

USER PROFILE



INDUSTRY

Communications



PRODUCT

IT Management



HIGHLIGHTS

Leading communications, media and automotive services company with 30,000 business customers improved its response rate to critical events by nearly 100% and decreased MTTR for high and critical incidents by over 75%.

“Now we have very targeted notifications. They have made a huge difference in getting people to respond.”

Troy Olson, Senior Manager of IT Service Management ▶ Cox Enterprises

Optimized Communication During Major Incidents

Cox Enterprises reduced its time to respond to major incidents by 75%

Atlanta-based Cox Enterprises is a true media conglomerate. It owns newspapers, television stations, and radio stations, as well as familiar holdings Cox Communications, Manheim Auctions, Autotrader, Kelley Blue Book, Savings.com, and Valpak. Through IT Service Management and three other shared services, more than 30,000 business customers rely on Cox Enterprises. So when incidents happen, IT resolution teams have to be quick to respond to keep services running.

Challenges

When a major event occurred, an email was blasted to the entire IT staff of 1,300 people—something the team referred to as “firealarm process.” Whoever was on-call would have to know it and was responsible for responding. With 1,299 irrelevant messages going out for every relevant message, it’s not surprising that on non-response the department usually had to manually escalate after 30-45 minutes to manually track down the on-call resource.

Troy Olson, Senior Manager of IT Service Management for Cox Enterprises, recounts an instance when a loss of fiber connectivity between their corporate offices and a datacenter 30 miles away, brought all systems down—including the email system his team relied upon to alert resolution teams. They had to resort to manually notifying people—a process Olson describes as “noise and confusion.”

The customers now take advantage of the ability to subscribe to the events that impact them and IT Operations can now minimize the broadcasts of irrelevant information. ”

Troy Olson, Senior Manager of IT Service Management ▶ Cox Enterprises

Solution

Today the company resolves issues inside of an hour, essentially the time it previously took just to engage the right technician. The difference is a better process, improved visibility, and faster response.

For Want of a Router

When the team discovered a bug in some of their new routers, it required a hot fix with an enterprise rollout. The normal time to complete a hot fix would have been 8-10 days.

During that time, the router could have had a severe impact on the business and its customers, bringing down radio or TV stations.

Instead, Cox's IT department expedited change through an accelerated process and implemented the fix within the same day.

Benefits

Improvements to IT team's major incident management processes have reduced time to notify resolution teams and time to restore services. Where before IT needed up to 45 minutes just to get the right people working that process has been reduced to well under 5 minutes. Now, IT resolves an average incident within an hour.

Cox has improved its response rate to critical events by nearly 100% and decreased MTTR for high and critical incidents by over 75%.

A bidirectional integration between xMatters and Cox's service management ticketing system enables closed-loop incident processing, automatically recording communication events back into the service management system for even more time savings.

Increasing Customer Satisfaction with Custom Alerting

During incidents, proactive communications to customers and executives limit incoming inquiries so resolution teams can focus on their work. What's more, by allowing executives and business partners to subscribe to events of their choosing with their preferred mode of communication, satisfaction levels have shown a marked improvement. Individuals from a variety of business units and corporate functions utilize xMatters subscription capabilities to keep informed of events like maintenance, change, service impacts or event priority.

“The customers now take advantage of the ability to subscribe to the events that impact them,” Olson says, “and IT Operations can now minimize the broadcasts of irrelevant information.”

The results are tangible. The transparency and open communications has increased customer satisfaction as tracked in annual surveys and overall NPS (Net Promoter Scores).

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