



Service Desks of the Future

Contact Elimination, Self-Service and a Changing Workforce

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Today's Topic

This presentation explores how traditional Service Desks are changing, both now and in the near future.

- Less focus on answering the phones and more focus on
 - Eliminating contacts
 - Empowering customers to help themselves

Also, how a younger workforce will “push” us to deliver support services differently.



Agenda

- Definition of a Service Desk Contact
- Contact Elimination
- Self-Service
- Self-Help
- Social Media / Peer-to-Peer Support
- The workforce of the near future
- Q&A

Definition of Service Desk Contacts

For this presentation, a Service Desk contact is defined as any request for service generated by a phone call, email, voice mail, IM chat, or any customer generated request.

- Contacts may or may not be turned into an official Service Desk problem management ticket
- Contacts need to be addressed either by a human or through automation



Definition of Service Desk Contacts



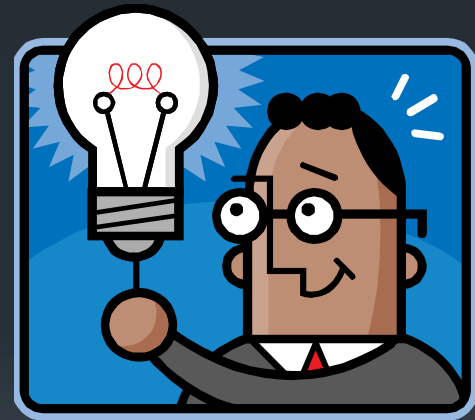
There are basically just three types of contacts:

- I want / need something – request for hardware/software, password reset, new functionality...
- “How To” – everything is working as designed but I don’t know how to do “something”
- Problem – something is not working as designed

Contact Elimination

Is it even a good thing to eliminate Service Desk contacts?

A smart young man once told me,
“the fastest way to eliminate Service Desk contacts is to stop answering the phones”



While the statement is funny and it does have some merit, the bottom line is that gathering data regarding the operation of your IT organization is a good thing

Contact Elimination

“Good” contact elimination

Eliminate unnecessary contacts

- IT departments cause a lot of unnecessary contact all by themselves



Eliminate phone calls, emails and voice mail – not the actual contacts

- Self-Service
- Self-Help



Contact Elimination

The goal is not to eliminate Service Desk analysts, but to move these folks off of the phones into higher value positions...





Contact Elimination

IT departments cause a lot of unnecessary contact all by themselves

1. Implementing 'single sign-on' will eliminate a high percentage of password reset contacts
2. Employ a release based software maintenance methodology
3. Embrace QA testing, especially UAT
4. Thorough on-boarding processes
5. Provide proper training when new/upgraded software is rolled out
6. Use Service Desk 'Top Five Categories' metrics to look for root causes of recurring problems

Contact Elimination

If we address the six items listed in the previous slide, we will have eliminated a lot of unnecessary, unwanted contacts.

How do we reduce the number of phone calls, emails and voice mails, yet still capture relevant operational data?



We are now talking about eliminating “human” contacts.

Self-Service

Self-Service is the best way to address the “I need something” type of contacts, also known as requests.

Self-Service can be offered by automating existing processes, grouping them into a Service Catalog, and then allowing your customers to execute these processes without the assistance of a Service Desk analyst.





Self-Service

Some examples of requests that are good candidates for a Service Catalog:

- Password reset request
- Request for new hardware
 - Includes predetermined configurations
 - Includes the approval processes
- Request for new software
 - Includes the approval processes
- Relocation requests – moves
 - Includes a selection of required services



Self-Service

Through Self-Service, you remove the need for interaction with a Service Desk analyst.

You empower your customer to complete service requests while retaining tracking data for your organization.

Self-Help

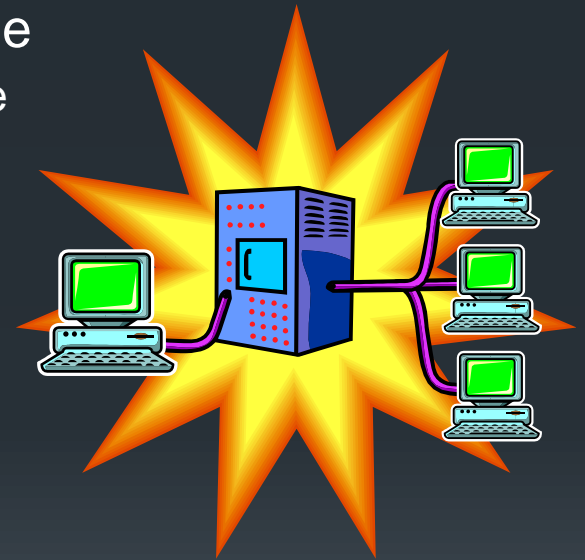
Self-Help is the best way to address the “How to” types of contacts: everything is working as designed, I just don’t know how to do a particular “thing.”



