



Acronym accelerates service delivery with consistent processes

39x

increase in service request volume, without increasing headcount

60%

increase in customer satisfaction scores

50%

faster fulfillment of customer orders

“

ServiceNow is a game-changer. Processes that previously took our teams days can now be done in minutes, and new services deployed in just hours.

Robert Agostino, Vice President Engineering and IT, Acronym

Prioritizing customer, employee services

Acronym enables Canadian businesses to keep pace with increasing customer demands. The company started out supporting the telecommunications network underlying Ontario's electrical grid several years ago. But its visionary leadership saw much bigger opportunities and set out to rebrand Acronym as a broad provider of information and communications technology services, addressing everything from cloud security and unified communications to alternative forms of connectivity like SD-WAN.

Industry:

Information and Communications Technology

Location:

Ontario, Canada

People:

120+ employees

Products:

- Telecommunications Service Management
- Telecommunications Service Operations Management
- Order Management for Telecommunications
- ServiceNow Impact

servicenow


ACRONYM


EY

"Connectivity and communications are foundational to us, but it's only part of our story today," says Robert Agostino, Vice President of Engineering and IT, Acronym. "We continue to expand our target customers, network, and product portfolio as we evolve from a connectivity provider to a full information and communications technology company that empowers middle market businesses to efficiently innovate, reduce costs, and increase revenue."

The evolution at Acronym is all part of a corporate transformation to fundamentally reimagine not just its products and services but also how internal teams work together and with customers. "Delivering outstanding customer experiences is central to our identity and success," explains Agostino. "For us, smart IT ensures we can offer both customers and our employees excellent experiences in every interaction."

Breaking down team silos

One of the biggest challenges facing Acronym in its corporate transformation came from siloed, legacy IT systems and disjointed team collaboration. Service and support applications at the company were never conceived as an integrated, end-to-end experience. As a result, there were problems responding efficiently to customer requests, with employees working in different systems and managing manual steps that offered no insight into what everyone else was doing.

"Teams were frustrated and essentially blind to many things going on in the company," says Agostino. "The lack of 360° visibility delayed customer orders, drove up support costs, and impacted revenue. We needed to gain better visibility into our own workflows and simplify operations by automating manual processes before helping customers and partners do the same. ServiceNow became a beacon for us."

Standardizing on best-in-class products

Acronym worked with EY to deploy several ServiceNow Telecommunications products, including Telecommunications Service Management, Telecommunications Service Operations Management, and Order Management for Telecommunications



The Challenge

Acronym sought to gain 360° visibility across internal processes and customer systems.



The Answer

ServiceNow eliminates missed orders, reduces support costs, and helps increase revenue.



Aligning with strategic customer priorities

Leverages Service Bridge to cut new service delivery wait times from weeks to hours



“

As a catalyst for its business transformation, ServiceNow empowers Acronym to exceed client expectations and evolve our services.

Robert Agostino, Vice President Engineering and IT, Acronym



Driving a customer-centric business strategy

Increases customer satisfaction scores 60% by rapidly scaling information and communications technology services in hours instead of days



Streamlining end-to-end service delivery management

With out-of-the-box workflows, automated integrations, and single-pane-of-glass tools

to streamline time and process-intensive processes across departments. The company also built personalized portals that make it simple for customers to submit and monitor change orders and service requests. At the same time, intuitive administrative tools optimize performance reporting so Acronym teams can reliably manage every activity.

“ServiceNow empowers us to be digital-first by connecting customers, suppliers, partners, and employees,” explains Agostino. “Even if a customer calls our service center, the first place an employee goes to is ServiceNow. We’ve modified our workflows so that everything funnels into ServiceNow. It’s the perfect environment to create unified experiences and a single source of truth by centralizing, tracking, and managing how everyone works together.”

For further efficiencies, Acronym uses Service Bridge capabilities to directly integrate with enterprise customers’ ServiceNow instances. The benefits include accelerating system integration, automating third-party manual processes—including order orchestration and task distribution, and optimizing operations management. “Service Bridge enables different systems to easily connect so employees, partners, and customers can communicate more effectively,” says Agostino. “I call this e-bonding because people are behind every digital experience.”

In addition, Acronym uses ServiceNow to seamlessly support omni-channel experiences across devices and applications—and granularly control access levels to comply with security and data privacy requirements. “By harnessing ServiceNow, we’ve overhauled technology operations cost-effectively at one of Canada’s largest electricity suppliers and reduced new service delivery wait times from weeks to hours,” explains Agostino.

Acronym also relies on ServiceNow to optimize information and communications technology case management and monitor enterprise-wide interactions to meet service-level agreements (SLAs). This data allows Acronym to quickly launch targeted low-code solutions and services that better align with client priorities.



Real-world impacts for Acronym and clients

ServiceNow enables Acronym to continue building on its reputation as a customer-centric, full-service information and communications technology company. Also critical, the single-pane-of-glass visibility supported by ServiceNow dashboards allows Acronym to better manage end-to-end service delivery.

"ServiceNow is a game-changer," explains Agostino. "Processes that previously took our teams days can now be done in minutes, and new services deployed in just hours."

With ServiceNow, Acronym has already seen a 60% increase in NPS and CSAT scores by fulfilling customer orders 50% faster. Equally impressive: incoming service requests are up 3900%, without any increase in headcount. The streamlined operations and lower costs supported by ServiceNow enable Acronym teams to focus more time on increasing revenue by delivering new services such as SIP Trunking and Managed IT.

"Automating manual processes, such as ingesting and routing emails from vendors, enables us to cost-effectively and efficiently handle a tsunami of orders," says Agostino. "With ServiceNow, we're minimizing clicks while eliminating time-consuming copy-and-paste tasks."

The company plans to further augment ServiceNow capabilities by pairing ServiceNow Impact with existing telecom solutions to design, deliver, and manage new end-to-end services. ServiceNow Impact combines AI-powered recommendations, expert guidance, and premium tech support and tools—all delivered in a personalized digital experience. "Adding ServiceNow Impact to our ServiceNow deployment will make it even easier for us to develop, launch, and manage new customized solutions," says Agostino. "In parallel, we look forward to integrating additional products and services—such as our new CRM—with ServiceNow."

ServiceNow helps Acronym teams make smarter, data-driven decisions that benefit customers and the entire company, from sales and marketing all the way to the field. "With ServiceNow supporting our transformation, we can put forth the exact image we want to our customers. Acronym is all about simplifying and improving how companies operate, and ServiceNow enables us to get there."

About Acronym

Based in Ontario, Canada, Acronym is a customer-centric information and communications technology company that provides high-speed connectivity alongside a growing portfolio of secure, scalable services.

About EY

The insights and services EY provide help to create long-term value for clients, people and society, and to build trust in the capital markets.



Service Bridge enables different systems to seamlessly connect so employees, partners, and customers can easily and efficiently communicate with each other.

– Robert Agostino, Vice President Engineering and IT, Acronym

