

Service Desk 2.0

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TATA CONSULTANCY SERVICES
Experience certainty.



A few questions first

- What is your role?
- Does your SD monitor social media?
- Do you think your metrics capture the real purpose of your SD
- Do people use their own IT devices at work in your company?

WHY?

Service Desk 2.0

from fixing
broken parts

to offering new
capabilities



Before

- Cars were unreliable but easy to fix
- Service station + car mechanic solved incidents
- Goal: full employment, profitability, satisfied customers for repeat business

- PC:s were unreliable
- Help desk and deskside support solved incidents
- Goal: # of incidents solved, solution rate, customer satisfaction

Now



Look at the Gartner predictions for 2012:

- 50% of enterprise email delivered via mobile devices
- 15% of low cost service provided via the cloud
- 50% of the top companies storing sensitive data in the public cloud
- 35% of enterprise IT spend outside the control of IT
- Sourcing shifting across boundaries and away from Asia



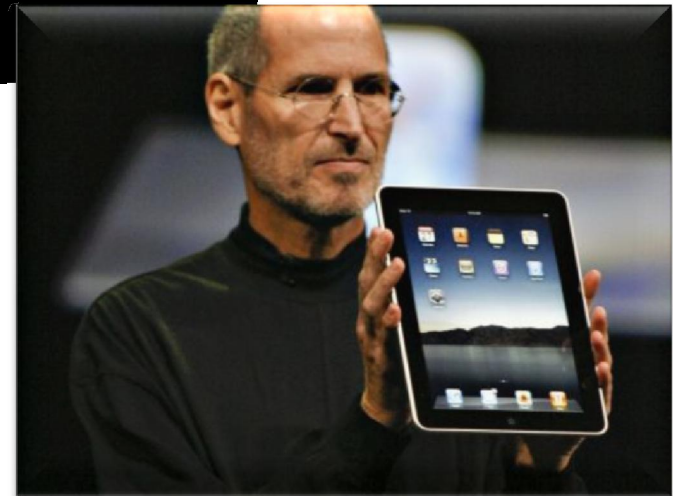
A workforce that

- has cut out the middleman to source holidays etc. directly via the web
- sees email as an obsolete technology and Twitter as a technology for old folk.



A workforce that

- works seamlessly across platforms and that blurs the divide between private and corporate IT
- wants IT delivered on its own terms
- will informally leverage social media and web based services to reduce their own workload



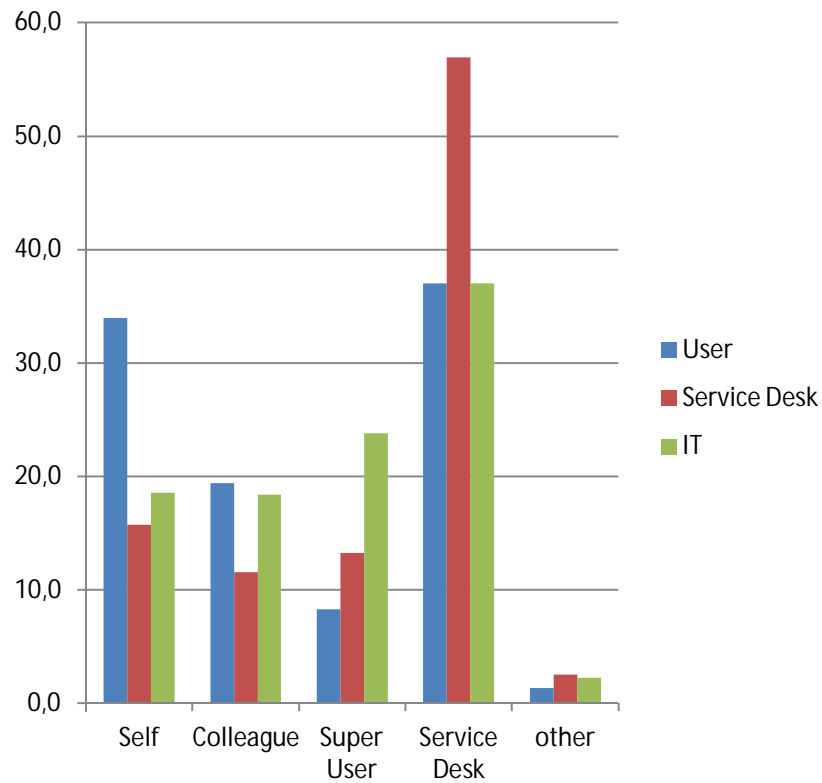
Is this the future?

