SERVICE EXCELLENCE PROGRAM

ServiceNow E-mail Communications
Incident and Request Management Messages
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Introduction

This document provides a record as-built of the e-mail communications and associated protocols for the Incident and Request Management processes in the ServiceNow ITSM platform.
## Report Authors

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### Purpose and Scope

The purpose of automated e-mail communications from the ServiceNow platform is:

- To provide feedback and assurance to HUIT customers that their incidents and requests are being timely addressed,
- To ensure transparency and accountability,
- To support staff and customers with reminders of scheduled appointments.

The scope of this document is to provide documentation of the protocols and examples of the messages.

### Policies

1. Automated messages will be sent to the Customer (i.e. the end user affected by the incident or making the request) upon creation of the Incident or Request ticket and on resolution. These messages are also sent to anyone listed in the Customer Watch List.

2. Optional updates are sent at the discretion of the Queue Managers and Assignee(s) who are working the ticket.

3. Certain high-level members of the University faculty and staff may be excluded from these e-mails. Specifically, this includes the University President and Dean of the Faculty of Arts and Sciences. Additional user e-mails may be disabled upon request to the Service Desk or ITSM with the understanding that this action will preclude their receiving any e-mail from the system. These settings must be applied by an Administrator.

### General e-mail rendering considerations

The way e-mail is rendered varies across browser and mail platforms. We have endeavored to make the user-experience as uniform as possible and to account for nuances that may adversely impact it. Nonetheless, the following are outside the control of the ServiceNow platform:

- When a graphic is present (e.g. HUIT logo) browsers and e-mail clients may, depending upon security policies and user preferences, require that the graphic download be allowed by the user. Until the user permits the download, an empty frame with a broken link symbol will appear. This is illustrated in the e-mail at Appendix 1.

### Opt-out options

Users and groups may opt-out of Assignment and Update e-mail messages as follows:

- The Queue Manager may opt-out all group members from the assignment and update messages.
E-mail Messages

E-mail on ticket creation (Appendix 2)

An e-mail is automatically generated by ServiceNow on ticket creation. There are two versions:

- Incident ticket created pursuant to a phone call or (future) direct entry by the customer.
- Incident ticket created as a result of an e-mail to ithelp@harvard.edu
  - This version includes the following instruction:
    
    If this issue is urgent, please call us at (617) 495-7777

E-mail on resolution of the ticket (Appendix 3)

An e-mail is automatically generated by ServiceNow on ticket resolution. This e-mail has two distinct behaviors:

- The first provides a link that spawns the customer’s e-mail client and generates a “please reopen” message to ServiceNow. This launches the workflow that re-opens the ticket and reassigns it to the last assignee who presumably resolved it.
- The second behavior is the normal “Reply to” behavior which results in a message to the generic Draft Ticket queue.

The purpose here is to facilitate the management of such e-mail responses as “Thank you.” It is not desirable to have tickets re-opened when such a response is received but we want to have the opportunity to verify that the customer is not seeking additional support.

Update e-mails (Appendix 4)

Optional update messages can be sent to the Customer and the Customer Watch List at the discretion of assignees and queue managers using the “Email the customer” button or the envelope icon in the banner. From, To and Subject fields are automatically filled based upon the information in the ticket, including populating the CC field with the e-mails from the Customer Watch List.

Survey Invitation (Appendix 5)

Twenty percent (20%) of customers for whom tickets have been resolved will be sent an e-mail with a link to a customer satisfaction survey upon resolution. The algorithm does not permit e-mailing a survey invitation to any user more than once in a month.

The survey itself is reproduced here for reference.

Appointment Reminder (Appendix 6)

When a ticket is placed on-hold for a future appointment, an appointment reminder is e-mailed eight (8) hours ahead of the appointment to both the technician to whom the ticket is assigned and the customer reminding them of the scheduled appointment.

Assigned-to e-mails (Appendix 7)

When a ticket is assigned to a group or an individual, an assigned-to e-mail is sent but subject to the e-mail notification preferences set in the group and individual profiles. These e-mails are
formatted as text-only e-mails by design to be lightweight, particularly on mobile devices. They do contain hotlinks to the underlying ticket.

