

# HDI® 2017

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## CONFERENCE & EXPO

**Any Time Any Place**  
**Support:**  
*The Ultimate*  
*Customer Experience*

CONNECTING  
THE  
WORLD  
OF TECHNICAL  
SUPPORT

# The Origins of Any Time, Any Place



# The Consumerization of Support



# What do End Users Want?



Channel Choice...

Device Choice...

Expert Help...

Fast, Accurate Transactions...

One Stop Shop...

**Any Time, Any Place!**



# The Three Dimensions of Any Time Any Place Support

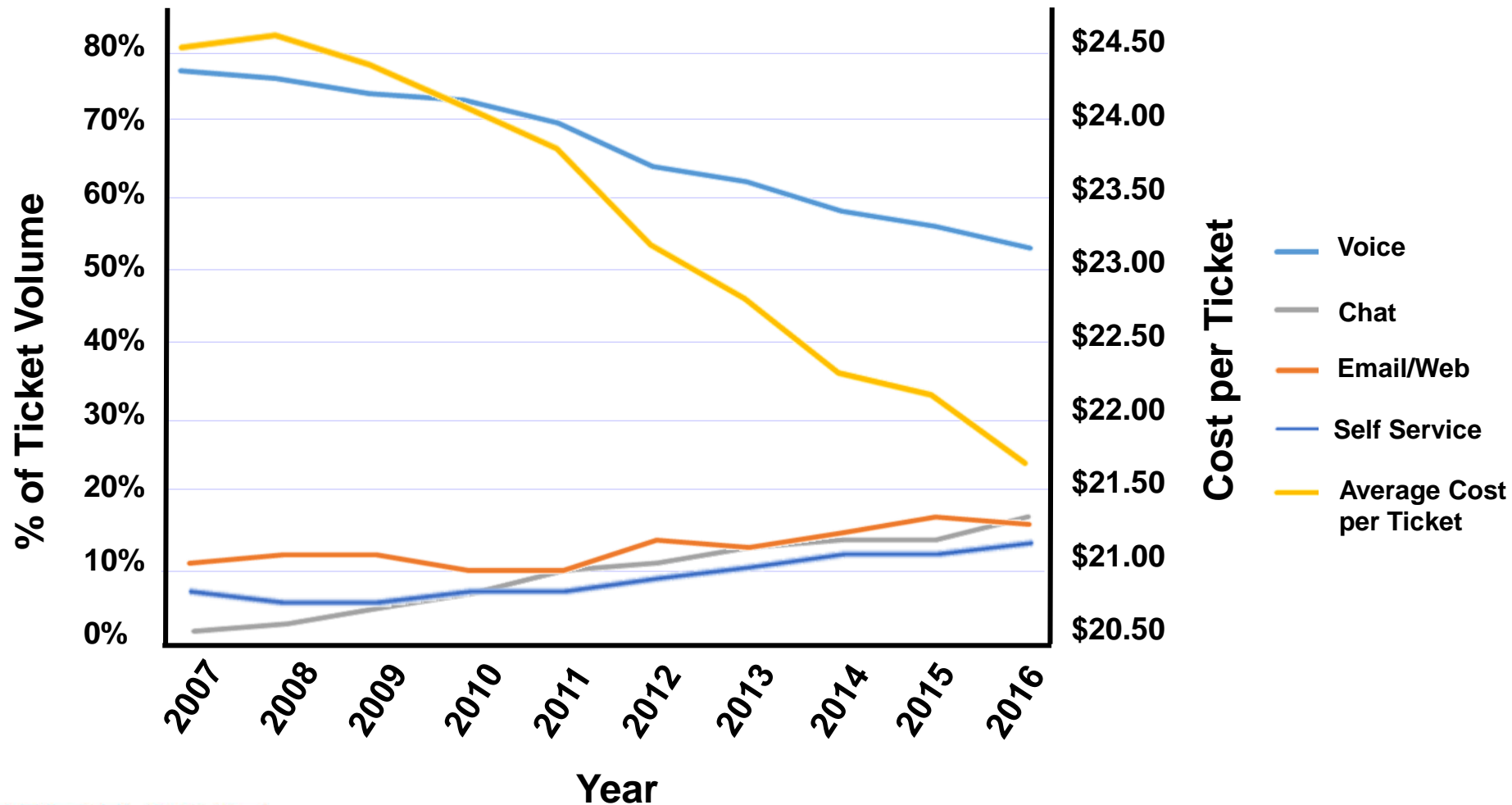
CHANNEL

DEVICE

ACCESSIBILITY

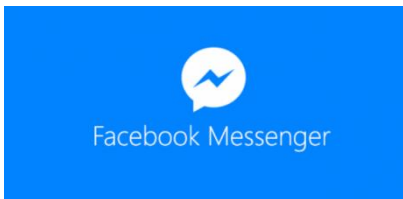


# Contact Deflection into Lower Cost Channels



# The Rise of *MOBILE* Support

“Millennials (now over 30% of the American workforce) think faster than anyone older than 34. Millennials process information faster than most of us. They don't have time for outdated technology.” – Inc.



Millennials want the best answer as quickly as possible!  
Many of them now experience Telephobia – a social anxiety based fear of taking or making calls!

