

A CONNECTED APPROACH TO SERVICE MANAGEMENT



Join tasks, processes and departments with enterprise service management (ESM)

Imagine if you could get rid of email altogether. Instead of wading through their inboxes daily, could your teams manage requests and resolve issues through a central portal? What if you could cut the back-and-forth between service teams and end-users and ensure that every query is resolved ASAP? That's the promise of enterprise service management (ESM), and the reality for many organisations that have switched to integrated service management platforms.

From service management to ESM

Since the introduction of service management in the early days of IT, the discipline has evolved almost beyond recognition. What was once a set approach to managing IT services is now an umbrella term for the processes and tools used to deliver services to your internal or external customers. No longer limited to IT service delivery, it can now encompass IT, HR, finance, customer service, facilities, legal and even marketing teams. This broader approach is known as enterprise service management (ESM).

In our hyper-digital world, where AI is going mainstream and customer expectations are at an all-time high, many Australian and New Zealand businesses are looking closely at service management. How does service delivery work in your business? Does it connect across departments, or are there major gaps? Are you leveraging AI and automation to cut out some of the drudgery? Do your software platforms connect seamlessly, or are you using manual workarounds?

There's no single approach or platform for perfect service management — it's about building an integrated set of processes, tasks and software tools that works for your business. The benefits are efficient services, visibility across business areas, fewer delays and an enhanced experience for your end-user.

Where to start when it comes to service management improvement? In this eBook, we'll look at ESM trends, the pain points driving change, the benefits of an integrated strategy, and how to pick the right implementation partner.

Introducing Fusion5

Your dedicated tech partner, Fusion5 offers a unique blend of expertise, services and ongoing support. Whatever the project, our focus is on filling your capability gaps and future-proofing your systems, rather than implementing a one-size-fits-all solution. We're tool-agnostic, delivering cloud, infrastructure and security solutions to fit you — not sell a product.

With experienced, highly qualified teams in New Zealand and Australia, we're your local implementation experts.





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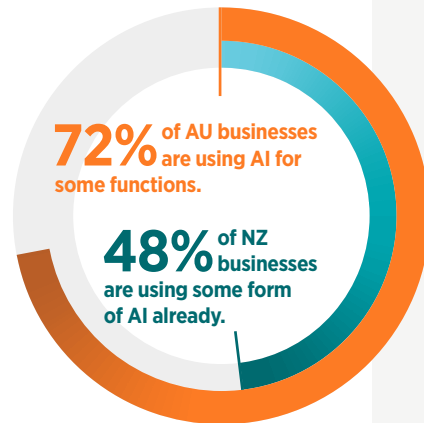
MARKET SNAPSHOT

What’s happening in the service management space?

The continuing evolution of service management

Like everything in business, service management is constantly changing. This isn’t a bad thing — it reflects changing customer and employee expectations, the emergence of new technology, and evolving business values.

In recent years, we’ve seen three key trends affecting service management: AI and automation tools, an increased focus on sustainability and significant investment in digital transformation.

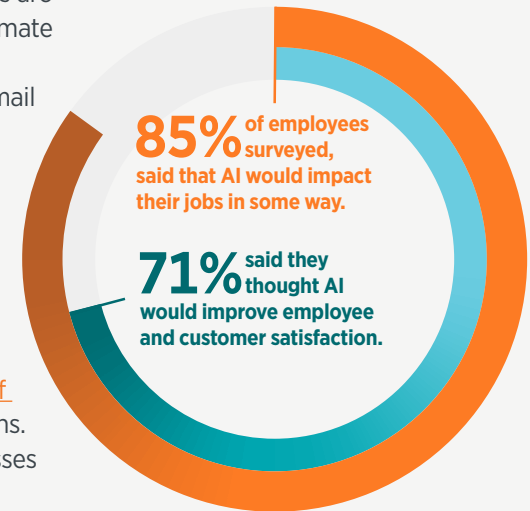


AI and automation

With generative AI (GenAI) more accessible than ever, many businesses are taking advantage of the tech to automate key processes, streamline customer service enquiries, and chat with or email customers directly.

While we’re still in the early days of GenAI, it’s clear that business leaders are already moving toward AI adoption. 48% of New Zealand businesses are using some form of AI already. In Australia, the numbers are even higher, with 72% of businesses using AI for some functions. Of course, that doesn’t mean businesses are fully automated — many are just dipping their toes into the tech for now.




Employees are also aware of the potential, with 85% of employees in one survey saying that AI would impact their jobs in some way. In another report, 71% of respondents said they thought AI and automation would improve employee and customer satisfaction.