Additional information received (Appendix 8)
When a customer responds to an e-mail notification from ServiceNow or a worklog entry is made, the assignee receives an e-mail so-indicating and including the contents of the customer’s message or the entry.

Ticket escalated to Research Computing (Appendix 9)
When a ticket is escalated to Research Computing, the customer is sent an e-mail so-stating and indicating that they will receive further communication from Research Computing.

iCommons Support ticket resolved (Appendix 10)
iCommons has requested that tickets resolved by their group result in an e-mail message with their footer rather than the standard HUIT Support Services footer.

SLA breach e-mails (Not shown)
SLA breach e-mails are not being implemented at this time.
Appendix 1: Graphic link not downloaded

This is an example of the e-mail notification for a ticket created from an e-mail. The Harvard University IT logo has not yet been downloaded as indicated by the box with the broken link symbol.

---

**From:** IT Service Desk <harvardtest@service-now.com>
**Sent:** Fri 5/31/2013 10:56 AM
**To:** snow test account
**CC:**
**Subject:** INC00019993 - PC not booting after patch update reboot

---

**Dear Samuel Ng,**

Your request for assistance has been received, and your reference number is INC00019993.

**Summary:** PC not booting after patch update reboot

If this issue is urgent, please call us at (617) 495–7777.

Thank you,

Harvard University Information Technology

Central Admin Support  (617) 495–8411
FAS Support  (617) 495–9000
HUIT Support  (617) 495–7777
Fax  (617) 316-3492
it-help@harvard.edu
http://huit.harvard.edu/get-help

Ref: MSG0007907
Appendix 2.1: Ticket created from e-mail

This is an example of the e-mail notification for a ticket created from an e-mail. (The Harvard University IT logo has been downloaded.)

From: IT Service Desk <harvardtest@service-now.com>  
To: snow test account  
Cc:  
Subject: INC00019993 - PC not booting after patch update reboot

Dear Samuel Ng,

Your request for assistance has been received, and your reference number is INC00019993.

**Summary:** PC not booting after patch update reboot

If this issue is urgent, please call us at (617) 495–7777.

Thank you,

Harvard University Information Technology

Central Admin Support  (617) 495–8411  
FAS Support  (617) 495–9000  
HUIT Support  (617) 495–7777  
Fax  (888) 316-3492  
ithelp@harvard.edu  
http://huit.harvard.edu/get-help

Ref: MSG0007907
Appendix 2.2: Ticket created from direct entry or phone call

This is an example of an e-mail notification for a ticket created by direct entry (future portal), a phone call to the Service Desk or other First Line ticket creation.

From: IT Service Desk <harvardtest@service-now.com>  
To: snow test account  
Sent: Fri 5/31/2013 10:56 AM  
Subject: INC00019993 - PC not booting after patch update reboot

Dear Samuel Ng,

Your request for assistance has been received, and your reference number is INC00019993.

Summary: PC not booting after patch update reboot

Thank you,

Harvard University Information Technology

Central Admin Support (617) 495-8411  
FAS Support (617) 495-9000  
HUIT Support (617) 495-7777  
Fax (888) 316-3492  
ithelp@harvard.edu  
http://huit.harvard.edu/get-help

Ref: MSG0007907
Appendix 3: Ticket Resolved

This is an example of the e-mail notification to a customer when the ticket status is set to resolved. The logo has been downloaded.

From: IT Service Desk <harvardit@service-now.com>
To: snow test account
Cc: 
Subject: INC00010896 - RESOLVED - Metrics Timeline Demonstration

Dear Peter Baskette,

Your support request INC00010896, summarized as "Metrics Timeline Demonstration" has been resolved and no further action is needed on your part. If your issue is not resolved to your satisfaction please click here to reopen the issue via email (please don't change the Subject line).

