

HDI® 2018

CONFERENCE & EXPO

CONNECTING
THE WORLD
OF SERVICE &
SUPPORT

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Enterprise Service Desk

The Greatest Career Opportunity in a Generation!


Your Speaker: Jeff Rumburg

Download Two KPI eBooks & Today's Presentation

MetricNet[™]
Performance Benchmarking

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Service Desk KPIs Definitions & Correlations



Learn how each of the Service Desk metrics that we benchmark is defined, why it's important, and how it correlates with other metrics. We include metrics from the following six categories:


- > Cost
- > Productivity
- > Service Level
- > Quality
- > Agent
- > Contact Handling

MetricNet Performance Benchmarking
www.metricnet.com
703.992.8160
info@metricnet.com

MetricNet[™]
Performance Benchmarking

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Desktop Support KPIs Definitions & Correlations



Learn how each of the Desktop Support metrics that we benchmark is defined, why it's important, and how it correlates with other metrics. We include metrics from the following seven categories:

- > Cost
- > Productivity
- > Service Level
- > Quality
- > Technician
- > Ticket Handling
- > Workload

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Empirical Observations



- **Global Database**
- **Nearly 4,000 Service and Support Benchmarks**
- **70+ Key Performance Indicators**
- **Nearly 120 Industry Best Practices**

Mega Trends in IT Service and Support

- The Rise of the Strategic Service and Support Organization
- Holistic Use of Key Performance Indicators
- Benchmarking to Improve and Optimize Performance
- Maturing Chat, User Self-Help, and Other Alternative Channels
- Understanding of TCO and Shift Left Strategies
- Process Rationalization and Maturity (ITIL, ITSM)
- Improved Knowledge Management and Remote Diagnosis
- The ROI of Service and Support
- Enterprise Service Desk



Enterprise Service Desk Defined

- The Enterprise Service Desk is a Customer SPOC for All Company Services
 - Human Resources
 - Facilities
 - Supply Chain
 - Regulatory Compliance
 - Legal
 - Payroll
- Any Service Provider is a Candidate for Enterprise Services
 - Incidents
 - Service Requests

The HR Use Case

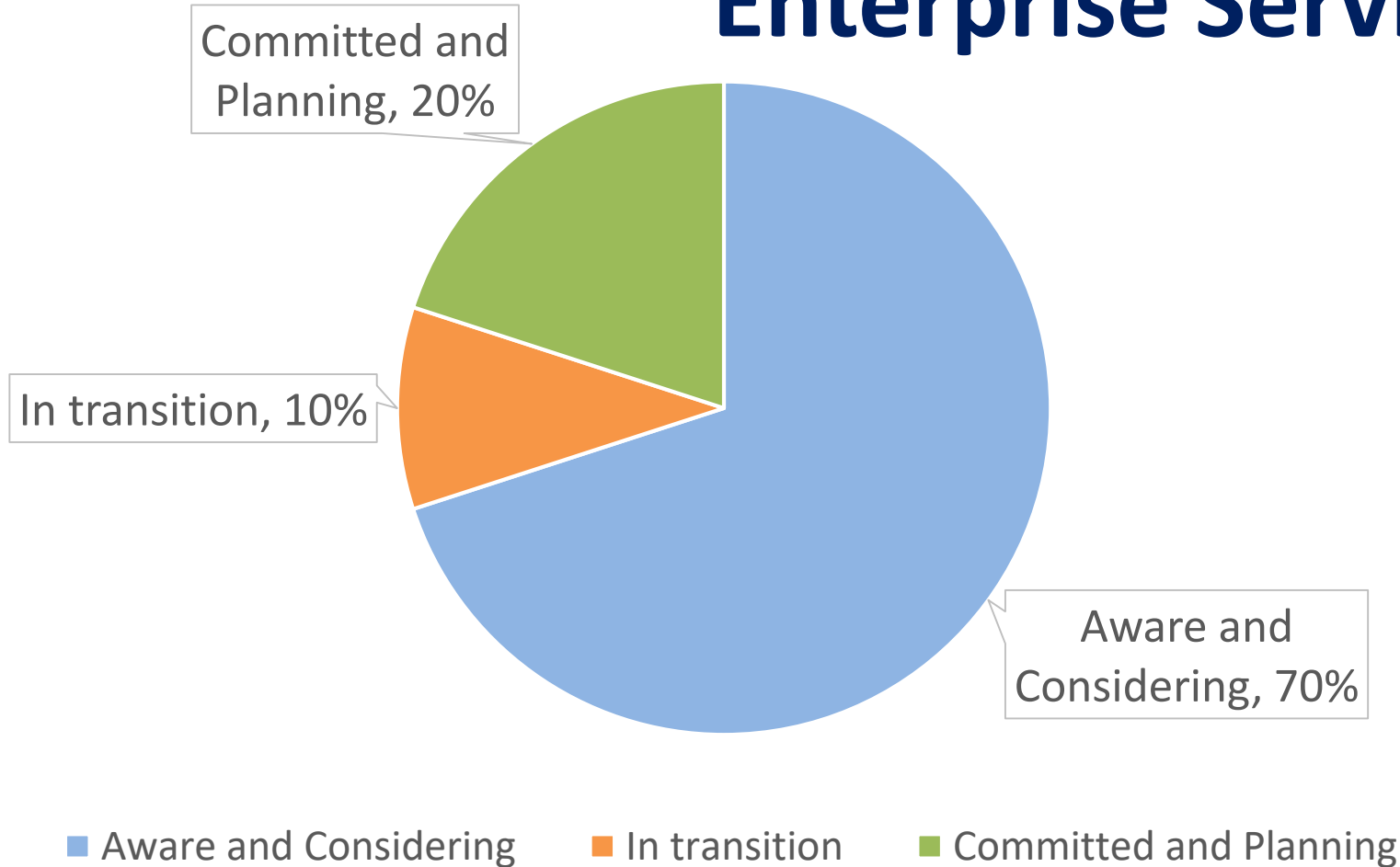
Incidents

- Payroll inquiry
- Benefits inquiry
- HR policy inquiry
- Unused PTO inquiry
- Training inquiry