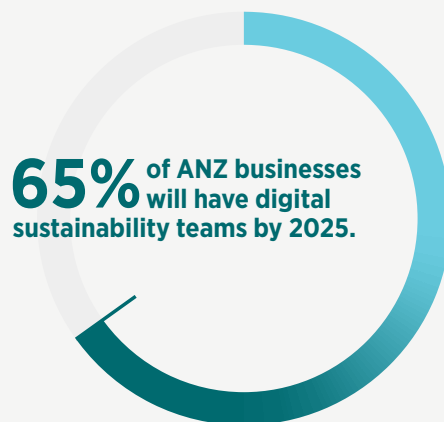


Sustainability

When we think about sustainability in business, we tend to think of electric vehicles or carbon offsets. However, software and technology choices can be just as important. More companies are considering sustainability when they choose new software — including ESM platforms — and one report predicts that [65% of A/NZ businesses will have digital sustainability teams by 2025.](#)

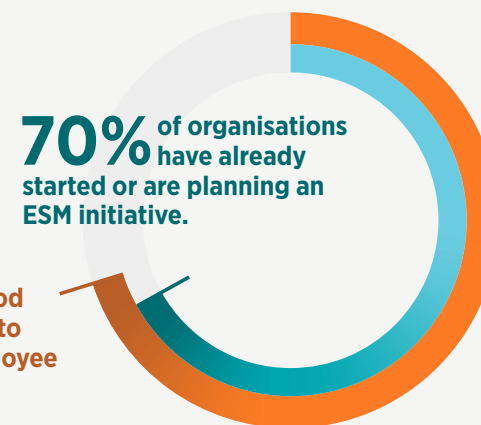
Digital sustainability can involve:

-  **Switching from on-premise servers to the cloud.** Even though the data centres that store cloud data use significant energy, they tend to be more efficient than individual servers, with techniques like dynamic voltage and frequency scaling to minimise power use.
-  **Reducing unused or duplicated data** to minimise the impact of storage
-  **Examining software** used in your business to reduce inefficiency



Digital transformation

Another key service management trend is digital transformation. A survey of small businesses in NZ and Australia found that [two-thirds had increased their IT budgets in 2024](#), with a focus on growth, customers and managing costs. It makes sense that a chunk of this investment will go to cloud-based ESM platforms. Another survey found that [70% of organisations](#) had already started or were planning an ESM initiative, with 67% saying they understood the need to deliver a better employee experience.



67% understood the need to deliver a better employee experience.

INDUSTRIES

Which sectors are moving toward ESM?

Like any tech development, progress in service management isn't uniform across industries. We're seeing particularly high adoption in these sectors:



Public sector

With shrinking budgets bumping up against increasing expectations, public sector organisations have a particular need for efficient service delivery and streamlined resource management. An ESM platform can help take the pressure off strained customer service teams and reduce admin costs.



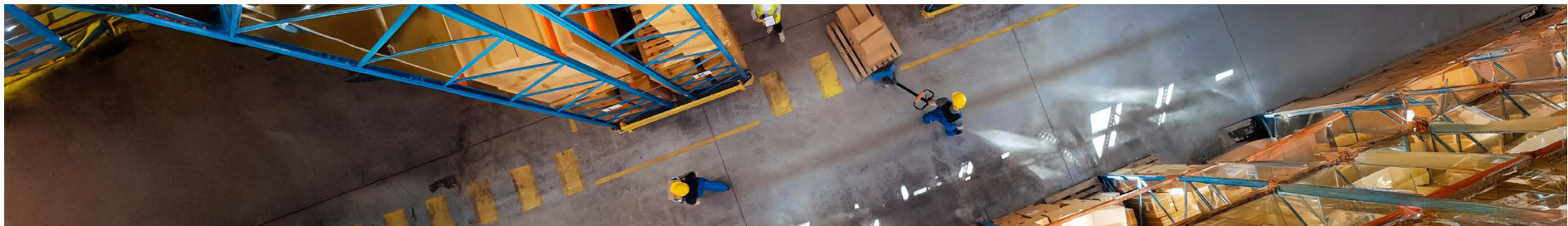
Healthcare and finance

These sectors have similar needs: meeting stringent regulatory requirements and securing highly personal data. Both also grapple with changing expectations and rapidly evolving technology. In these sectors, ESM functions as a way to connect different technologies, streamline customer or patient service, and ensure consistency in security standards.



Retail and manufacturing

With complex operations and high customer expectations, retail and manufacturing are primed for ESM adoption. Integrated service management can help them streamline back-office processes and enhance service delivery to internal and external customers.