# The Rise of Social Support

47%

Of consumers ages 18 – 34 have used social media to complain about a brand's customer service (compared to just 29% overall and 12% of consumers ages 55+). – [2016 Microsoft State of Global Customer Service Report](#)

Of global consumers across all age groups expect brands to respond within 24 hours to their customer service questions, complaints or praise on social media. – [2016 Microsoft State of Global Customer Service Report](#)

67%

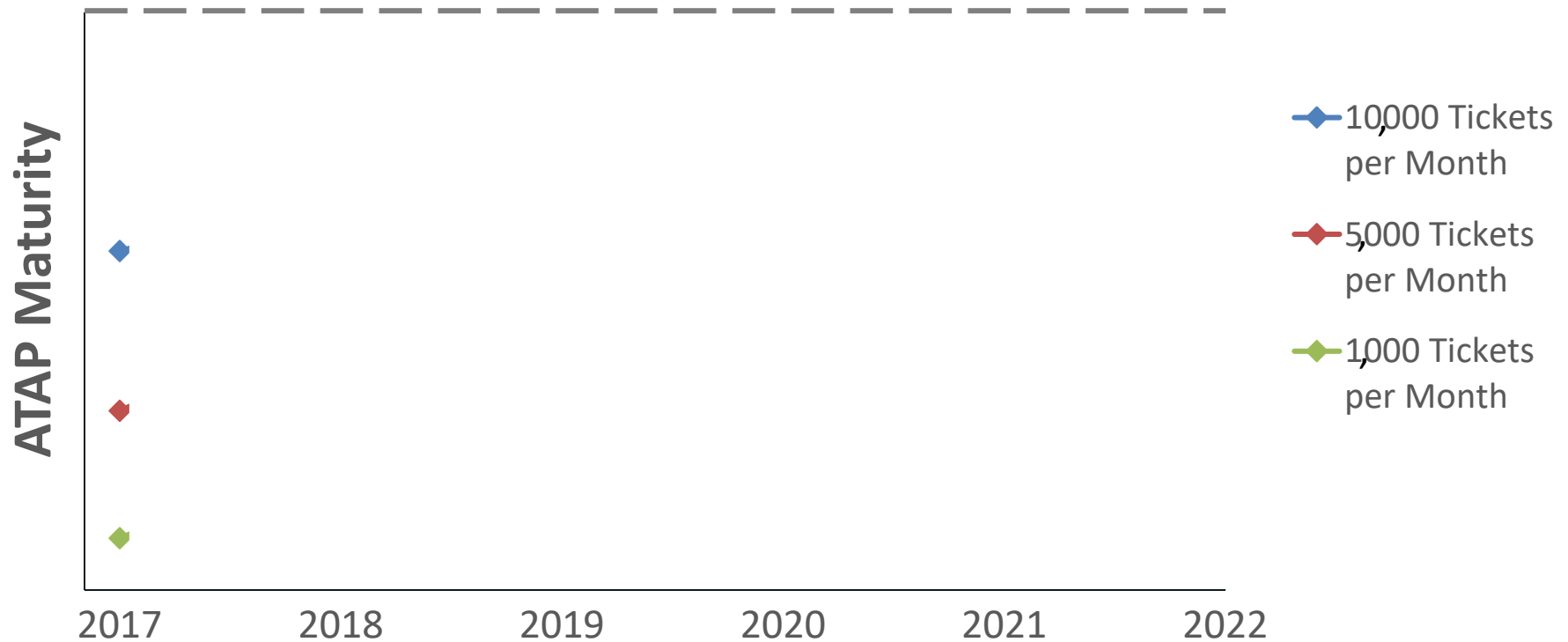
Of consumers have used a company's social media channels for customer support. [J.D. Power survey](#)

