

From IT Confusion to Proactive Service Support

How Bakkavor Modernised IT Operations on the ServiceNow® Platform With NewRocket



The Customer

- **Company:** Bakkavor
- **Industry:** Food Manufacturing
- **Location:** United Kingdom, United States, China
- **ServiceNow Offering:** IT Service Management (ITSM), IT Operations Management (ITOM) – Discovery, FlightPath

Bakkavor is the United Kingdom's leading provider of fresh prepared foods, operating 43 sites with a workforce of over 18,000. The company supplies many innovative products to major UK grocery retailers and global food brands. Known for its deep understanding of evolving consumer needs, Bakkavor delivers fresh solutions for every occasion and budget.



The Challenge

Bakkavor faced growing challenges with its IT operations. **Its existing platform was outdated and complex**, causing confusion among users and overwhelming the IT support team with support calls.

Limited service visibility led to missed SLAs and an inability to prioritise work based on business needs. With a broader goal of aligning with its "Vision SAP" transformation programme, Bakkavor needed a modern, intuitive IT support platform that could enable proactive service, reduce call volumes, and increase user adoption.



The Solution

A Multi-Faceted Approach to IT Service Transformation

Bakkavor partnered with NewRocket to modernise IT support, build an accurate CMDB, and align IT services with broader business objectives.

01 | Efficient User Engagement and the "Super Six"

NewRocket introduced a simplified portal experience focused on the six most common reasons users contact IT. This experience is backed by automation to reduce phone calls, prioritise urgent issues, and stabilise critical services.

02 | Critical Infrastructure-Centric CMDB

Using Discovery, NewRocket established a CMDB focused on key infrastructure components, enabling more effective change management and reducing high-priority incidents.

03 | Strategic Roadmap for Transformation




In collaboration with Bakkavor, NewRocket helped develop a two-year transformation roadmap that aligned the enterprise's ServiceNow strategy with its broader SAP deployment and business goals.

04 | Executive Engagement With "Vision SAP"

NewRocket engaged C-level leaders throughout the programme to embed platform adoption into Bakkavor's wider strategic initiatives.

The Results

Through its partnership with NewRocket, Bakkavor transformed its IT service operations and set a new standard for support delivery. Now, they're experiencing outcomes like:

-  Proactive IT support, enabling smoother service releases through a new CSI initiative
-  Significant reduction in Priority 1 incidents by improving change management and service visibility
-  All-time high user satisfaction and growing platform adoption, driven by strategic and demand steering committee efforts created in partnership with NewRocket



Ready to Modernise Your IT Support Model and Increase Platform Adoption?

See how NewRocket can help your organisation streamline IT operations and drive ServiceNow success. Visit newrocket.com to learn more.



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This has been one of the most successful and smooth deliveries of any IT project in Bakkavor's history – Thank you.

– Mike Shattock, Head of IT Operational Excellence