



CIMB GROUP

CASE STUDY

"Clientele ITSM dramatically improved our change and incident management processes."

William Tan

Head of Service Management

FASTER, SAFER, AND MORE EFFICIENT

HOW CIMB IMPROVED THEIR CHANGE MANAGEMENT PROCESSES

CIMB Group is a leading ASEAN universal bank. Headquartered in Kuala Lumpur Malaysia, CIMB offers consumer banking, commercial banking, investment banking, and asset management products and services.

COMPANY

CIMB Group

CONTACT

William Tan

FUNCTION TITLE

Head of Service Management

CUSTOMER SINCE

2014



RUNNING FROM OFFICE TO OFFICE

“Ten years ago, change management was basically non-existent at CIMB,” says Tan. “If IT employees needed something approved, they literally had to go from office to office, or even building to building, to get their paper forms signed off. A manual process that could easily take days. Our change managers spent about 18 hours every month signing off all these forms, which we then kept in a storeroom.”

Within a year-and-a-half, this storeroom —about the size of a regular office space— was filled to the brim with approval forms.

Tan: “When it was time for an audit, it took us almost a week to find all the right forms.”

After working like this for two years, Tan realized: “If we don’t do something now, we’ll keep wasting more paper, storage space and time, without achieving the transformation we want.”

He started his search for ITSM tools that would help CIMB automate the processes for approval and information safe keeping.

It took him about two years to select and evaluate the tools available in the market. He finally decided on Clientele ITSM.

“Most ITSM tools are tied to limited functionalities per license,” says Tan. “Clientele ITSM gives us all the functionalities we need in a single license, and at a very competitive price.”



NOW, CHANGE MANAGEMENT IS FASTER...

Another year later, in March 2017, Clientele ITSM is up and running at the CIMB Headquarters in Kuala Lumpur.

"Our IT employees use the tool for incident and change management," says Tan. "Getting approval for something used to be a tedious process that would take days. Now, completing and approving a Request for Change (RFC) is a matter of minutes. We went from towering stacks of paper to an almost paperless environment."

CIMB's change management workflows are set up in templates in Clientele ITSM, which makes managing an RFC more transparent: everyone involved is informed on time via notifications. In addition, staff members can always see where they are in the process and who's approval they are waiting for.

"GETTING APPROVAL FOR SOMETHING USED TO BE A TEDIOUS PROCESS THAT WOULD TAKE DAYS. NOW, COMPLETING AND APPROVING A REQUEST FOR CHANGE (RFC) IS A MATTER OF MINUTES."

SAFER...

"Clientele ITSM allows us to keep all of our documentation in a central depository. The tool is geared with the necessary security measures to keep our documentation safe. Plus, we can access the right information, and generate reports, at the push of a button," says Tan. "Easier for our own IT employees AND for external auditors. We simply provide them with direct access to the information they need to conduct the audit."

AND MORE EFFICIENT

Tan: "Clientele ITSM allows us to link our RFC's to related incidents. With all this information in one place, we can easily keep track of the changes and underlying problems within CIMB Group."

Ultimately, these faster, safer and more efficient processes have led to higher customer satisfaction.





● 2017
800 USERS

● TODAY
2000+ USERS

● END OF 2020
25,000 USERS

FROM 800 TO 25,000 USERS

Tan initially got some push back from his staff, who seem reluctant to the change. "Now that everyone is used to Clientele ITSM, they would not dream of going back to the old situation," says Tan. "One day, I turned off Clientele ITSM on purpose. I was curious to find out just how effective the tool actually was. Within 10 minutes, our helpdesk got at least 70 phone calls from stressed out employees who could not access their tickets."

After a successful implementation in Kuala Lumpur, other regional and international CIMB branches started using Clientele ITSM as well. "We went from 800 users in 2017 to over 2000 users today," says Tan. "Indonesia and Thailand have their own version of Clientele ITSM implemented. Next up is Singapore, in October 2020."

CIMB Group continues to expand their use of Clientele ITSM. "We are working on setting up Clientele's Service Request Module," says Tan. "Currently, we are using our own tools for IT service requests, but we prefer to have one tool for both IT and business users. Once the Service Request Module is enabled, we plan on having 25,000 users by the end of the year."

Tan welcomes the prospect of Mproof opening an office in Singapore in the Fall of 2020. "We are excited and pleased with Mproof's decision to open an office in Singapore," says Tan. "Having local support will only strengthen our relationship with Mproof and boost further process improvement within CIMB Group."



MPROOF

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