1/3

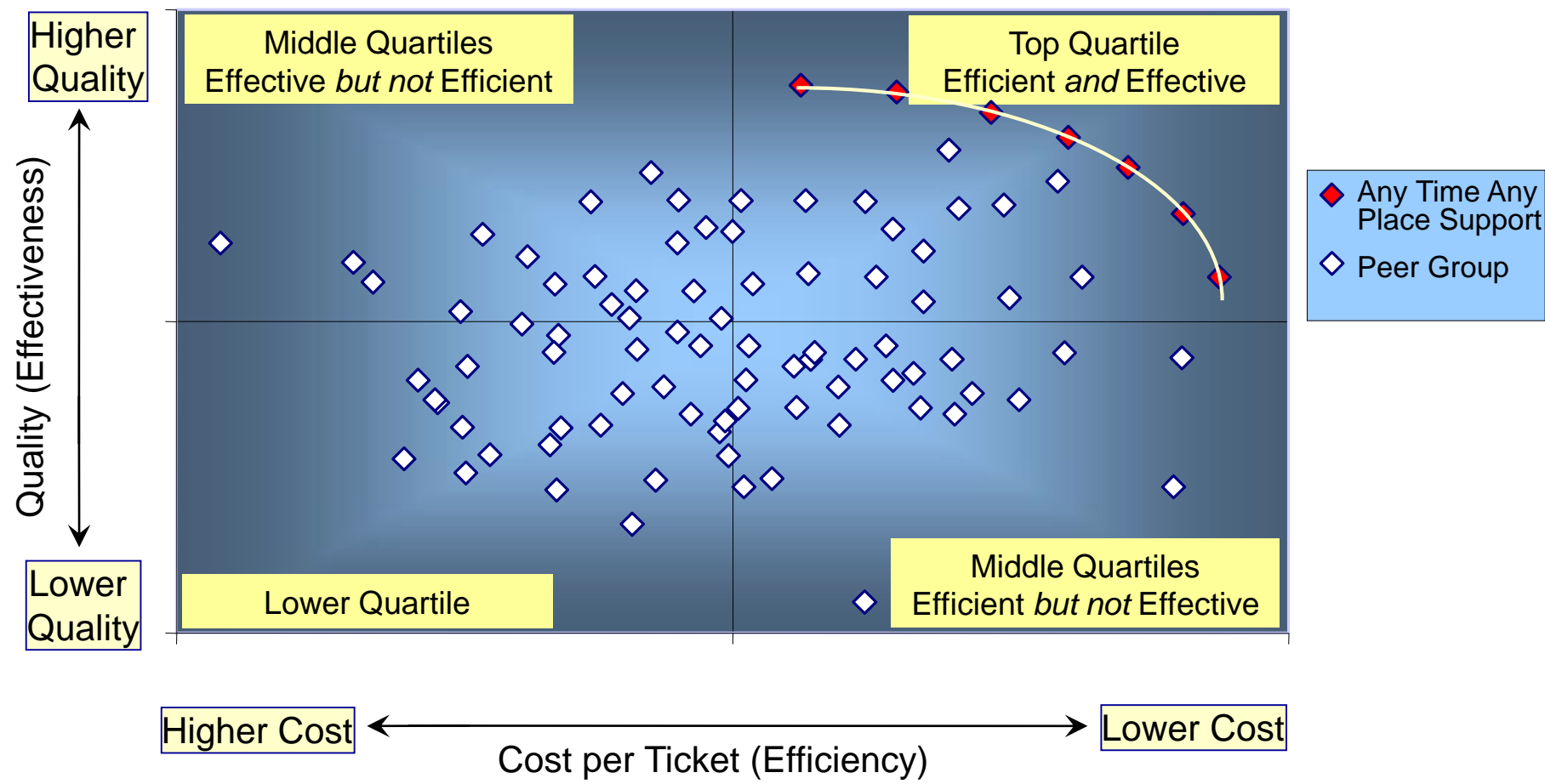
Of social media users prefer "social care" to the phone – Nielsen