The evolution of service management

Service management as a practice has been through some significant shifts over the years.



Service management to ITSM

After emerging in the very early days of digital technology, service management evolved into a comprehensive framework for IT service delivery — also called ITIL (Information Technology Service Library).

As the discipline expanded, the acronym ITSM (IT Service Management) came into use. ITSM is a broader approach that encompasses all the tasks and processes involved in implementing and supporting IT within a business or organisation.



From ITSM to ESM

Enterprise service management (ESM) was, in some ways, a result of ITSM's success. Business leaders could see that the ITSM approach helped drive efficiency in IT service delivery and wanted that same level of effectiveness in other departments.

It was also a response to the increasing complexity of business operations. The goal is not just to improve service across marketing, IT, HR, finance, customer service, facilities and legal, but to integrate software systems and processes behind the scenes, so everything runs smoothly.

ESM is often a driving force behind digital transformation. As businesses look for ways to improve service management, they'll often adopt new technology to connect and integrate various business functions.



Integrated service management platforms

As ESM has gained traction, new technology has emerged to support it. Integrated service management platforms, like [Fusion5's Xurrent](#), act as an entry point for all your service management needs across departments.

They connect disparate software systems and include features like workflow automation, AI tools and analytics. Scalable and flexible, they're designed to work in multi-cloud or hybrid environments, so you get the same result whatever your setup.


Cohesive, connected, customer-centric

How does an integrated service management platform benefit your business? While there are endless ways to design and implement a solution, the benefits are the same: enhanced visibility, efficiency and compliance, a better user experience, cost and time savings and future-proof features. **Here's what you need to know:**



Seamless service management


By connecting different departments and workflows, your platform ensures that every customer — internal or external — gets the same level of service from your business. Solutions are designed to connect teams and workflows across your business to minimise wasted time. It can also improve collaboration by simplifying information sharing. Even if teams are using department-specific software — for example, a finance or accounting platform — the ESM platform connects the dots to ensure that everyone is doing their part.

 **EXAMPLE:** Onboarding processes can be confusing and time-consuming. With an integrated platform, they practically take care of themselves. The new staff member enters their details into the customer portal, and other teams and individuals receive prompts to complete their parts of the process. For example, a manager might need to sign off a new contract, while the payroll team will check bank and tax details. Other tasks may be automated — bank details could auto-populate into payroll software, for example. The result is a seamless process that ticks all the key onboarding boxes with minimal effort from your people.



Smoother user experiences

An integrated platform allows internal and external queries to be managed through a single self-service portal. This provides a smoother experience for users — no more waiting for an email response or bouncing between departments.

 **EXAMPLE:** An employee is having an issue with their company-issued laptop. Instead of emailing your service desk with a screenshot or vague request, they fill out a request form in your self-service portal, which prompts them to enter all the details needed. The system directs the request to the right team, which resolves it promptly. For the employee, it's a smooth experience with a quick resolution. For your team, it means less time spent chasing details or rerouting requests to other parts of the business.



Flexibility and future-proofing

Scalable, flexible, integrated platforms offer advanced features that set you up for future success and adaptability, even if you don't need them right now. AI communication tools, customer chatbots, AI-driven analytics and automation tools are about having the right technology in place to keep enhancing customer service in the long term, even as your needs and your customers' expectations change.



Cost efficiency

While an integrated platform can feel like a big expense, that cost is offset by savings in other areas — software that's no longer needed, cost-savings thanks to enhanced efficiency, and the less-measurable impact of improved customer service.



Visibility and decision-making

When you connect all your business units, you get a comprehensive view of your business, rather than a fragmented one. Built-in dashboards give you real-time visibility across your business, which helps you identify potential growth areas and make changes as soon as issues emerge.



Security and compliance

Security and compliance are key considerations in almost every business. Cloud-based service management platforms include advanced security features, to help keep your business and customer data safe. They're also vital compliance tools because they make it easier to track and store the business data you need to comply with local tax and security regulations.



Streamlined service management at **Shellharbour City Council**

Shellharbour City Council, in New South Wales, serves a population of roughly 75,000. The organisation was struggling to deliver consistent service to ratepayers, community members and internal staff and had limited visibility around services and operational efficiency. It needed a system that could fix both.



THE SOLUTION: Enter Xurrent. After a lengthy procurement process, the council settled on the Xurrent (previously 4me) integrated service management platform and chose Fusion5 as its implementation partner. We worked with the IT team to integrate key processes and software systems, train employees, and implement the new platform. Throughout, the end-user was the focus.