Service requests

- New-Hire onboarding
- Leave of absence
- Life event (marriage, retirement, etc.)
- Transfer or location change
- Reporting policy violations

Companies Worldwide are Moving Towards Enterprise Services



FORTUNE[®]
1000

Case Studies in Enterprise Service Desk



MITRE



M
Man



Most Common Enterprise Services

Human Resources



Facility Management



Marketing



Legal Services



Finance



Security



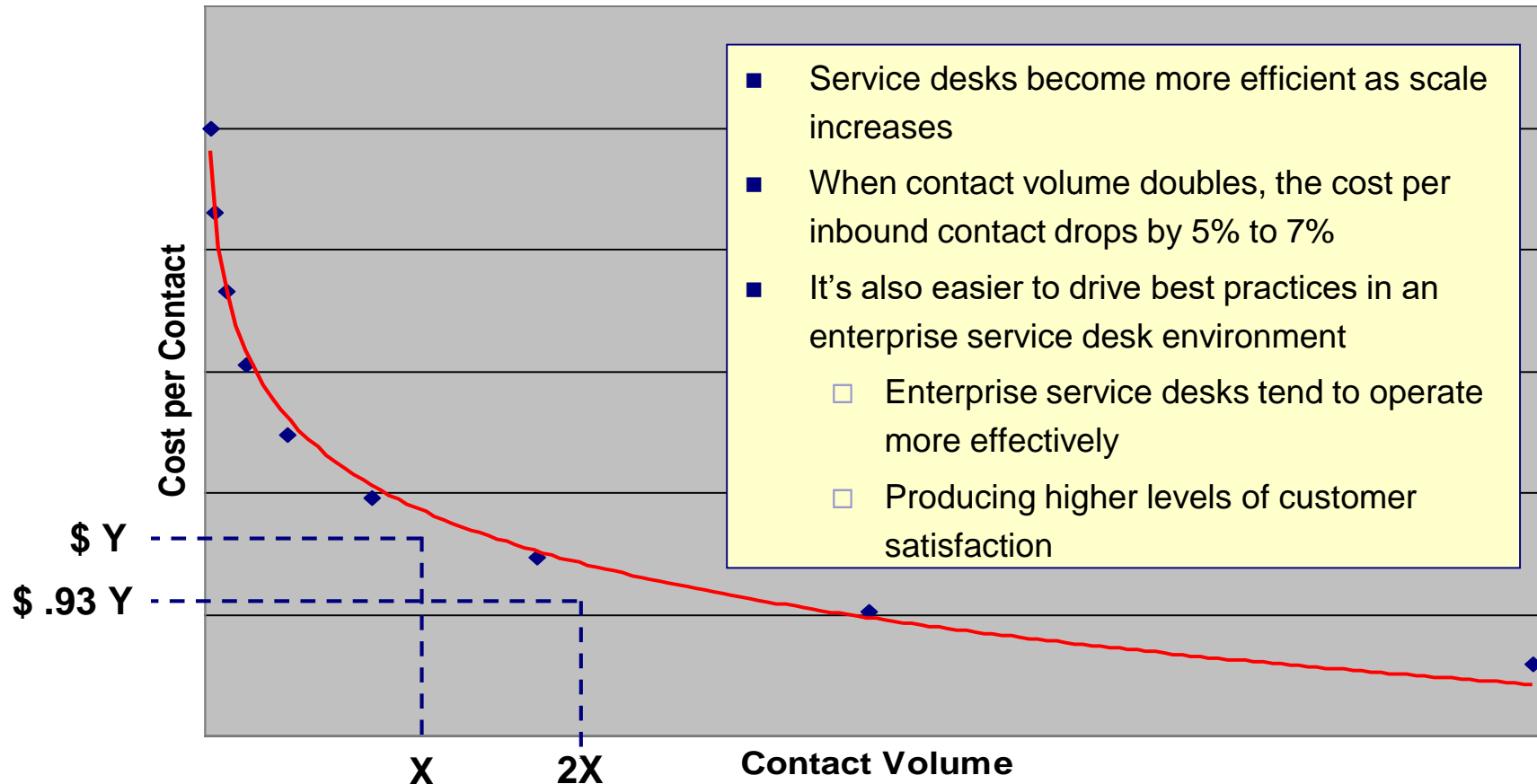
Office Management



Logistics



Why an Enterprise Service Desk?