Thank you,

Harvard University Information Technology

Central Admin Support: (617) 495-9411
FAS Support: (617) 495-9000
HUIT Support: (617) 495-7777
Fax: (888) 316-3492
ithelp@harvard.edu
http://hut.harvard.edu/get-help

Ref: MSG0007913
Appendix 4: Update e-mail

This is an example of the e-mail update message generated when an assignee uses the “Email the customer” button.

This is an example of the e-mail the customer receives when an assignee uses the Email the customer button.

Dennis Ravenelle
Harvard University Information Technology
Central Administration Support (617) 495-9411
FAS Support (617) 495-9068
HUIT Support (617) 495-7777
Fax: (888) 316-3492
rhit@harvard.edu
http://huit.harvard.edu

Ref: MSG001057
Appendix 5.1: Survey link invitation

This is an example of the e-mail message generated to the customers selected to receive a survey invitation.

---

From: IT Service Desk <harvardtest@service-now.com>
To: snow test account
Subject: Please take this survey related to Incident INC00010896

Dear Peter Baskette,

We value your feedback on the quality of our support service. Please help us by filling out this short survey in reference to your request INC00010896: Metrics Timeline Demonstration

Take the survey

Thank you,

Harvard University Information Technology

Central Admin Support  (617) 495–8411
FAS Support       (617) 495–9000
HUIT Support     (617) 495–7777
Fax              (868) 316-3452
ithelp@harvard.edu
http://huit.harvard.edu/get-help
Appendix 5.2: Survey

The following is a screen-capture of the ServiceNow customer survey.

| How would you rate the following:                                                                 |
| (where 1 = very dissatisfied, 4 = average, 7 = very satisfied)                                  |
| Quality of service                                                                            |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7                                                                 |
| Timeliness of the service                                                                     |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7                                                                 |
| Quality of solution that was provided                                                          |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7                                                                 |
| Communications during the issue                                                               |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7                                                                 |
| Service Overall                                                                               |
| ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7                                                                 |

Suggestions for improvements to our technical service:

Any Additional Comments

HUIT Support Services
(617) 495-8000
help@fas.harvard.edu
http://www.fas-it.fas.harvard.edu

Submit
Appendix 6.1: Appointment Reminder – Customer

This is an example of the reminder message generated to the customer for a scheduled appointment.

From: IT Service Desk <harvarddev@service-now.com>
To: snow test account
Cc: 
Subject: INC00015592 -- REMINDER -- test reminder notice

Dear Dennis Ravenelle,

We are writing to remind you that you have an appointment in connection with your support request.

Appointment details:

You have an appointment for INC00015592, summarized as "test reminder notice" at 2013-05-31 02:05:00 PM

Appointment is scheduled to be held at 80 Oxford St.

If you can no longer keep this appointment, please call the Service Desk.

Thank you,

Harvard University Information Technology

Central Admin Support  (617) 495-8411
FAS Support  (617) 495-9000
HUIT Support  (617) 495-7777
Fax  (888) 316-3492
ithelp@harvard.edu
http://huit.harvard.edu/get-help

Ref: MSG0009698
Appendix 6.2: Appointment Reminder -- Technician

This is an example of the reminder message generated to the technician for a scheduled appointment.

From: IT Service Desk <harvarddev@service-now.com>  
To: snow test account  
Sent: Fri 5/31/2013 2:59 PM  
Subject: INC00015598 -- REMINDER -- test

Dear Simon Pride,

This message is to remind you that you have a customer appointment in connection with incident INC00015598 assigned to you.

Customer: Dennis Ravenelle (60706239)  
Time: 2013-05-31 03:00:16 PM  
Location: 60 Oxford St.  
Phone: 6173846503  
Summary: test

Ref: MSG0009837
Appendix 7.1: Assigned to e-mail -- Group

This is an example of the e-mail notice to the Assignment Group that a ticket is being assigned to it.

From: IT Service Desk-dev@service.nova.com
To: snow.test.account
Cc:
Subject: Incident INC00015604 has been assigned to your group IT Security.

Incident [INC00015604] has been assigned to your group IT Security.