THE BENEFITS: Marcos and his team have seen some tangible benefits since the implementation of the new system. The most impressive: the organisation was able to eliminate email as an initial support channel. This means employees spend far less time wading through their inboxes each day, and requests are less likely to be missed or lost in the email shuffle.

- 70% of all service desk requests go through the Xurrent self-service portal — emails and calls have drastically reduced.
- Real-time reporting helps the team track and prioritise service requests.
- Council staff can access the platform from home and use the search function to find information.
- With 70 services managed through the platform, the team can investigate issues and accurately prioritise service requests.

“The time we put into it helped us build a customer-focused solution — not an IT-focused one. We needed to design it with our end users in mind. For example, we wanted to encourage our customers to use the portal to log requests, so we put a lot of thought into that — and it made a real difference,” explains Marcos Baez, Manager of Information Technology at Shellharbour City Council.



Breaking down the business-unit benefits

An integrated service platform has many broad business benefits — including cost savings, enhanced customer experiences and improved visibility. But what can it deliver to specific teams or business units within your organisation? While everyone benefits from connectedness and collaboration, an integrated platform also offers value to each team in its own way. **Here's how:**



HR AND PAYROLL: Streamlined processes, improved service

HR and payroll processes are complicated and sensitive — get a detail wrong, and an employee could miss being paid for the month. An integrated ESM platform minimises the possibility of errors or delays by automating key processes. It's also a central point for HR and payroll requests, making it quicker and easier for employees get the answers they need.

KEY BENEFITS:

- Automate repetitive tasks like onboarding and offboarding, leave management and payroll processing.
- Employees send requests and find information using the self-service portal, reducing time spent on simple enquiries.
- Create workflows that connect across departments – for example, trigger the IT department to disable log-in details when an employee leaves.



MARKETING: Your marketing support hub

An ESM platform can streamline communication between your marketing team and end-users. If your marketing team supports other departments with content writing and campaign management, your ESM can be their first port of call for content requests or queries. For example, if your sales team needs a series of emails to support a sales campaign, they would raise a request through the ESM platform. The marketing team could then acknowledge the request, send an ETA, and ask for additional details if needed. This ensures that all requests are consolidated in one place and makes it easier for the marketing team to track the number of requests along with other KPIs.

KEY BENEFITS:

- Team members can co-ordinate tasks and communicate through the platform, ensuring everyone is aligned and no details are missed.
- Teams send marketing support and content requests.
- Track and analyse the volume of support requests from different teams.



FINANCE: **Consistent service for all users**

Your integrated service management platform also functions as a self-service portal for all finance-related enquiries from internal or external stakeholders, taking pressure off your finance teams. When a finance enquiry comes into the system, it can be routed to the right person for resolution. In the long-term, you can set rules around enquiry types and automate parts of the process. For example, if an employee sends a request about an expense claim, you might set an automated reply that directs them to the right section of your employee handbook or guide.

KEY BENEFITS:

- Central portal for finance requests and enquiries
- Direct finance-related requests to the right person or team each time, saving time and missed queries
- Automate some parts of the resolution process



FACILITIES: **Schedule, track, coordinate**

Facilities management can involve scheduling maintenance tasks, booking equipment and other resources, and managing repairs and purchasing for business assets. Managing these tasks through email and spreadsheets can be inefficient, which could mean damage or malfunctioning equipment isn't fixed as quickly as it should be — not a good look for your organisation.

An integrated ESM platform consolidates these tasks, making life easier for facilities team members and internal or external customers. For example, if you have public facilities, a customer could use the portal to report graffiti on one of your buildings. It can also be used to communicate with suppliers — in the graffiti example, your team could use the ESM platform to send out a work order to your preferred painter or removal expert.

Again, it's about having one point of connection between your team and end-users — whether that means employees, external suppliers, or the public.

KEY BENEFITS:

- Receive maintenance and resource requests through a single portal.
- Eliminate or minimise email and spreadsheets for facilities management.
- Send work orders and communicate with external suppliers.



IT: Optimising service delivery

A service management platform integrates ITSM (IT service management) practices, giving you a framework for incident reporting and resolution. With the right platform, you can offer internal and external customers a self-service portal for IT queries and automate many parts of the reporting process, reducing manual data entry and response times. For example, instead of all incident reports coming to an email address, your system can triage incidents and service requests and automatically send them to the right team or individual — eliminating much of the time-consuming back-and-forth involved.

KEY BENEFITS:

- Automate incident and service request management and cut response and resolution times.
- Give internal or external customers a self-service portal for IT enquiries.
- Monitor service delivery through intuitive dashboards.