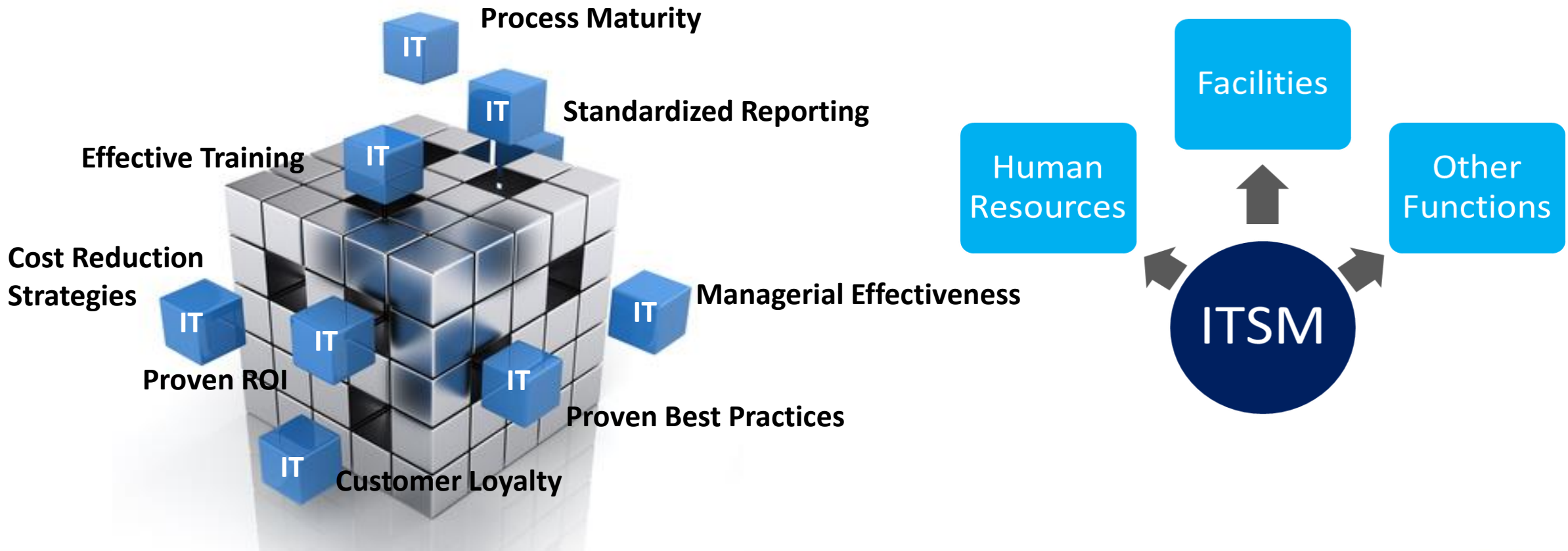


Driving Best Practices in an Enterprise Services

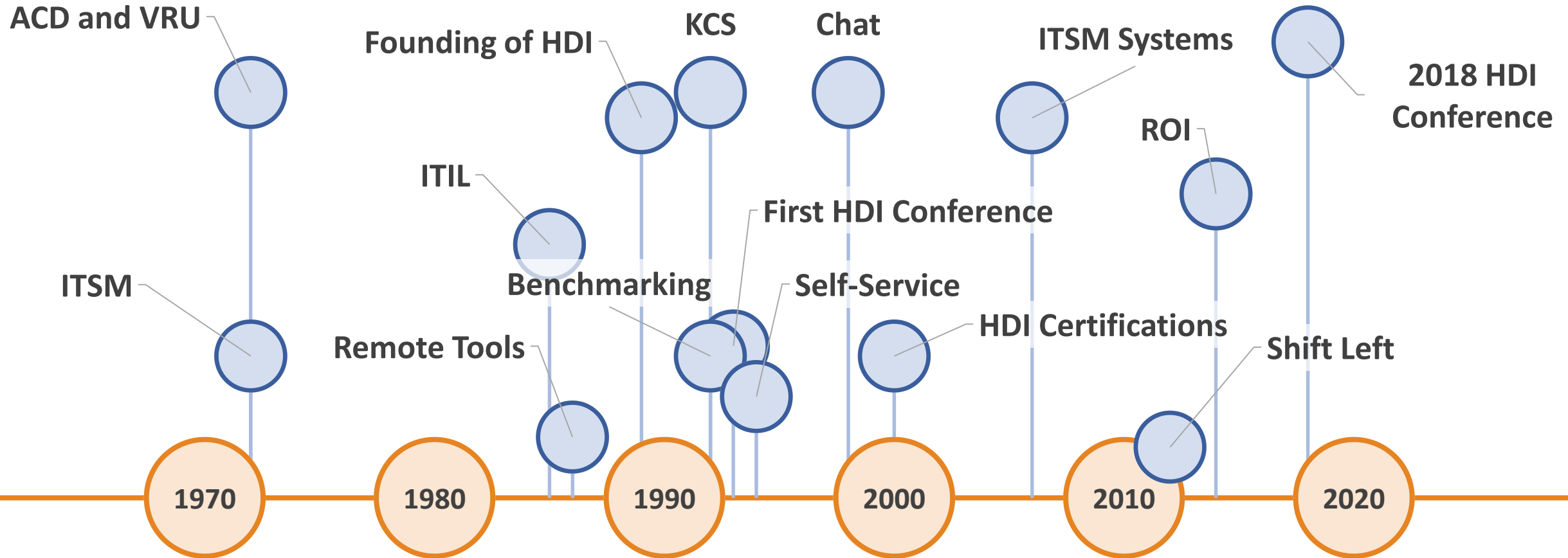


- Adopting, implementing, and maintaining industry best practices is easier to accomplish in an enterprise service desk environment
- Instead of trying to maintain consistency and excellence across multiple queues, the focus is placed on an enterprise service desk
- The enterprise service desk can then move down a collective learning curve, and achieve world-class performance more quickly than is possible with multiple queues