- Service desk agents who by default have less relevant data and knowledge than the caller – about pretty much anything
- Service desks that are routinely bypassed by the user community

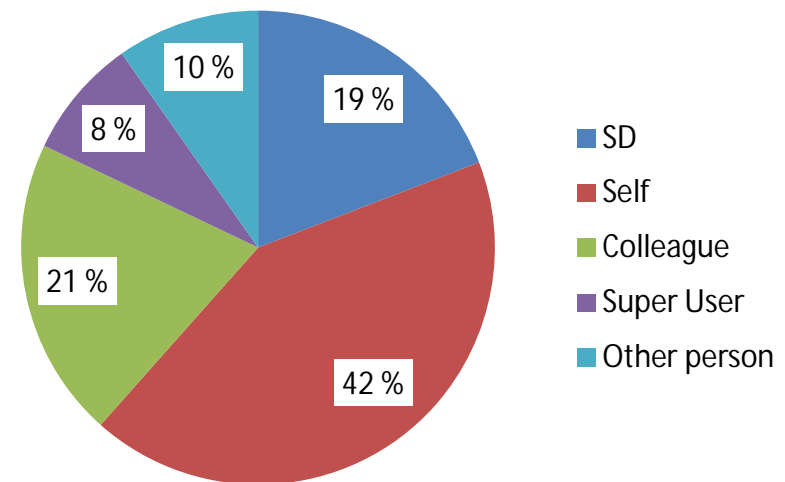


Or is it already the present?

Perceptions of sources of support



Actual source of support



HOW?

Goal & mission

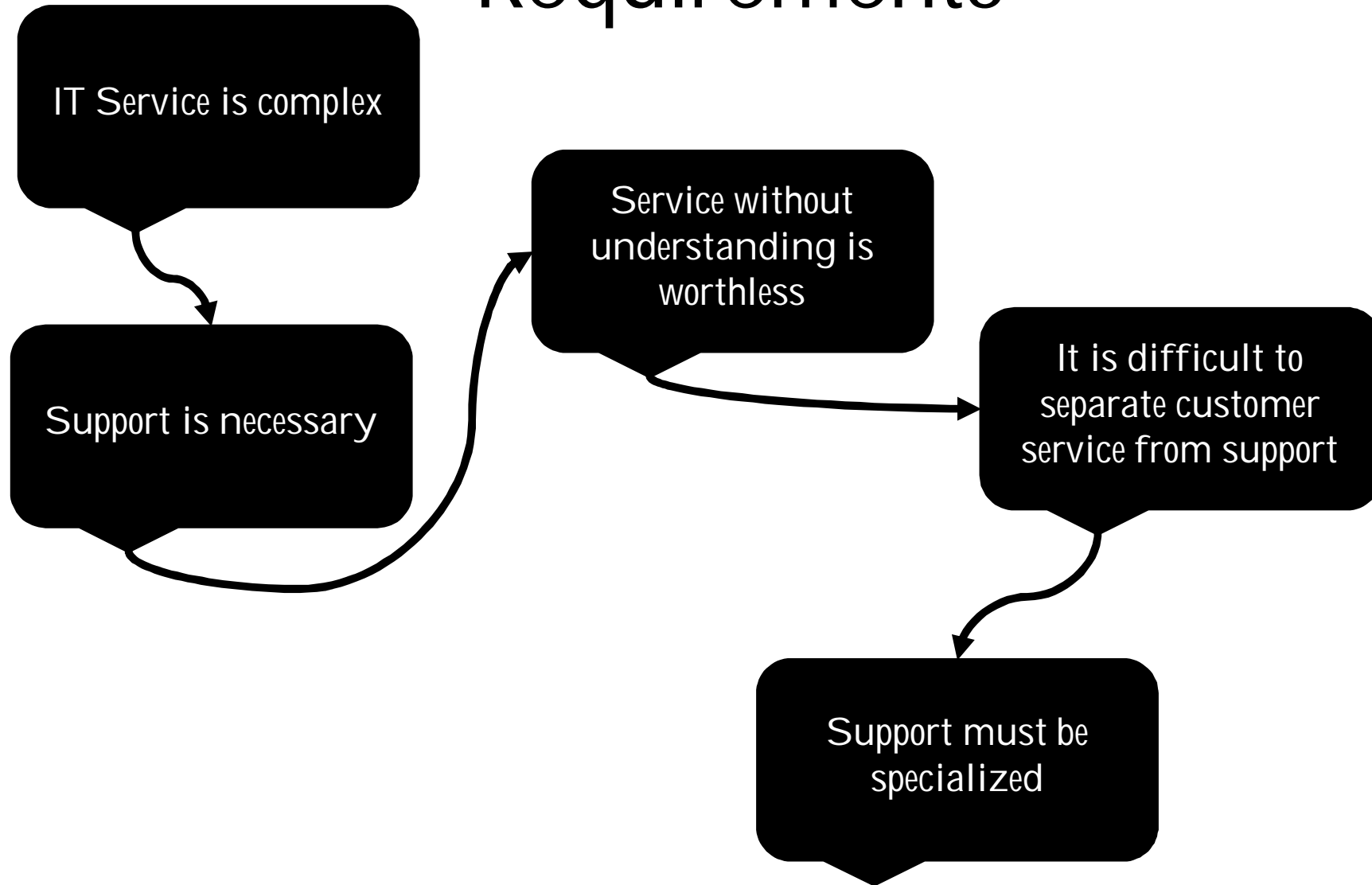
The goal of support is to provide value by helping customers to use services to do their jobs.