## Any Time Any Place



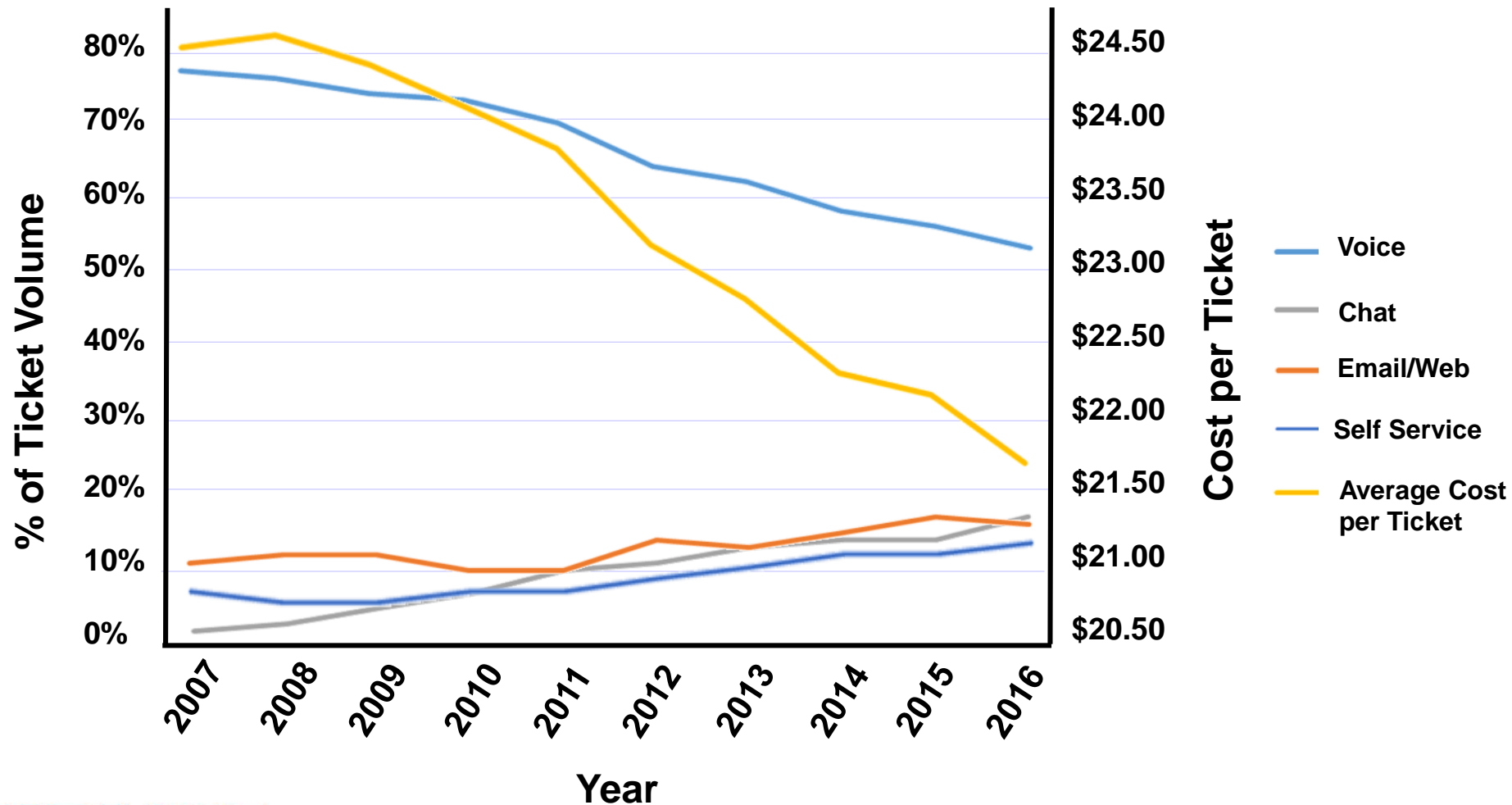
# Measuring Success



# ROI Through Shift Left

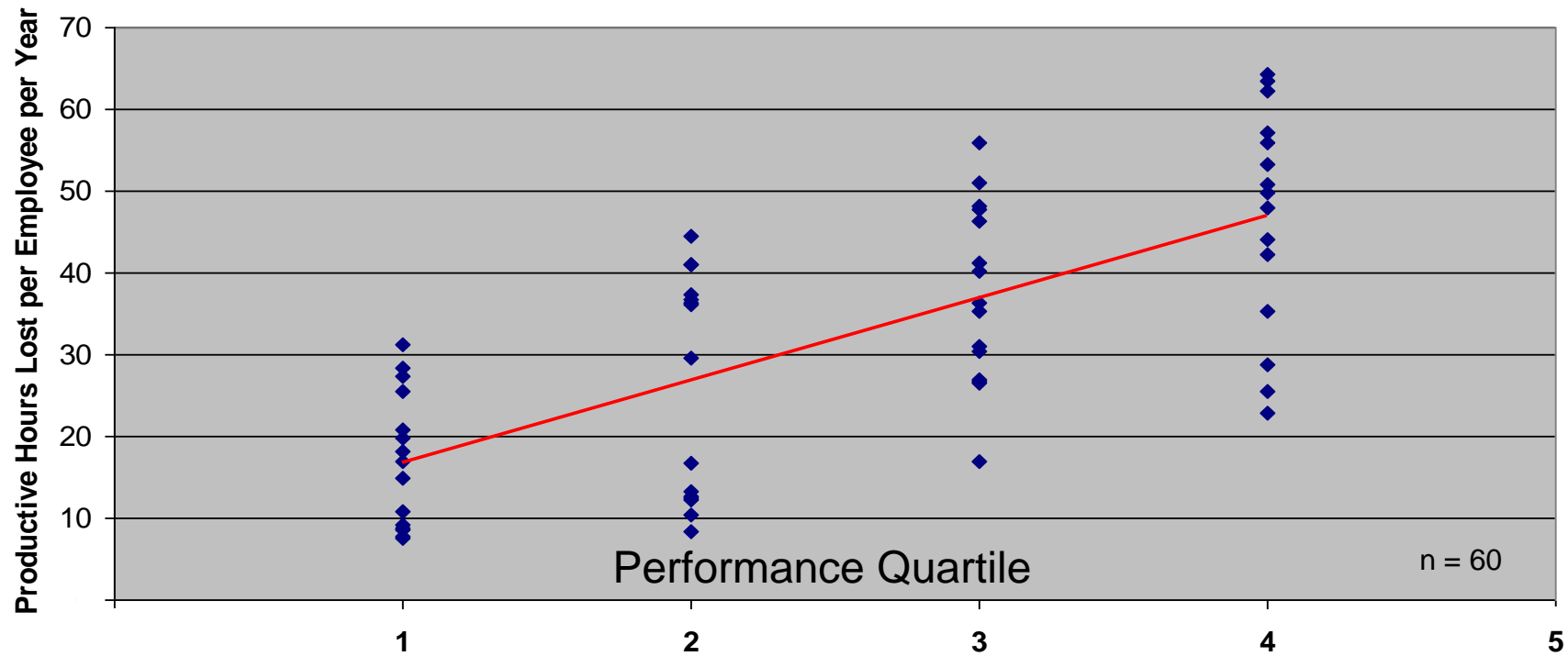


## ROI Through Channel Mix



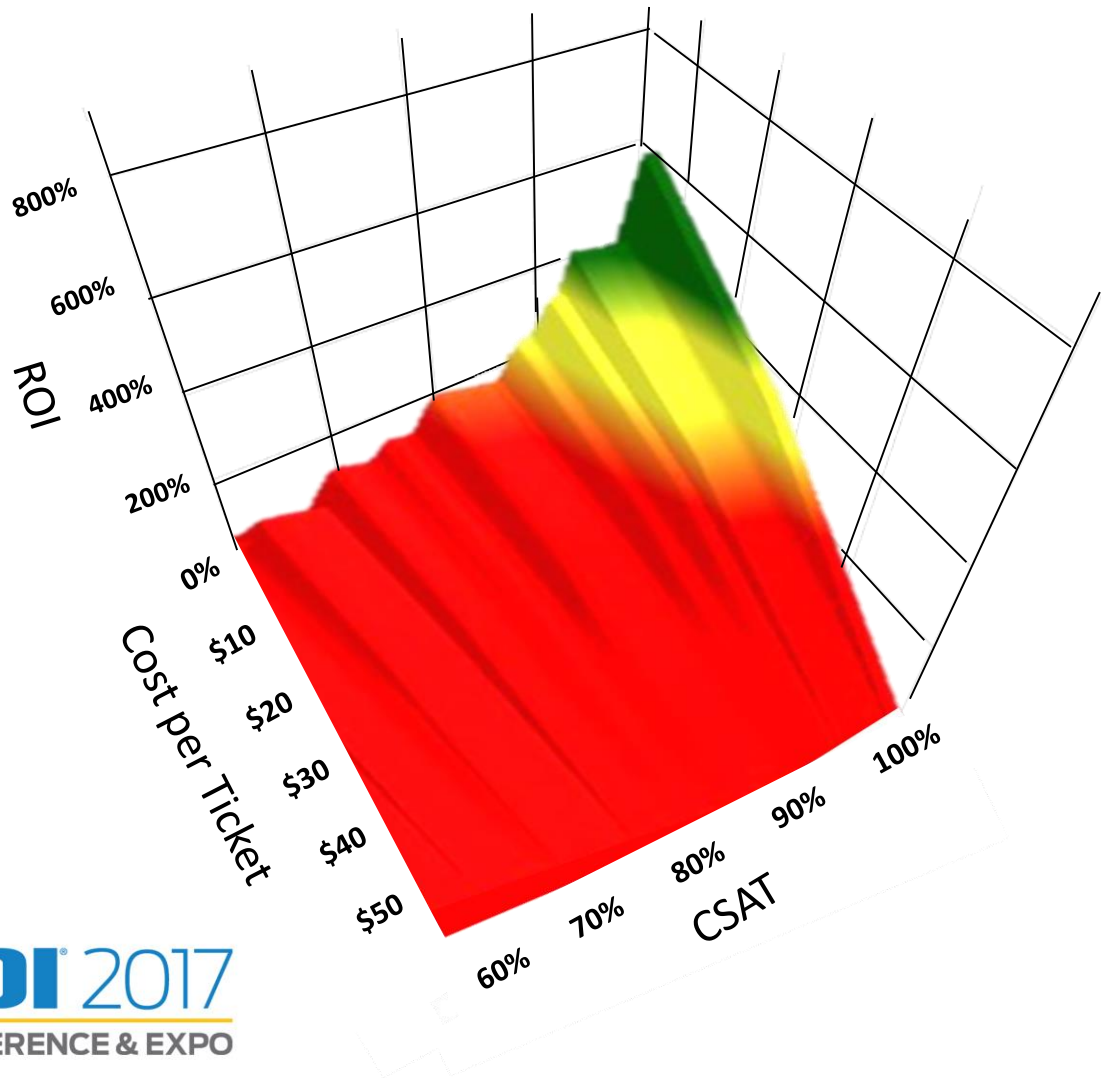


# ROI From Productivity Gains



Support Function	Key Performance Indicator	Performance Quartile			
		1 (top)	2	3	4 (bottom)
Service Desk	Customer Satisfaction	93.5%	84.5%	76.1%	69.3%
	First Contact Resolution Rate	90.1%	83.0%	72.7%	66.4%
	Mean Time to Resolve (hours)	0.8	1.2	3.6	5.0
Desktop Support	Customer Satisfaction	94.4%	89.2%	79.0%	71.7%
	First Contact Resolution Rate	89.3%	85.6%	80.9%	74.5%
	Mean Time to Resolve (hours)	2.9	4.8	9.4	12.3
Average Productive Hours Lost per Employee per Year		17.1	25.9	37.4	46.9