IT Typically Leads the Way in Enterprise Services



A Brief History of the IT Service and Support Industry



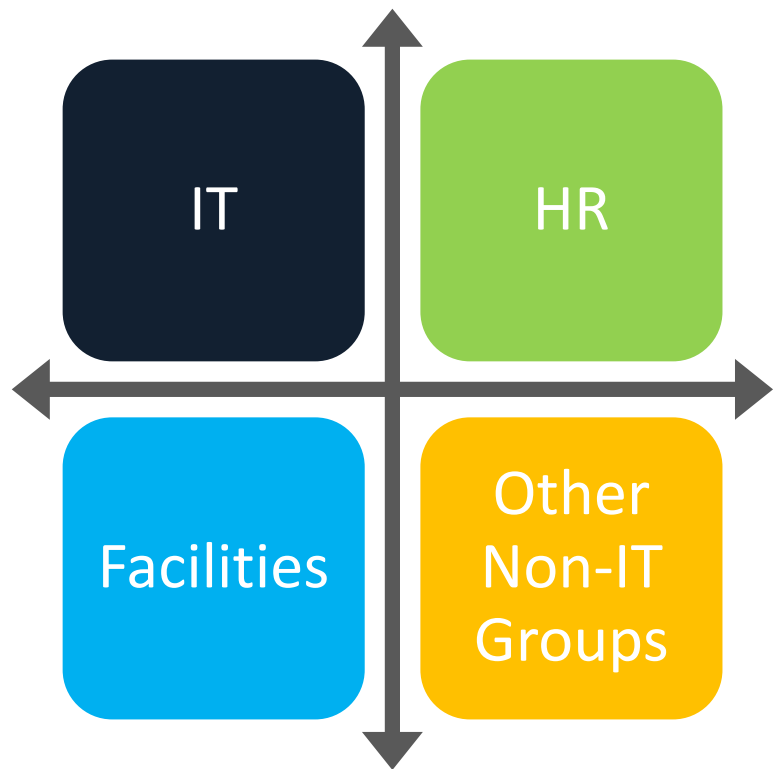
Your Value to Enterprise Services



Your Opportunity to Lead on Enterprise Services!



Company XYZ: Current State



- No clear champion for the overall vision of IT and enterprise service desk
- End Users have expressed frustration and confusion with the current first level service and support structure. Frustrations include miscommunication upon hire and inconsistent phone numbers for service and support.
- There lacks a common service management approach and tracking system within Company XYZ to manage, measure, and support first level service processes

Company XYZ Future State

- The Service Desk would be the Champion for the transformation to Enterprise Services
- A common ticketing system would be managed by the Service Desk for all enterprise services
- First level support would be provided for and incidents and service requests
- The Service Desk would absorb other telephone support lines throughout Company XYZ
- Level 1 support will be consolidated in Enterprise Services – sharing facilities, tools, technical resources, and knowledge, where applicable.

Enterprise Service Transformation: Questions Addressed

- How do we prioritize services eligible for Enterprise Service Transformation?
- What is the timeline for Enterprise Service Transformation?
- What resources are required to complete the Transformation?
- Are the technology tools envisioned for the Transformation consistent with technology trends, and the industry's best demonstrated practices?
- Is the Transformation end state consistent with the industry's best demonstrated practices?

Company XYZ Transition Considerations

- What first level support services will be provided?
- What are the service level objectives?
- What are the hours of operation?
- Who is the customer group (ex. internal Company XYZ, External Entities, etc.)
- What input channels will be offered – voice, chat, email, web, walk up, self help?
- How will customer interactions be logged?
- How will solutions to common issues captured and reused?
- What metrics and reporting will be required?
- How will customer satisfaction be measured?
- Who are the key stakeholders that will play a role in the transformation?

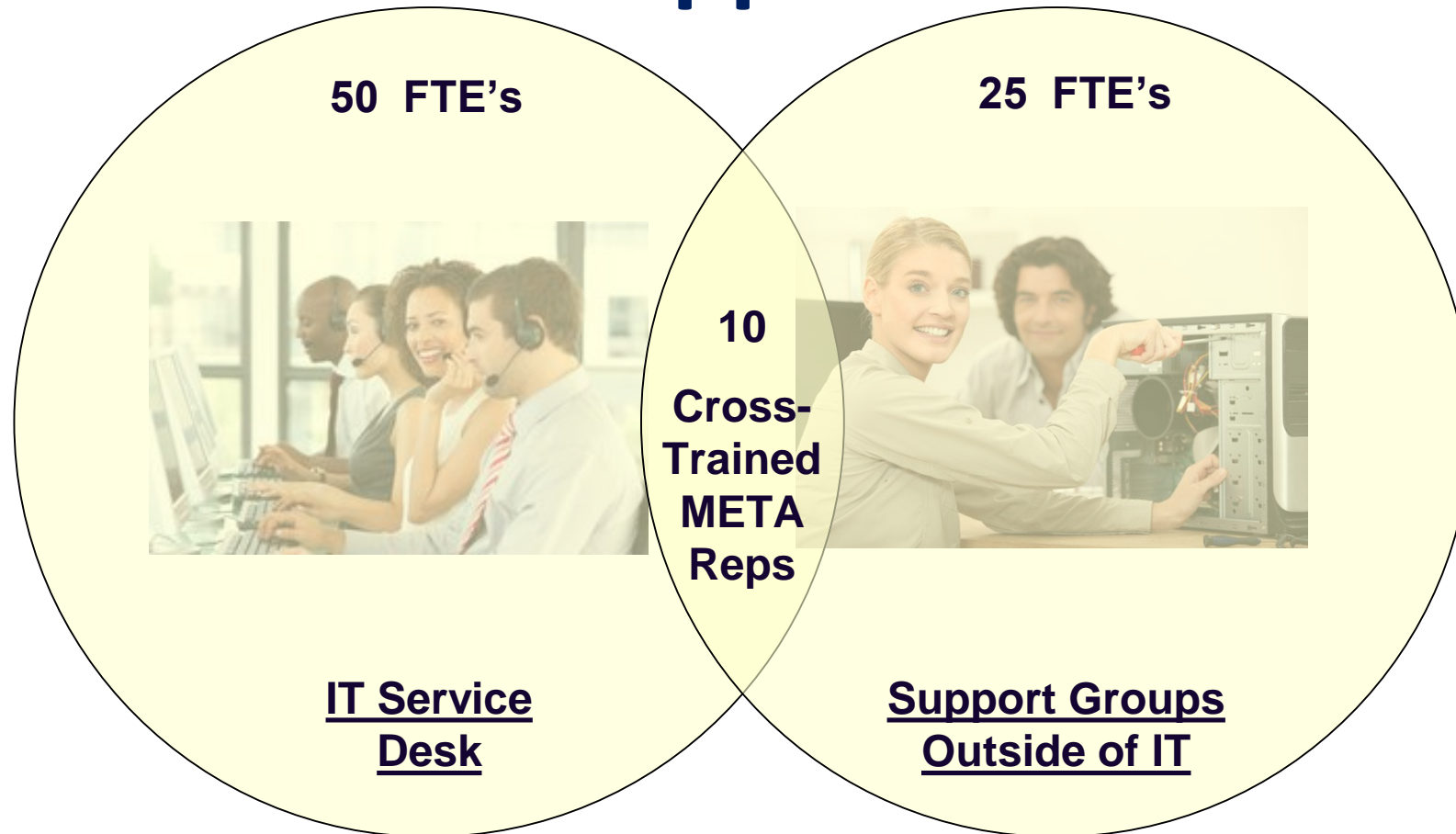
Enterprise Services Case Study Project Approach