IT service is complex

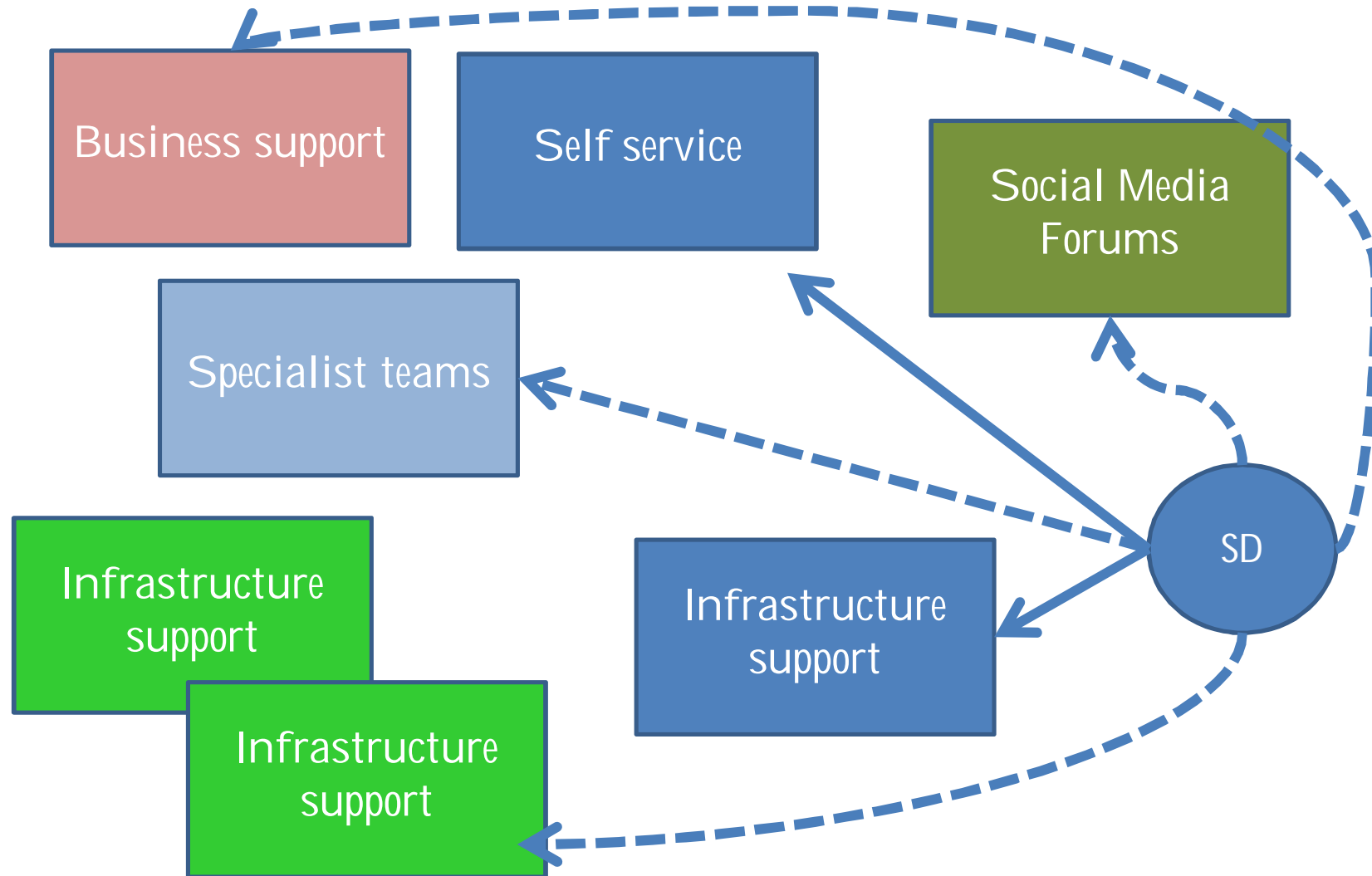
- not visible
- hard to understand
- may have unexpected results
- does not need contact between provider and customer
- provides value
- defined by competence, capability, trust