# Characteristics of an Optimized Support Organization

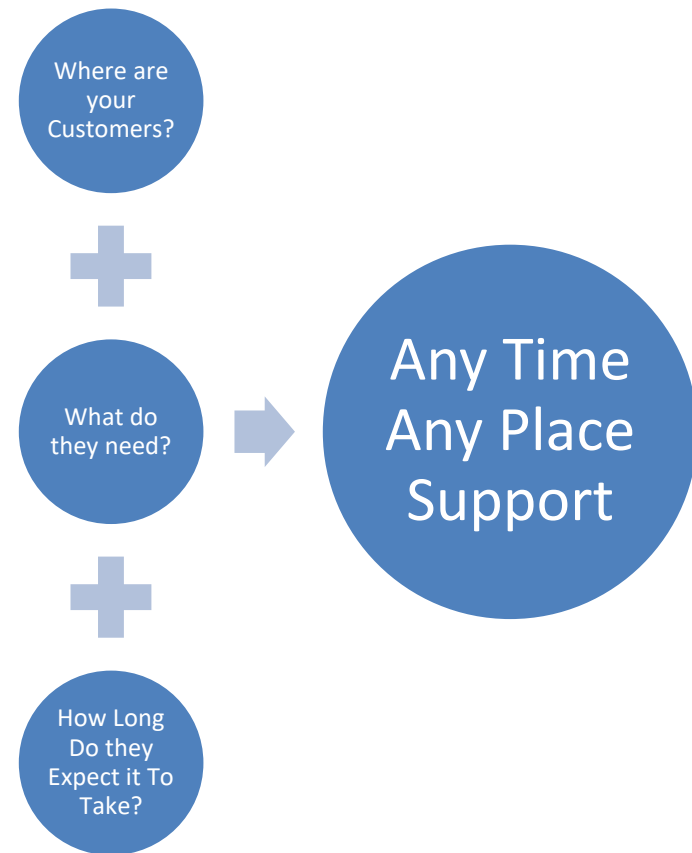


# Requirements to Resolve on First Contact

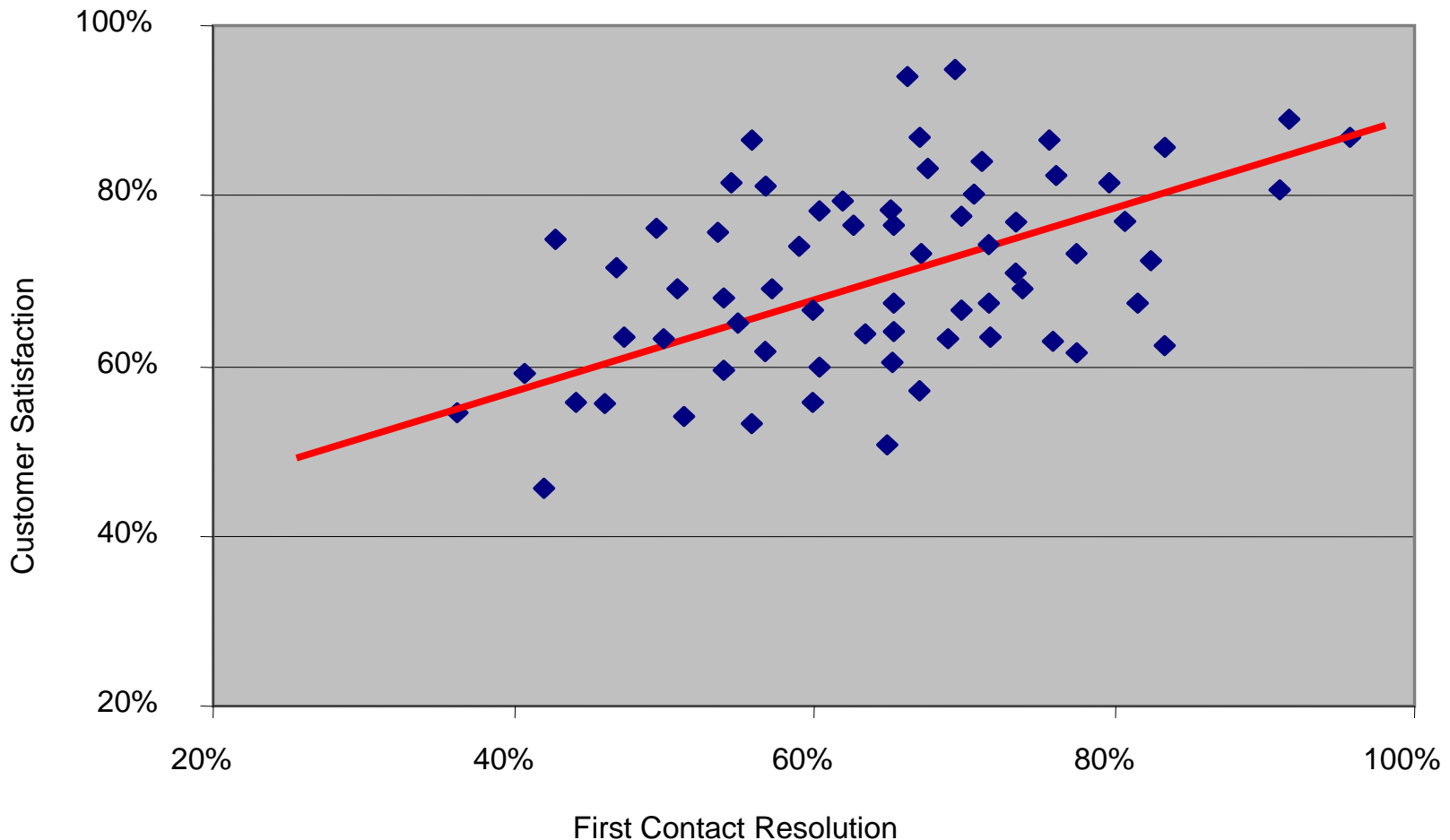
Will the ticket be able to be resolved on first contact? Chat and messenger would be appropriate.

Will the ticket require deskside or remote support? Web Tickets would be most appropriate.

Is the issue able to be resolved through self-service? A knowledge base or peer to peer forum would be most appropriate.



# First Contact Resolution Drives Customer Satisfaction





# Managing Expectations Through Service Levels

Messenger – Responses expected in less than 1 minute

Peer to Peer – Moderators are expected to step in when appropriate.