Service Type: Incident
Priority: 3 - High
Summary: TEST 3 of Security checkbox

Name: Matthew Wollman (10564646)
Call back number: 6174961891
Location: Science Ctr.

Description:
TEST 3 of Security checkbox

INC00015604

Comments:

Ref:MSG000000039
Appendix 7.2: Assigned to e-mail -- Individual

This is an example of the e-mail notice to an assignee that a ticket is being assigned to him/her.

From: IT Service Desk <harvarddev@servicenow.com>
To: service desk account
Cc: 
Subject: Incident INC00135504 has been assigned to you. Priority: 4 - Normal.

INC00135504 has been assigned to you.
Service Type: Incident
Priority: 4 - Normal
Summary: 4 New Mailing lists

Name: Dan Alexander (60755353)
Location:
INC00135504

Comments:

2013-05-21 10:35:55 EDT - David Sobel
received from david_sobel@harvard.edu

Hi all,

I would like to request the following four new mailing lists. They should all be closed subscriptions, but not moderated (i.e., members should be able to post messages freely). Here are the list names and owners. Thanks!

David
-

1) List Name: stakeholders-admin@lists.fas.harvard.edu
Harvard Email: stakeholders-admin@lists.fas.harvard.edu
New Mailing List Owners:
Rick Schubert: rick_schubert@harvard.edu
David Sobel: david_sobel@harvard.edu

2) List Name: stakeholders-artsandhumanities@lists.fas.harvard.edu
Harvard Email: stakeholders-artsandhumanities@lists.fas.harvard.edu
New Mailing List Owners:

Owners:
Appendix 8: Additional information has been received

This is an example of the e-mail notice to the assignee that additional information has been received or a worklog entry has been made on a ticket being worked.

From: IT Service Desk <harvarddev@servicenow.com>
To: mori.test.account
Cc: 
Subject: Incident DNC00015602 - Additional information received

Hello Dennis,

DNC00015602 which is currently assigned to you has received a new email or worklog update.

Short Description: Test of assignment and additional information e-mails

Comments:

2013-05-31 17:42:28 EDT - Guest
reply from: mori.test.account@harvard.edu

This is a test of the additional information notification from an e-mail reply.

From: IT Service Desk <mailto:harvarddev@servicenow.com>
Sent: Friday, May 31, 2013 5:14 PM
To: mori.test.account
Subject: DNC00015602 - Test of assignment and additional information e-mails

HUIT: <http://sitem.harvard.edu/sites/defaultheitz/public/d attend/logo_1.gif>

Dear Joseph Bruno,

Your request for assistance has been received, and your reference number is DNC00015602.
Appendix 9: Ticket escalated to Research Computing

This is the template for an e-mail escalated to Research Computing.

Harvard University Information Technology

Dear $(caller_id.first_name) $(caller_id.last_name),

Harvard University Information Technology has closed this ticket, summarized as
$\langle$short_description$\rangle$, and escalated your case to Research Computing. Your new ticket
number in their system will be sent to you shortly.

If you would like to contact Research Computing directly they can be reached by
emailing rchelp@fas.harvard.edu or by phone at (617) 299-9724. Please refer to your
new ticket number when reaching out to them.

Thank you,

Harvard University Information Technology

Central Admin Support (617) 495-6411
FAS Support (617) 495-6000
HUIT Support (617) 495-7777
Fax (617) 316-3492
ithelp@harvard.edu
http://huit.harvard.edu/get-help
Appendix 10: iCommons ticket resolved e-mail

When a ticket is resolved by the iCommons group, an e-mail based on the following template is sent with the iCommons footer in lieu of the standard HUIT Support Services footer.

---

Dear ${caller_id.first_name} ${caller_id.last_name},

According to our records, your support request ${number}, summarized as "$ {short_description}", has been resolved.

If issues remain that we can help with, or if you have any further questions or concerns, click here to reopen the issue via email. Add additional details, send the email message, and we will continue to work on it (please don't change the Subject line).

Thank you,

Harvard University Information Technology

Academic Technology Services | iCommons
icommmons_support@harvard.edu
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