box as opposed to approximately 190 worldwide.




## The Solution

By partnering with BMC, the global fashion retailer selected BMC Helix ITSM with BMC Helix Discovery, BMC Helix Chatbot, and BMC Helix Digital Workplace to transform its customer experience. BMC Customer Success developed a migration path that offered a smooth transition of existing foundation, transactional, and application data as well as remediation and optimization of their non-standard customizations and integrations, while enabling all product capabilities. Lastly, the company consolidated a disparate and confusing system of over 190 different request email boxes into one that would streamline requests through reduced complexity.

With BMC capabilities enabled, the global fashion retailer now has a more scalable ITSM platform that is always updated. Their new system and its self-service options resulted in a reduction in both the number of tickets processed and mean time to repair (MTTR). These improvements led to increased service desk productivity and an improved user experience for employees.

BMC Education empowers staff of the global fashion retailer to grow their expertise in the enabled capabilities, helping them expand their use. To keep up with the fast pace of fashion, the global retailer selected Premier Support to ensure proactive assistance. A BMC Advantage Customer Success executive continues to support the global fashion retailer by sustaining governance management and tracking ongoing achievement against the five-year roadmap.

### Learn more:

-  Visit the BMC Helix web page
-  Visit the BMC Services and Consulting web page
-  Contact a BMC Customer Success Expert