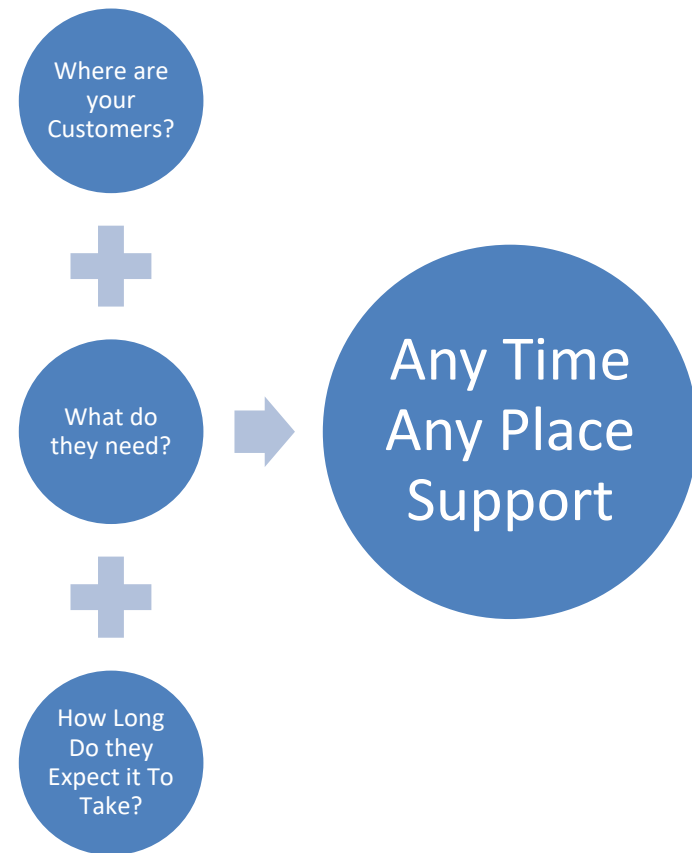
Chat – Responses expected in less than 3 minutes

Voice – Responses expected in less than 15 minutes

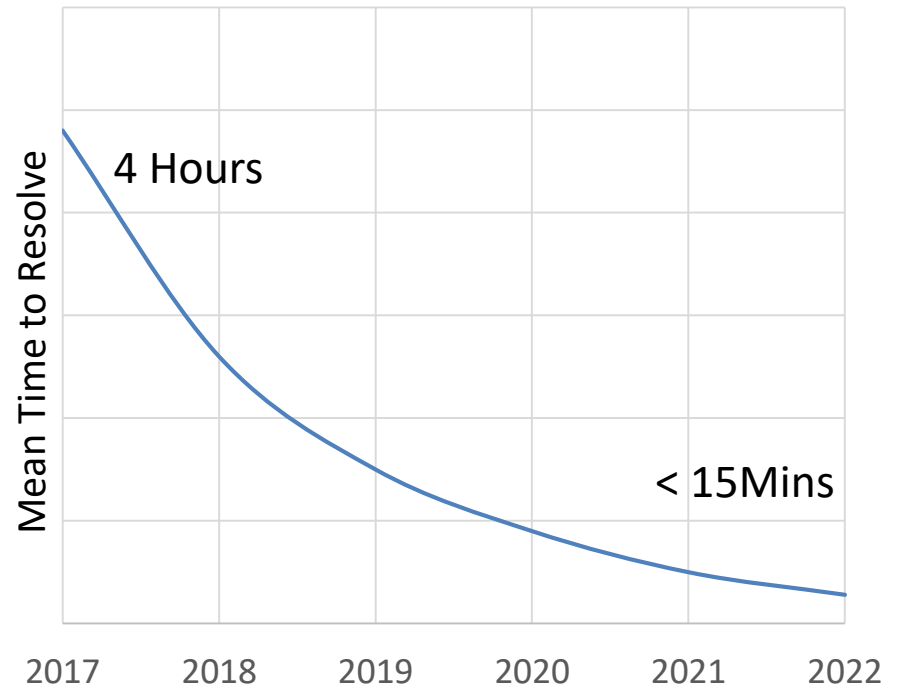
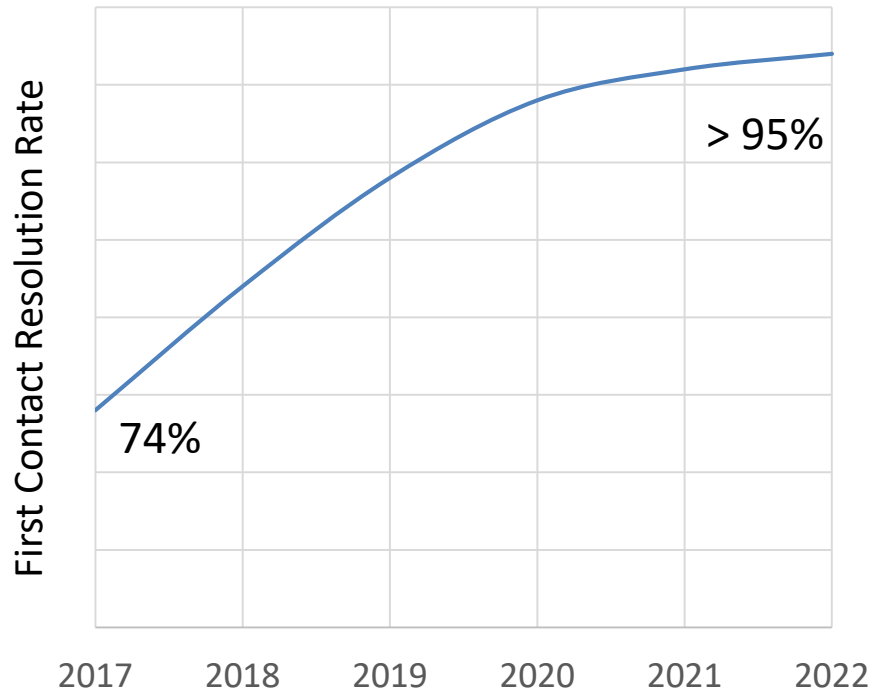
Web Ticket – Responses expected in less than 12 hours

Customers who require support during the work day expect support during their business hours.

