Agfa HealthCare strengthens customer relationships with ServiceNow

Client name: Agfa HealthCare
Location: Mortsel, Belgium
Industry: Healthcare
Agfa HealthCare NV wants to strengthen its customer relationships by offering long-term maintenance and support contracts. The company found that ServiceNow was the right solution: a technology platform that would enable efficient management of all its after-sales service activities.

Agfa HealthCare provides e-health and digital imaging solutions to hospitals worldwide. It offers enterprise imaging, diagnostic imaging, integrated care, hospital IT and digital radiography solutions. It also provides consumables and equipment, managed services and financial services. The company is a key provider for the healthcare information solutions market, integrating the administrative, financial and clinical workflows of individual hospitals and hospital groups. Care organizations in more than 100 countries rely on Agfa HealthCare’s technologies, solutions and services to optimize their efficiency and improve the delivery of patient care.

“After-sales services are an essential part of our offering and our revenue. A long-term relationship thrives on customer satisfaction, which in turn is largely based on the quality level of the after-sales services,” says Jan De Clippeleer, global operations and innovation manager at Agfa HealthCare Global Services.

**Standardized system and processes**

To develop those services further, Agfa HealthCare decided to work with DXC Technology to implement ServiceNow as its global system for ASSM.

“Over the years, several of Agfa HealthCare’s divisions adopted different ASSM solutions,” De Clippeleer says. “Organic growth and acquisitions eventually led to a heterogeneous and fragmented landscape consisting of various processes, systems and tools. “Having multiple solutions obstructed after-sales management instead of supporting it.”

As Agfa HealthCare implemented ServiceNow as its global ASSM system, it introduced a completely redesigned and globally standardized ASSM process. The project proved to be one of the most important change programs in the company’s history. About 400,000 installed Agfa HealthCare products were covered. The new ASSM process had a direct impact on all of Agfa HealthCare’s 2,000 service employees — and on all activities, people, processes, systems and tools closely or remotely related to the company’s service and support portfolio.

“Everybody is involved throughout the entire supply chain, from service providers and project managers to any colleague dealing with customers, their questions and complaints,” says Peter Timmerman, IT manager at Agfa HealthCare.

**Robust and mature partner**

Agfa HealthCare and DXC have a long history, which began with Agfa HealthCare’s SAP environment. “ServiceNow convinced us early on, when the company was still much smaller than today,” says De Clippeleer. “Its visionary approach and innovative cloud-based platform immediately caught our attention. ServiceNow also was way ahead of the competition in the fields of functionality, performance and flexibility. We were ready to take the opportunity, but realized we needed a strong partner by our side.”
DXC invested in expertise in ServiceNow, which is a recognized leader in ASSM processes and services. By the time Agfa HealthCare was ready to implement the platform, DXC had evolved from a ServiceNow pioneer to a full-fledged and robust partner.

“One of the strong elements was DXC’s involvement throughout all project phases, from design and development to verification and validation — with that last aspect being especially important in the context of healthcare regulation,” Timmerman says.

Agfa HealthCare and DXC collaborated in multidisciplinary teams, combining IT expertise with deep knowledge of healthcare service processes and organization. The implementation was based on agile methodology, which is typical for both ServiceNow and Agfa HealthCare.

“It’s an approach that requires flexibility — and not just in terms of technological skills,” De Clippeleer says. “DXC’s experts also brought the maturity and steadfastness that are necessary to help experienced healthcare business users throughout the different phases of the project.”

**Single and efficient system**

Agfa HealthCare achieved its main goal through the ASSM project. More than 50,000 customers across 60,000 hospital locations have benefited from the globally standardized service processes, supported through globally standardized tools.

“For the first time, all support employees and all customers in all business units of Agfa HealthCare — in all countries around the world — are interacting through one single platform,” Timmerman says. As a result, Agfa HealthCare gains from synergies and a higher level of efficiency.

This opens a future full of possibilities. “All data from all global service operations sits in one system,” De Clippeleer says. “It allows us to better handle information, improving the level of our services. In the future, we can tap into this big data with artificial intelligence, in search of new trends and opportunities. Analytics and machine learning will allow us to take our service approach to the next level.”