

CUSTOMER SUCCESS STORY

HEALTHCARE

Standardizing IT Operations Across 200+ Urgent Care Clinics

Industry: Healthcare — Urgent Care | **Scale:** 200+ Clinics | **Platform:** Freshservice (ITSM)

A nationwide healthcare management organization operating 200+ urgent care clinics faced escalating operational complexity as its network expanded. Without a centralized ITSM platform, IT service delivery, employee lifecycle management, and vendor coordination were entirely manual — resulting in SLA breaches, elevated operational costs, and fragmented workflows. B-TRNSFRMD architected and delivered a phased Freshservice implementation, unifying IT service management, automating cross-functional workflows, and establishing a scalable operational foundation to support continued growth.

~70%

Faster Incident Resolution

Automated routing and escalations compressed resolution times across every clinic.

95%+

SLA Compliance Achieved

Real-time tracking replaced frequent breaches with consistent service delivery.

200+

Clinics Unified

Every clinic and department operating on one centralized platform.

200+

Workflows Automated

Across IT, HR, Compliance, Procurement, Operations, and Facilities

The Challenge: Manual Operations at Scale

Rapid clinic expansion outpaced the organization's IT operating model. Service delivery, employee lifecycle management, and vendor coordination remained entirely manual — driving up costs and slowing every function connected to IT.

No Centralized ITSM Platform Incidents, service requests, and approvals were tracked through Smartsheet forms and email, with no shared platform for IT, HR, or operations.	Frequent SLA Breaches Without automated tracking or escalations, response times went unmonitored — resulting in consistent SLA breaches and prolonged issue resolution.	Manual Employee Lifecycle Management Onboarding and offboarding across IT, HR, Compliance, Finance, and Facilities was manual, creating friction for new hires and gaps in access management.
Fragmented Vendor Coordination External vendors operated on their own platforms, forcing IT teams to switch between tools and portals with no unified interface.	No Leadership Visibility Without dashboards or reporting, leadership had no view into SLA performance, aging tickets, workloads, or asset inventory.	

The Solution: A Unified ITSM and ESM Platform

B-TRNSFRMD applied a structured, phased methodology to move the organization from manual, disconnected workflows to a unified, automated ITSM operating model.

Strategic Transformation Approach



Solution: A Unified ITSM Platform

Freshservice Enterprise Deployment

Enterprise-grade ITSM with incident, service request, change, and problem management aligned to ITIL.

Custom Workflow Architecture

Purpose-built workflows for ticket routing, approvals, and lifecycle management across IT, HR, and Finance.

System Integrations

Integrated with Microsoft Entra ID, Teams, Freshdesk, and external vendor platforms across the ecosystem.

Asset & Knowledge Foundation

Configured Asset Management, service catalog, and knowledge base for self-service and real-time asset tracking.

Business Outcomes

This end-to-end ITSM transformation moved the organization from manual, fragmented service delivery to a unified, automated operating model — delivering measurable improvements in resolution time, SLA performance, and cross-functional coordination across 200+ urgent care clinics.

Centralized ITSM

Unified system managing incidents, service requests, changes, and approvals across every clinic and department.

End-to-End Automation

Automated ticket routing, escalations, approvals, and SLA tracking — enforcing consistent service delivery at scale.

Employee Lifecycle

Standardized cross-functional onboarding and offboarding workflows connecting IT, HR, Compliance, Finance, and Facilities.

Asset Management

Single source of truth for hardware, software, and assignments with real-time visibility across the organization.

Vendor Coordination

External vendor workflows consolidated inside Freshservice — replacing tab-switching with a single unified interface.

Leadership Dashboards

Real-time dashboards on SLA performance, aging tickets, asset inventory, and workloads for on-demand operational visibility.

About B-TRNSFRMD

B-TRNSFRMD reimagines how organizations deliver Customer and Service Experiences through AI-native technology transformation. As expert partners with ServiceNow, Creatio, Freshworks, and Zendesk, we deliver integrated solutions across Omnichannel CX, CRM, ITSM, and Process Automation. Our proprietary **PATH TO OUTCOME™** methodology moves organizations from fragmented technology investments to measurable customer outcomes — from interactions to outcomes, every engagement, every client.

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