LEGAL: Clearer contract communication

Retaining contracts and other documentation, tracking milestones and contract renewals, ticking compliance boxes — legal can be one of the most complicated business functions to manage.

An integrated service platform streamlines communication between your legal team and other parts of your organisation. For example, it can flag when a contract is due for renewal and send updates to relevant stakeholders. Customers or employees can also use the platform as a place to send requests and enquiries to your legal team — they could send a request for a new contract, check if wording on a marketing document meets legal standards, or ask for clarification around a contract detail.

As a result, your legal team has a central record of all requests and queries, reducing the risk of an error or missed detail. Streamlining these repetitive, time-consuming parts of the job gives your legal team more time for strategic and client-focused work.

KEY BENEFITS:

- Minimise repetitive and time-consuming work for your legal team.
- Reduce the risk of errors and miscommunication around legal issues.
- Manage all legal requests and enquiries in one place.

Your first step toward an ESM solution

Because they're designed for your business and specific needs, ESM solutions are endlessly flexible — with any number of potential benefits. Depending on your current systems, you might need a fully integrated service management solution that sits on top of your software, or smaller tools that connect the dots between departments. You can choose to implement a full solution from day one, or focus on one business unit at a time, scaling up slowly to minimise disruption and manage implementation resources. It's all about your business and your needs.

FINDING THE RIGHT IMPLEMENTATION PARTNER

How do you determine exactly how to configure your systems and processes to optimise service management delivery? How do you choose new software — if any — and create workflows that connect across disparate teams? How do you know if a comprehensive service management platform is the right choice for your needs?

Your implementation partner is your guide through the ESM adoption process. Instead of flying blind or choosing an off-the-shelf solution that might not quite fit, an expert partner can work through your goals and help you find a custom solution to fit. The right partner will also help with implementation and provide ongoing support as your new system settles in.

Essentially, it's a long-term relationship that can have a major impact on your business, so you must choose a partner that aligns with your goals and values.





From service chaos to ESM excellence

As customer expectations rise and technology evolves, more businesses are shifting toward enterprise service management. This approach applies the principles of IT service management across business functions, helping your business deliver a consistently positive customer experience, however a customer or staff member contacts you.

While ESM doesn't have to involve an integrated service management platform, we're also seeing a rise in the number of businesses using this type of tech.

Xurrent is a great example. A unified cloud platform designed for seamless service delivery and collaboration, it helps you improve service delivery across multiple teams and business functions — including IT, HR, marketing and finance. Flexible and scalable, it includes AI-powered automation and analytics tools, so you can accelerate operations and boost visibility at the same time. It's customer-centric, with intuitive dashboards and a self-service portal. Instead of disconnected systems, time-consuming workflows and a constant flow of customer queries, you get a smooth, streamlined system that works for everyone.





Xurrent and Fusion5

Looking for your pathway into ESM? As seasoned cloud, infrastructure and security solutions experts, we can guide you through the selection, design and implementation process. Our software-agnostic team is highly qualified, with 250+ certifications between us. Our approach is thoughtful and considered, with a focus on your goals, current capabilities, and budget or time limitations. We want to design a system that fits you, not change your business to fit a new system. It's about solving your current challenges and setting you up for success in a rapidly evolving digital environment.

Ready to transform service management in your organisation? Expert advice awaits — get in touch with the Fusion5 team now.

Why choose us?

As an Advanced Tier Partner with AWS and one of only three local providers in ANZ with the AWS Oracle competency, Fusion5 stands at the forefront of cloud technology. Our exceptional status with AWS underscores our dedication to delivering cutting-edge solutions that meet the highest standards of excellence.

Entrusting your critical operations to Fusion5 means choosing a partner whose expertise and robust capabilities are matched only by their commitment to your success. Fusion5 is not just another managed service provider;

we are pioneers in cloud migration, optimisation, and management, ensuring that your vital systems are supported constantly within a fortress of security, backed by ISO/IEC 27001 certification.

Our history is decorated with successful collaborations across diverse industries, offering bespoke solutions that resonate with the unique heartbeat of each client's requirements. Fusion5's designation as a Microsoft Cloud Solutions Partner is a testament to our excellence in tailoring superior customer experiences.

Collaborating with Fusion5 represents a strategic partnership that goes beyond the traditional client-service provider model. Our joint expertise serves as a cornerstone for your business, ensuring a path towards not just technological advancement, but a future defined by confidence and innovative leadership. With Fusion5, you're not merely enhancing your technology infrastructure; you're actively participating in shaping a narrative of sustainable success.

#makingpotentialreality