Self-Help

Some tools for providing Self-Help:

- **Searchable FAQ** (Frequently Asked Questions) **database**
 - For COTS (commercial-off-the-shelf), usually available from the vendor
 - For custom in-house software
 - For just about any process
- **Knowledge Base**
 - For COTS, again, usually available from the vendor
 - For custom in-house software
 - For processes
 - For known “workarounds” to common issues
- **Automated IM** (instant message) **Support**
 - Leads customers to the information they need
 - Will revert back to a “live” Service Desk Analysts





Self-Help

- Must be easily accessible
- Should be in a consistent format
- Needs to be maintained
 - 20% of the work is getting things set up; the remaining 80% is maintaining the knowledge
- Success should be tracked
 - A PM (Problem Management) record should be created with a 'check box' for successful resolution
 - Frequent “how to” issues can be incorporated into training

Social Media / Peer-to-Peer Support

Peer-to-Peer support occurs when your customers support each other using social networking tools. This is an interesting topic because it's the least defined and hardest to oversee.

The most basic question – is peer-to-peer support, using tools like Google, wikis or even Facebook, a good thing?

- The short answer is, whether it's a good thing or not, it's almost impossible to prevent.

Social Media / Peer-to-Peer Support

Peer-to-Peer support was known as “shadow support.” Shadow support was considered “bad” for several reasons, the two biggest being lost productivity to the business and IT having no record of problems and issues.



The way we cut down shadow support was to provide easy access to IT support through efficient Service Desks.

Social Media / Peer-to-Peer Support



Likewise, the best way to keep a lid on social media peer-to-peer support is to provide the best Self-Help options possible. As presented earlier:

- Searchable FAQ database
- Easy-to-use knowledge base
- Frequently used “solutions” documented by Service Desk analysts are continually added to the knowledge base
- Automated IM Chat support

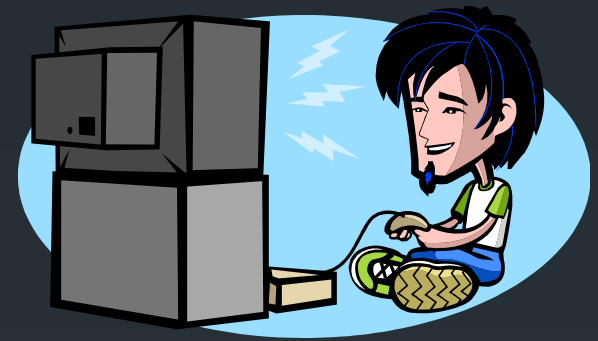
Social Media / Peer-to-Peer Support

Keeping a “lid on it” doesn’t mean social media support will not happen:

- Some newer tools even facilitate it
- Provide a place for peer to peer networking support on your intranet
- Even going back to AOL chat rooms, social media sites and open forums need to be monitored
 - Support “information” needs to be validated
 - Accuracy
 - Company policy
 - Basic IT intel

The Workforce of the Near Future

Young people in the workforce today, and the kids coming out of college over the next few years, bring many desirable traits to our workplace: technical savvy, energy, creativity, optimism, and the ability to change/adapt quickly.



Some traits they don't exhibit are the ability to adhere to process (discipline) and the desire to seek assistance from humans.

The Workforce of the Near Future



The Workforce of the Near Future



In general, an older workforce would rather speak to Service Desk analysts, while a younger workforce would rather resolve an issue on their own.

Give them a Service Catalog and they'll satisfy their requests. Give them good tools to solve problems and they'll resolve their own issues.

Make sure to provide IM support – both automated and by humans

The Workforce of the Near Future

The time to focus energy on a Service Catalog and Self-Service is now. A younger workforce will embrace this technology and by default, reduce the number of “human” contacts.





Summary

Get your IT house in order

- Single sign-on
- QA testing
- Release-based software maintenance
- Useful Service Desk metrics
- “Complete” process and procedures
- Training

Invest in the right tools for the job:

- Newer problem management software tools are geared toward:
 - Service Catalogs
 - Self-Help
 - Process automation
 - Automated IM chat support



Summary

Make it easy for your customers to find and use the self-service and self-help toolsets

- Reduces the social media / peer-to-peer support

Embrace the younger workforce and let them help you reduce 'non value add' Service Desk contacts.

The goal isn't to eliminate Service Desk analysts

- They migrate to a higher value role
 - Data collection
 - Knowledge management
 - Process automation
 - Social Media proctoring



Thank You

CAI can provide expertise in the Service Desk
field

(Consulting, Assessments, Metrics Creation, and Outsourcing)

Contact us/me at any time for a Service Desk
health check.

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