Customers who require support outside of the workplace require support 24x7x365



# Expectations for FCR and MTTR

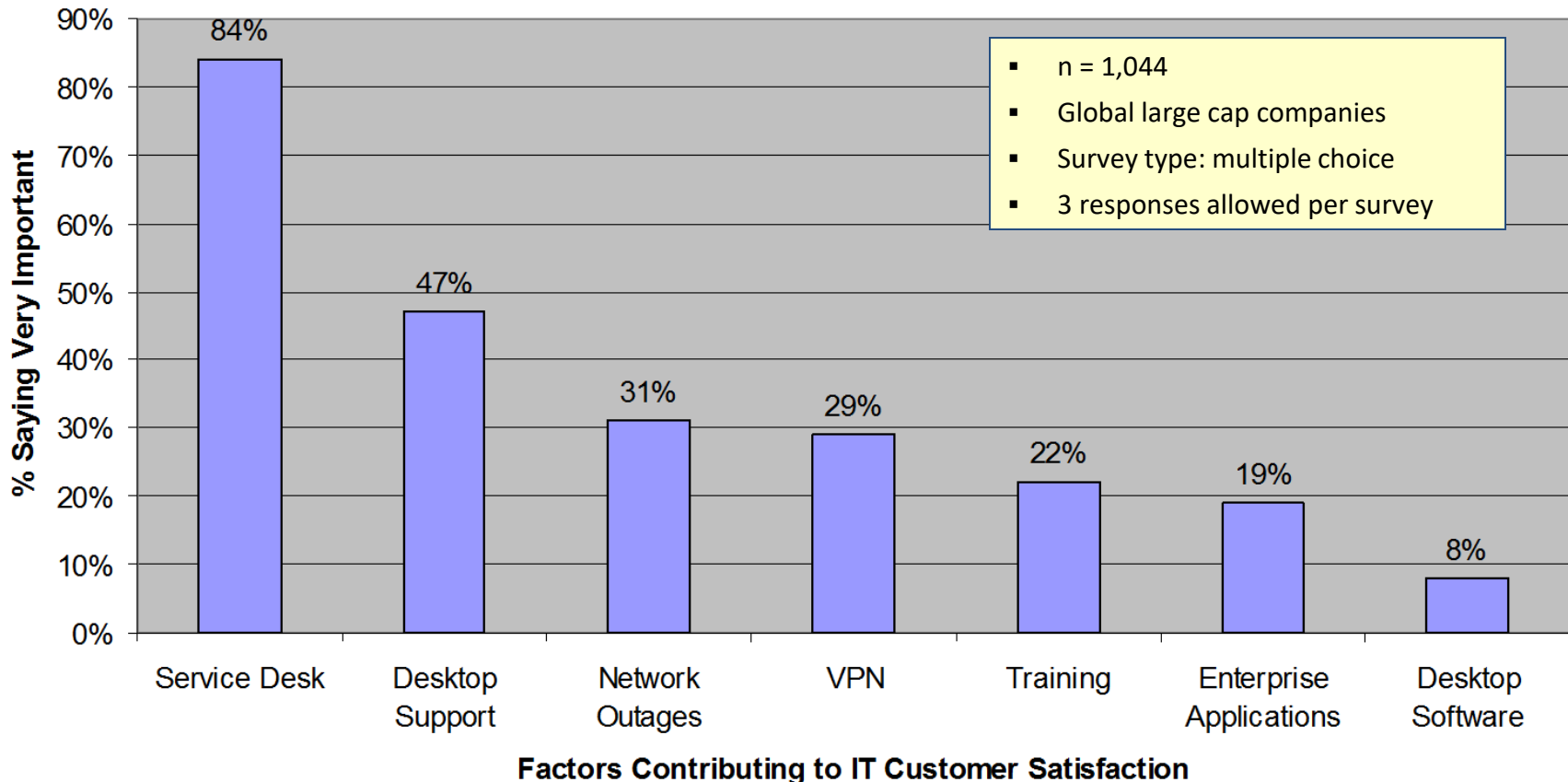


# Any Time Any Place Priorities



- Measures of Success
  - Cost per Ticket
  - Customer Satisfaction
  - First Contact Resolution Rate
  - Mean Time to Resolve
  - ROI
- Channel Choice
  - Self Help
  - Chat
- Device Choice
  - Mobile Optimized
- Cycle Time Reduction (MTTR)
  - Knowledge Centered Support
  - Remote Control
  - Training
  - Performance Targets

# Service and Support Drives Customer Satisfaction for *All* of IT



- 84% cited the service desk as a very important factor in their overall satisfaction with corporate IT
- 47% cited desktop support as a very important factor in their overall satisfaction with corporate IT



# HDI<sup>®</sup> 2017

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## CONFERENCE & EXPO

### QUESTIONS?

CONNECTING  
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SUPPORT

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# THANK YOU!

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# Your Speaker: Jeff Rumburg



- Co Founder and Managing Partner, MetricNet, LLC
- Winner of the 2014 Ron Muns Lifetime Achievement Award
- Former CEO, The Verity Group
- Former Vice President, Gartner
- Founder of the Service Desk Benchmarking Consortium
- Author of *A Hands-On Guide to Competitive Benchmarking*
- Harvard MBA, Stanford MS

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