- Assemble the Transformation Team
- Establish Goals, Tasks, and Governance
- Conduct Initial Services Inventory and Assessment
- Create Transformation Plan for first volunteer – Corporate Security
- Execute the Enterprise Transformation Plan for Corporate Security
- Second Service Desk Inventory and Assessment
- Objective: “One-stop-shop” Enterprise Service Desk for all Level 1 activity!

Future State Results

- **Company XYZ Enterprise Service Desk** – Unified, Standardized, Customer Responsive
- **Customer Centric** – Single point of contact for tier 1 requests, easy anytime anyplace support model
- **Efficient** – Lower Cost per Ticket
- **Effective** – High Quality End User Experience - High Customer Satisfaction
- **Scalable** – Ability to Absorb Additional Corporate Services
- **Flexible** – Quickly Adapts to Changing Needs of the Business

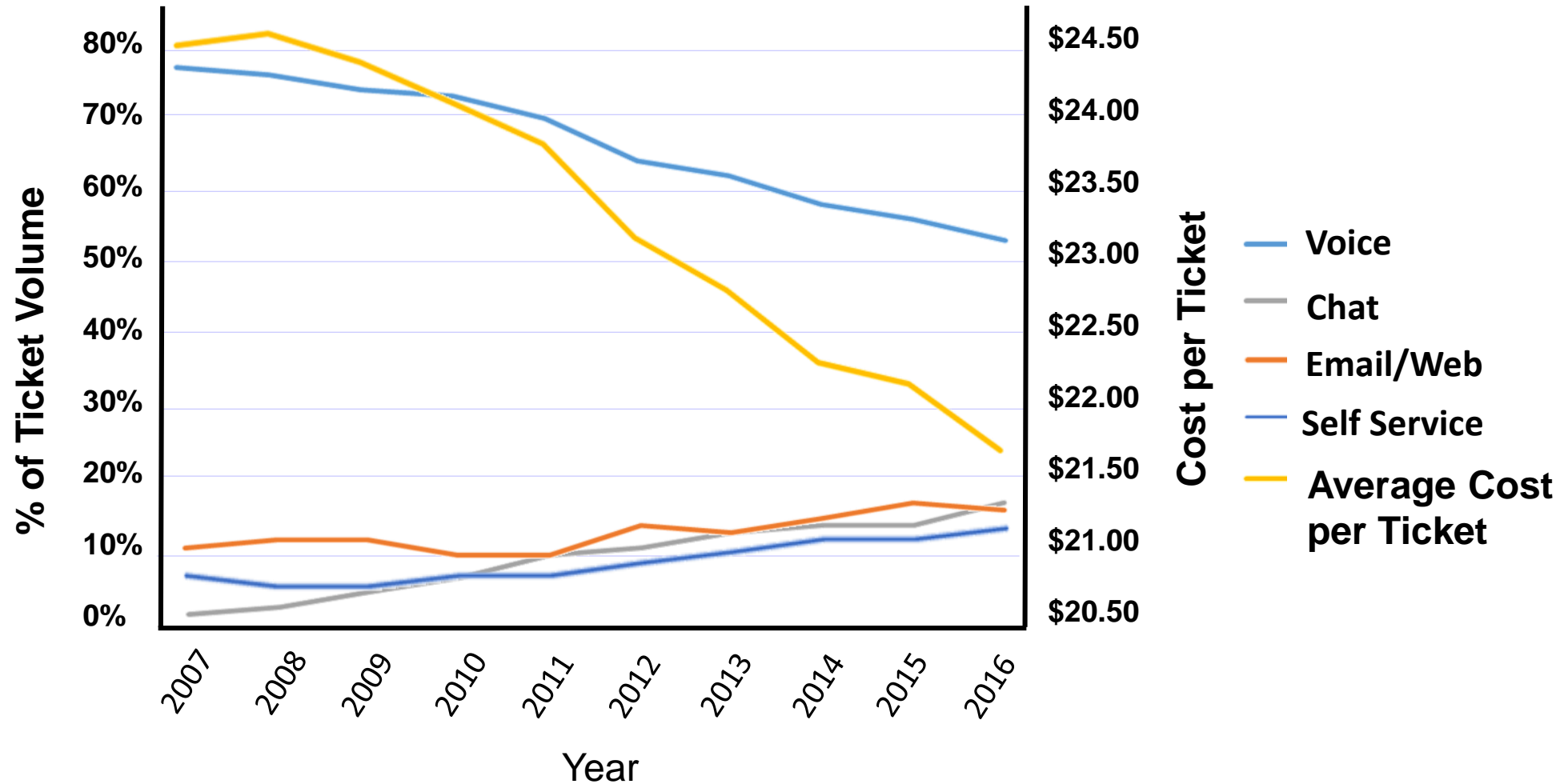
Cross Training Agents for Consolidated Level One Support