Requirements



SD 2.0 elements



Key concepts in SD2

- Contact
 - Customer -> Service
- Order
 - purchase/request for a new/changed service or product
- Feedback
 - information concerning the quality of the service
- Customer problem
 - anything which diminishes service value
- Failure/fault
 - an observed deviation or absence of the IT service
- Risk
 - the probability of customer problems reoccurring

Customer's problem is your problem

THIS F***ING SYSTEM DOES NOT WORK !!!!!

- is not an incident
- is not a service request
- it is your problem!!!!



Contact management activity



Social Media
Discussions, advice
actual common questions

Classify & prioritize
contacts

self service via SD tools
FAQ

order

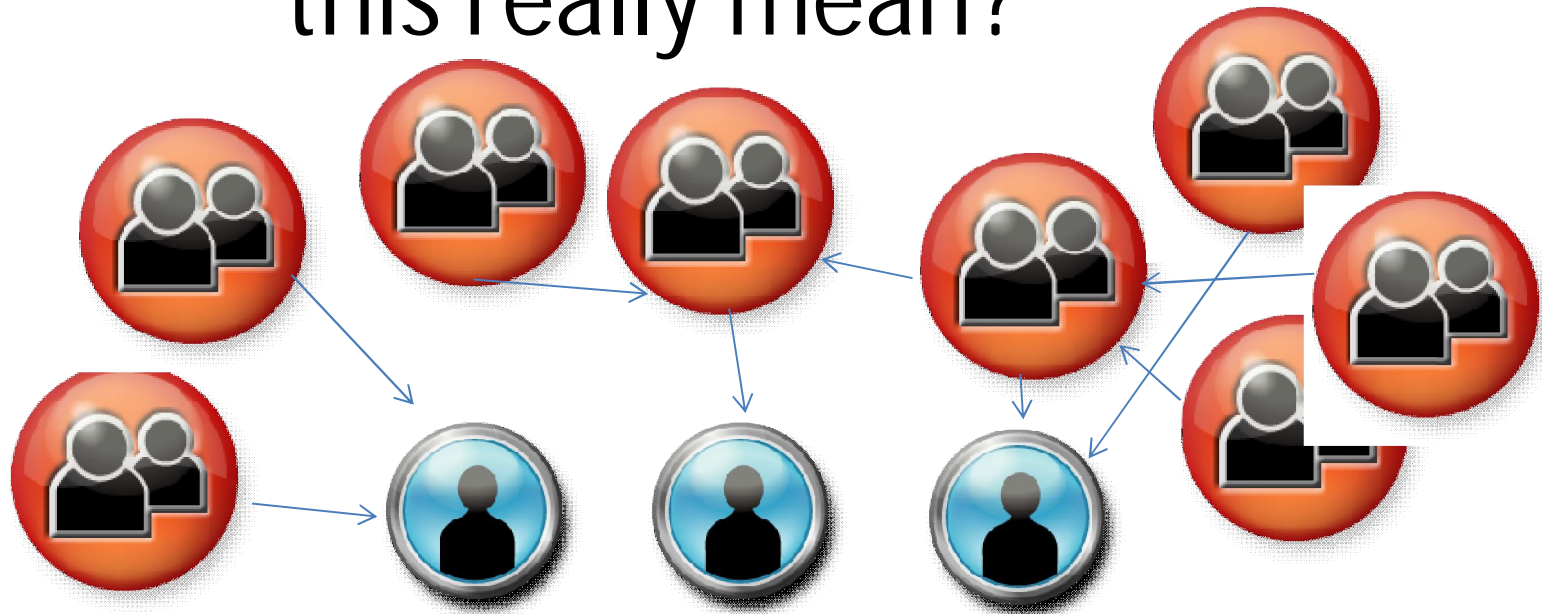
feedback

customer
problem

fault

other

So what about the solution. What does this really mean?



- Self service and peer support become the default support mechanisms
- Tools will have to facilitate greater communication with other products.

Things we need to unlearn

- SD activity targets
- The language of ITIL
- The importance of process
- Service Desk as SPOC
- The SD has all the answers

Success

- The success of the supported service is the true measure for the customer support
 - Removal of customers problems is good
 - Treating customers well is good
 - Handling orders fast and faultless is good
 - Solving a lot of problems fast is bad



← This is better
than this, →
always

