

ServiceNow enables self-serve portal and more efficient processes for Conagra Brands employee users as part of platform approach to IT

Job to be done

Eliminate first-line technical support and safeguard operations

Solutions to do it

- ServiceNow® IT Service Management Pro
- ServiceNow® IT Operations Management
- Now Platform® App Engine

What we did

Empowered employee users with a self-serve portal, thousands of knowledge articles, chatbot, and mobile app

Modernizing food brands and processes

Conagra Brands is one of North America's leading branded food companies. The company combines a rich heritage of making great food with a sharpened focus on innovation. Conagra's brands like Birds Eye frozen veggies, Slim Jim meat snacks, and Hunt's tomatoes offer choices for every eating occasion.

Headquartered in Chicago, the company has approximately 50 office and facility locations that make its portfolio of more than 80 frozen, snack, and staple food brands. Conagra has a strong track record of embracing change and in doing so, has transformed its business into a stronger organization that continues to meet the evolving needs of consumers and retail customers.



At Conagra Brands, we have a 'refuse-to-lose' attitude, and sharing that approach with ServiceNow is why our technology partnership is so successful.

Dennis Piper

Global Operations
and Service Delivery Manager
Conagra Brands

Reducing dependency on first-line support

To safeguard the technology with which Conagra's talented employees work, the company needed to replace its legacy IT service management solution. The service model relied on first-line support services that were outsourced internationally and didn't enable self-serve or automation.

15

days to roll out minimum viable product (MVP)

4.5x

fewer help desk agents required in year one

>4x

fewer support calls per day

Rapid deployment of a new platform

When Conagra decided to implement ServiceNow IT Service Management Pro (ITSM Pro), it had just 15 days to get its minimum viable product (MVP) in place before its previous solution expired.

With ServiceNow ITSM Pro in place, the team also rolled out ServiceNow IT Operations Management (ITOM) in June 2020, started work on configuring its configuration management database (CMDB), and created an app using Now Platform App Engine to help the IT team approve requests faster.

"Using ServiceNow ITSM Pro and ITOM together is really powerful to enhance monitoring and incident management," Piper adds. "It would be much more challenging to get that level of visibility if we were using tools from multiple vendors."

“ Taking a platform approach with ServiceNow helps to simplify complex operations and empower employee users to be more productive through our technology.

Dennis Piper
Global Operations
and Service Delivery Manager
Conagra Brands

Knowledge is power

The Conagra employee-facing portal built on ServiceNow empowers team members to access a bank of 500,000 knowledge articles to resolve simple IT problems without needing to contact the support desk. For example, users can find instructions on how to install the Now Platform app on their phone to start approving requests. With calls reducing from 350 per day to just 80, the company is currently outsourcing to a team of six rather than 27 first-line support agents.

Improving incident management

While ITSM Pro is supporting a better user experience, working together with ITOM the solutions have unlocked greater visibility and control over the IT estate. In the event of a critical incident, notifications are automatically routed to the right person at the right time to safeguard system availability.

"Taking a platform approach to our digital transformation has simplified event management and reduced complexity," Piper explains, "and as the platform matures, we can start getting even more value from the partnership."

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work can work better.**