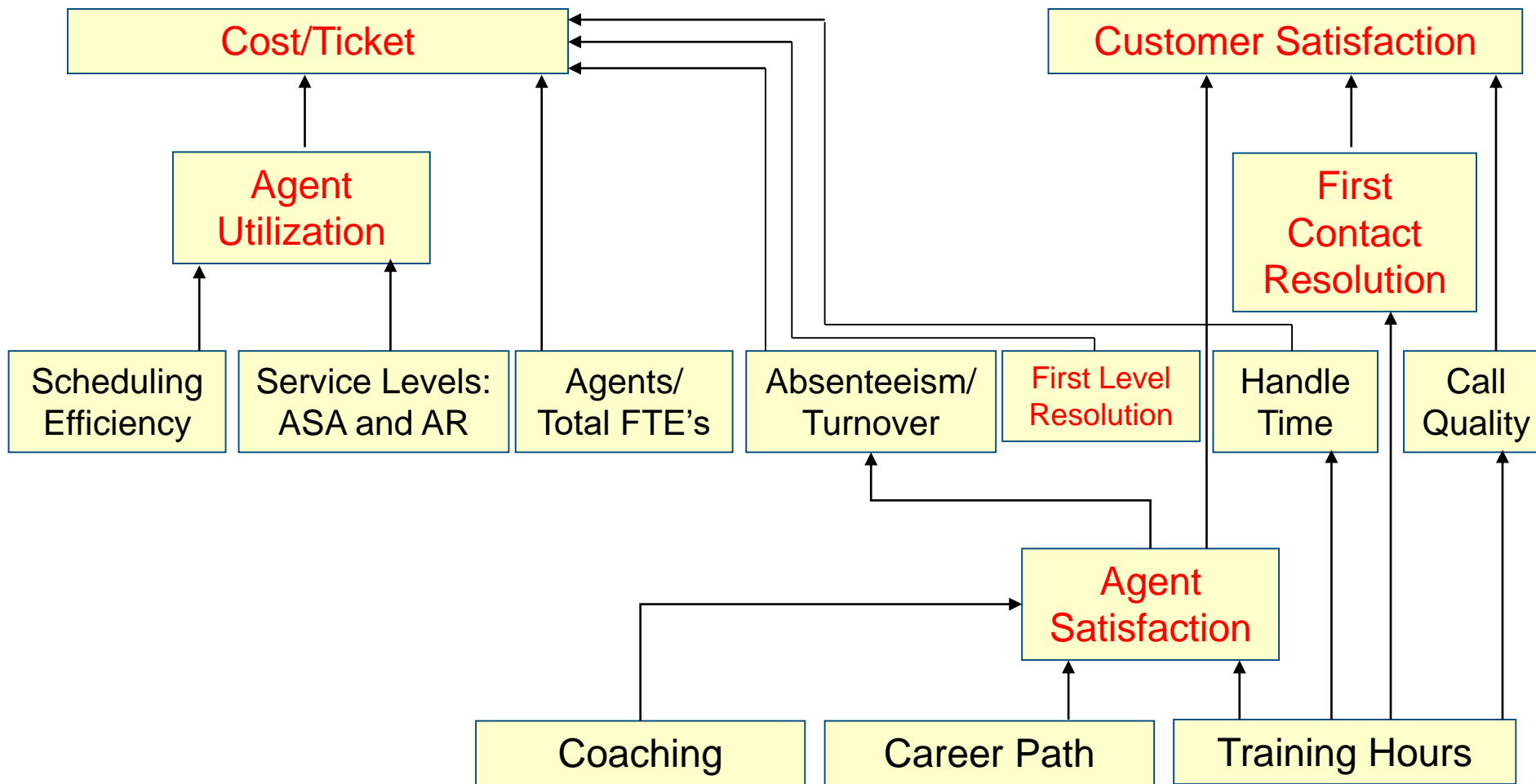
Shift Left Cost Reduction Strategies



Channel Mix Considerations



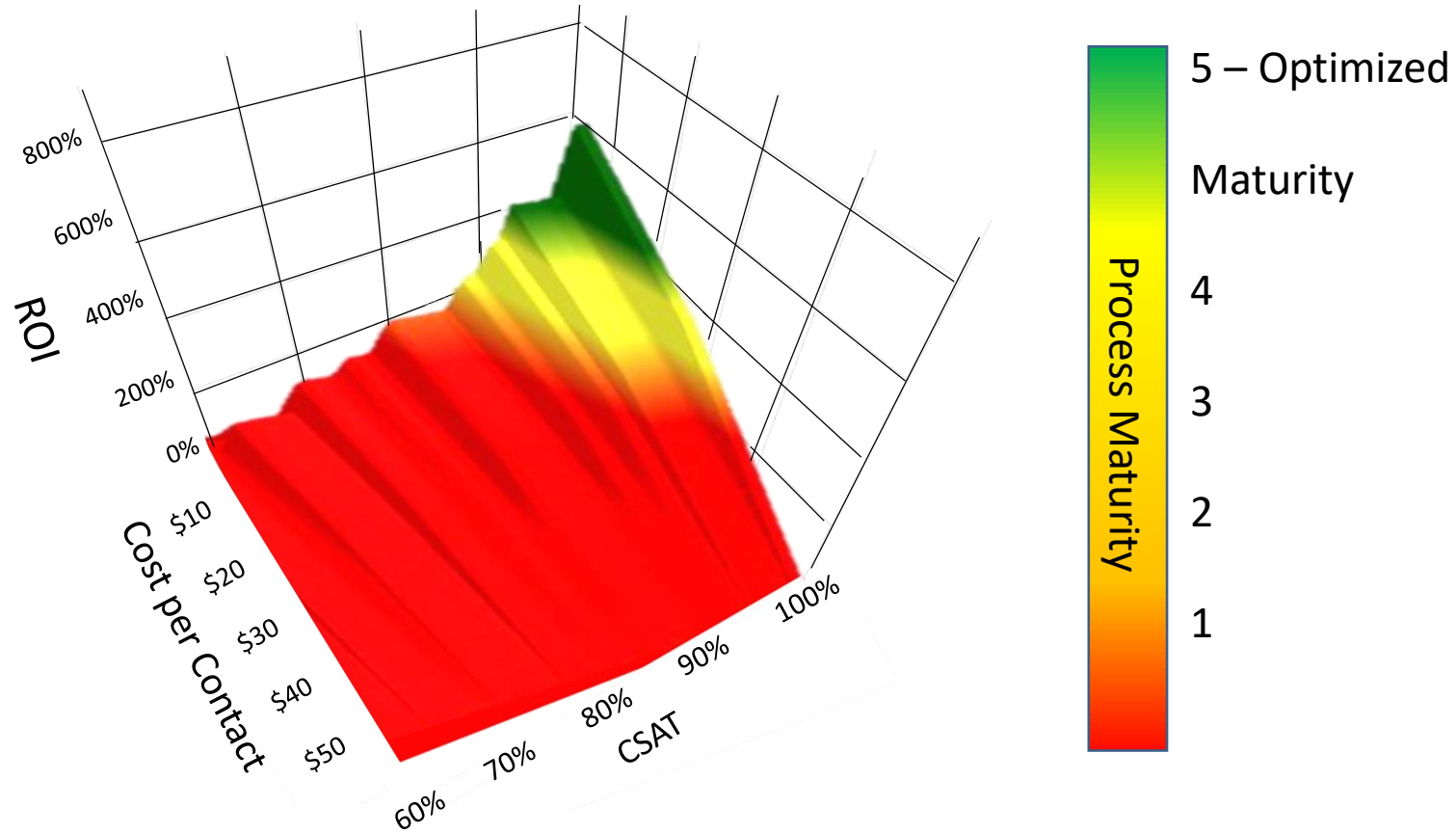
Important KPI Correlations



