

Agile ESM Transformation for High-Growth Manufacturing

Industry: Automotive Manufacturing | **Platform:** FreshService, Freddy AI

A fast-growing electric vehicle (EV) subsidiary of a "Big 3" automotive manufacturer faced significant operational friction due to scattered and inefficient workflows. B-TRNSFRMD architected a multi-team FreshService implementation to optimize Enterprise Service Management (ESM) across IT, Engineering, Manufacturing, and Finance. The transformation replaced manual, fragmented processes with automated, integrated workflows, resulting in an 81% decrease in resolution time for critical business systems.

The Challenge: Scattered Workflows & Isolated Systems

As the organization scaled, legacy "scattered" workflows led to systemic delays and a lack of clear operational oversight:

Routing Confusion

Fragmented Workflow Automator setups caused significant delays and confusion in ticket routing.

Manual Bottlenecks

Inefficient onboarding and offboarding processes caused delays and hindered team collaboration.

System Silos

A lack of API integration required manual data transfer, leading to frequent errors.

Limited Visibility

The absence of comprehensive analytics hindered data-driven decisions and process optimization.

The Transformation – Unified and

B-TRNSFRMD utilized a customized, sprint-based approach to modernize the Enterprise Service Management (ESM) environment across various teams:

1. Unified Workflow Architecture

- **Custom Objects:** Streamlined ticket routing by using Custom Objects in the Workflow Automator to create coherent workflows.
- **Workflow Reduction:** Optimized ticket assignment structures, trimming workflows from 16 down to just 3 lean processes.

2. Automated Lifecycle Management

- **Orchestrated Onboarding:** Automated standardized resource management for employee onboarding and offboarding.
- **Identity Integration:** Integrated with Azure AD for SSO, enabling the auto-provisioning of 600+ users and instant deactivation in Freshservice.

3. Integrated Business Systems

- **API Connectivity:** Seamlessly integrated Freshservice with critical systems to ensure efficient data flow.
- **Dynamic Data Collection:** Introduced Business Rules for forms to gather relevant and accurate data during submission.

Sprint-Based Transformation Roadmap

To balance rapid impact with architectural stability, the rollout was executed across four distinct phases:



Business Transformation Benefits

The Agile ESM implementation implementation delivered rapid, measurable improvements to operational efficiency:

Metric	Legacy State	Modernized End-State
SAP Resolution Time	27 Hours	5 Hours (81% Decrease)
Assignment Workflows	16 Workflows	3 Workflows
User Provisioning	Manual entry	600+ Users Auto-provisioned
Data Flow	Manual/Isolated	Seamless API Integration

Key Qualitative Outcomes



Informed Decision-making

Advanced analytics reports empower IT management to optimize workflows based on real-time data.



Enhanced Responsiveness

Implementation of scheduled reminders ensured no critical tasks were overlooked, improving overall task management.



Improved Accuracy

Dynamic forms with business rules ensured the collection of pertinent info for targeted support.

Contact Us:

At B-TRNSFRMD, we revolutionize customer experiences and service delivery by rapidly implementing innovative digital transformation strategies for global enterprises, leveraging our expertise in AI, No-Code, and Automation solutions. We are solutions partners with Creatio, Microsoft, Freshworks, Atomicwork, NICE, Genesys, and Five9.

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