How iFood uses Jira Service Management to track and resolve major incidents faster

iFood, a Brazilian leader in food delivery, logistics, and financial services, deployed Jira Service Management to improve incident resolution time, visibility into incident statuses, documentation, and analytics. They shared their story at Atlassian's Team 24 conference.

ABOUT IFOOD

ifood

- Delivers restaurant orders, groceries, pharmacy items, drinks, and more
- Handles 75 million orders per month for over 300,000 restaurants and stores
- Transactions account for 0.53% of Brazil's GDP
- 5,500 employees with 2,200 in technology

> **"** Imagine you are hungry at home. You just ordered your food and you aren't getting it. We had a lot of stressed users.
>
> The incident resolution time took almost three hours during weekends and at night. That was a critical path for us."

EUGENIO ONOFRE
Production Support Manager, iFood

During the COVID-19 pandemic, iFood's business grew from 8 million orders to 60 million orders per month. But the number of incidents also increased, and the company recognized its approach to IT service management (ITSM) needed improvement.

iFood's challenges: Slow incident response times and poor visibility

Although iFood developed some aspects of their service management, there was room for improvement.

iFood used a patchwork of tools, including Slack, to record incidents, engage teams, and monitor SLAs. This led to problems, including difficulty collaborating, and lack of visibility throughout the incident resolution process.

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IFOOD'S CHALLENGES BEFORE IMPLEMENTING JIRA SERVICE MANAGEMENT

DEV TEAM SILOS
Development teams were using Jira for their day-to-day product work, but had to switch to Slack to deal with incidents.

SLOW RESPONSE TIMES
The average weekday incident response time was 8 minutes. On nights and weekends, response times grew to 30 and 40 minutes.

RELIABILITY CHAOS
Problem management and post incident review (PIR) processes weren't executed due to insufficient information after incident resolution.

POOR VISIBILITY AND METRICS
Long Slack threads often had a high volume of interactions, but it was hard for iFood to effectively manage incidents via chat. In terms of metrics, it was impossible to track SLAs, categorize work, or create reports.

iFood's ITSM transformation with Jira Service Management

iFood began their ITSM transformation by establishing clear processes and communication channels to improve incident tracking and visibility.

With the help of Jira Service Management, iFood clarified their incident management approach. First they integrated Slack with Jira Service Management so every thread generated a trackable incident. They also implemented a request portal, so that customers and employees had a central place to report incidents.

Jira Service Management also enabled iFood to formalize their incident practice, making it easy for the organization to view and understand the status of incident resolution.

In the early days after implementing Jira Service Management for incident management, iFood found that response times were still high—especially on weekends and at night. In response, **iFood expanded the use of Jira Service Management as its single source of truth**, integrating it with various monitoring and alerting tools.

All alerts from different observability tools are routed through Jira Service Management, so teams can detect incidents faster than before. Whenever incident response is necessary, teams can swarm in Jira Service Management and keep stakeholders updated with constant communication.

> "Implementation of Jira Service Management took only two weeks after securing executive commitment!"
>
> **EUGENIO ONOFRE**
> Production Support Manager, iFood

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In addition, iFood implemented on-call policies in Jira Service Management. This ensures that teams can be engaged 24/7 and enables teams to rotate their schedules. All iFood project teams have at least one engineer available at all times.

To improve communication and visibility for key stakeholders, anyone in the iFood organization can see updates every 15 minutes in Jira Service Management when a critical incident is happening. Atlassian Analytics also provides performance metrics.

The results: With Jira Service Management, iFood tracks and resolves incidents faster, leading to more satisfied customers

With Jira Service Management, iFood has built out its ITSM practice, and created a collaborative, rapid approach to incident management. Team members swarm incidents quickly, and the root causes are now linked with development team-related tasks. In addition, reporting offers full visibility into the amount of work assigned to each team.

Since implementing Jira Service Management, iFood is better equipped to enable their 830 engineers to handle over 28,000 monthly tickets (including alerts)—ultimately reducing their response time from 8 minutes to 1 minute.

Jira Service Management improves incident response time, resolution time, and enterprise visibility

iFood's response time decreased substantially

8 minutes
Weekday response time in Slack

1 minute
Weekday response time in Jira Service Management

BEFORE JIRA SERVICE MANAGEMENT

- No metrics and visibility over alerts, incidents, and service requests
- No PIRs
- No visibility about incident investigation status
- Difficulty responding to incidents on weekends and nights

AFTER JIRA SERVICE MANAGEMENT

- Clarity and metrics-driven decisions
- All critical incidents have PIRs documented and actions mapped
- Updates every 15 minutes
- Better response time and incident resolution time

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Conclusion

After reinventing its ITSM system with Atlassian, iFood now takes a data-driven approach to resolving incidents, monitoring performance, and identifying additional improvement opportunities such as automating workflows and deploying service management across the enterprise.

Watch iFood's Team 24 presentation here.

Jira Service Management features all the alert, on-call, and incident response features iFood uses–streamlined in one interface. Now, operations work can be done seamlessly in Jira Service Management, so your teams can promptly address, investigate, and resolve alerts and incidents more efficiently. Teams now have:

- **Increased visibility.** Link incidents with team-related tasks and gain insights on performance metrics, empowering your team to improve engagement and reduce response times.
- **A hub for all Ops team members.** Connect and collaborate with all team members in one place, allowing everyone to view schedules, integrations, and alerts.
- **Faster alert response.** The alerts dashboard integrates with hundreds of monitoring tools, so you never miss a notification. Prioritize the most critical incidents with customized filters, saved searches, and alert details sharing context to help your team better address incidents.
- **Automatic incident creation.** Set up alert rules that control how and when an incident is created from an alert. Start with one of our templates to help with remediating alerts, end to end.
- **Stakeholder updates.** Update key partners of your progress and investigation status. You can send these notifications to anyone in the organization—even if they don't have a Jira Service Management license.
- **And more!**

Learn more about the updated Jira Service Management experience **here.**

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