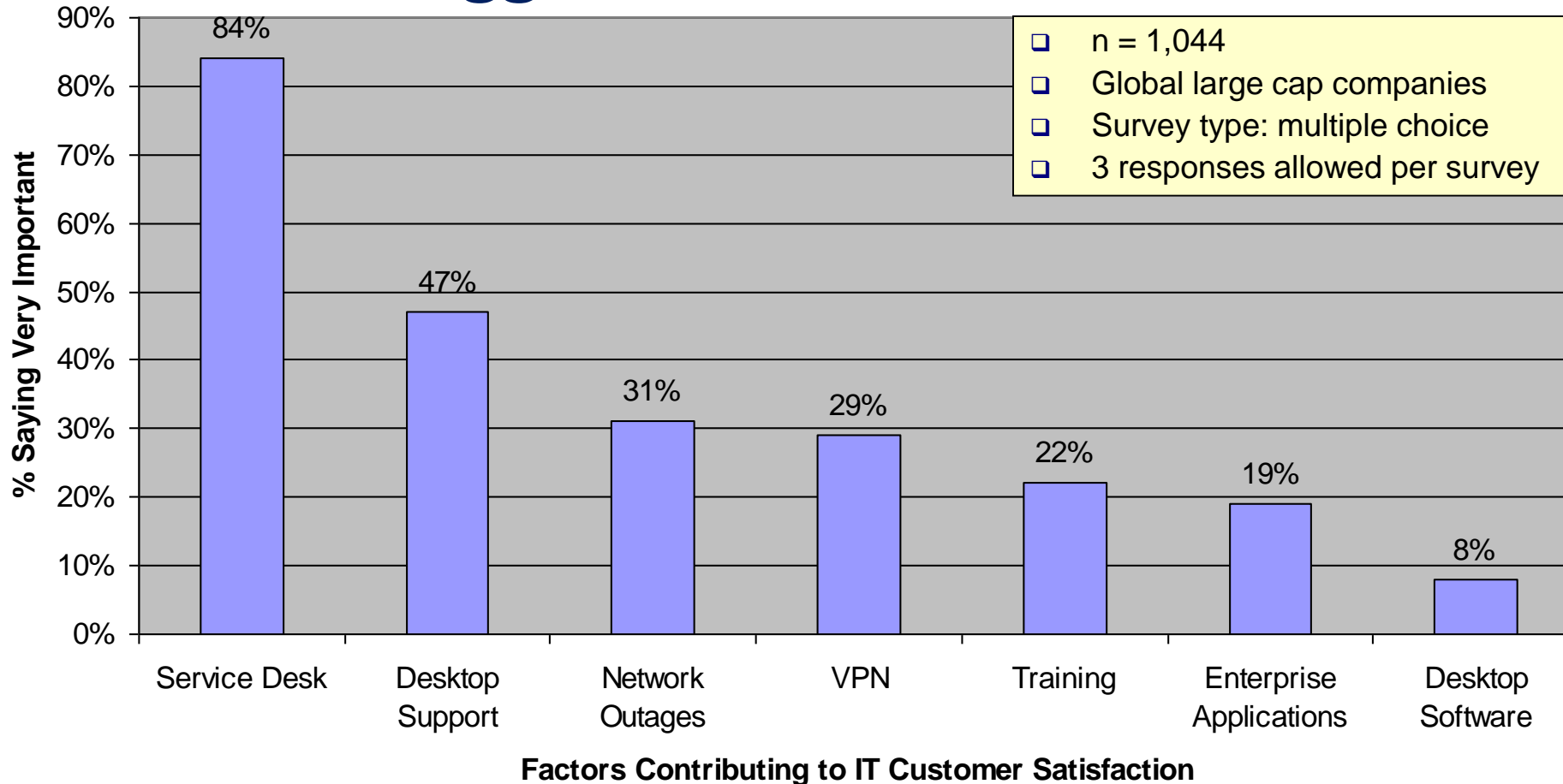
Marketing Enterprise Services

<p>Newsletters</p>	<p>Brown Bag Sessions</p>	<p>Leave Behinds</p>	<p>Business Unit Liaisons</p>
			
<p>Surveys</p>	<p>Log-in Screens</p>	<p>Webcasts</p>	<p>FAQ Site</p>
 <p>2.9% of XXX's said issue 18, failed to meet expectations.</p>			

Characteristics of an Optimized Support Organization

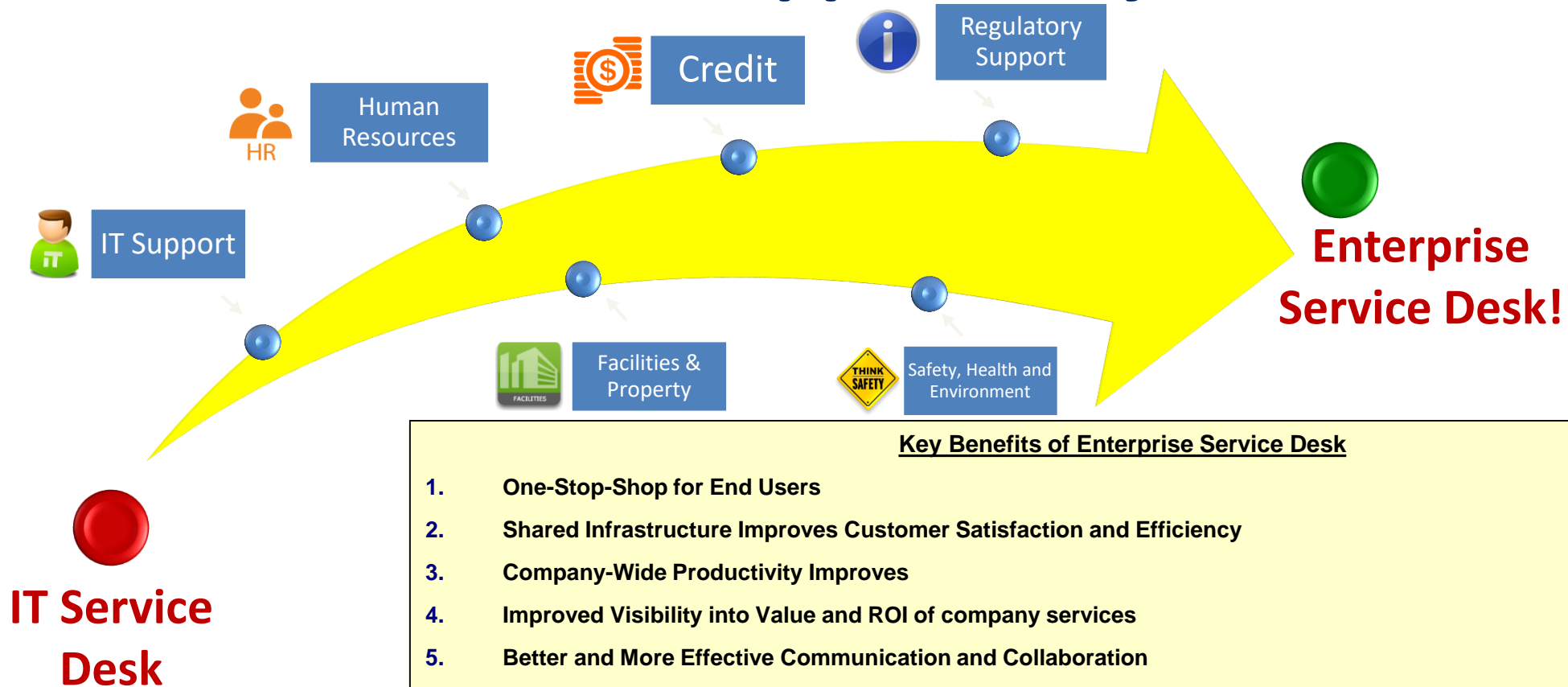


Service and Support: The Biggest Driver of Customer Satisfaction



- 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

Enterprise Services: The Greatest Career Opportunity in a Generation!



Key Benefits of Enterprise Service Desk

1. One-Stop-Shop for End Users
2. Shared Infrastructure Improves Customer Satisfaction and Efficiency
3. Company-Wide Productivity Improves
4. Improved Visibility into Value and ROI of company services
5. Better and More Effective Communication and Collaboration
6. Standardized Processes, Procedures and Technology Improves Maturity, Knowledge Management and Self-Service
7. Potential for Cross Training Improves Workload Management
8. Mature performance Diagnostics provide a Clear Roadmap for Competitive Excellence and Continual Service Improvement

Questions?

***Thank you for attending
this session.***

Please complete the session evaluation form
www.HDIConference.com/Eval or on the **App.**

Thank You!

Questions?

Thank You!

About MetricNet

Your Benchmarking Partner

Your Speaker: Jeff Rumburg



- Co Founder and Managing Partner, MetricNet, LLC
- Winner of the Ron Muns Lifetime Achievement Award
- Named one of HDI's Top 25 Thought Leaders in 2016 and 2017
- Former CEO, The Verity Group
- Former Vice President, Gartner
- Founder of the IT Service and Support Benchmarking Consortium
- Author of *A Hands-On Guide to Competitive Benchmarking*
- Harvard MBA, Stanford MS

Contact MetricNet...



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Benchmarking is MetricNet's Core Business

Information
Technology

- Service Desk
- Desktop Support
- Field Support

Call Centers

- Customer Service
- Technical Support
- Telemarketing/Telesales
- Collections

Telecom

- Price Benchmarking

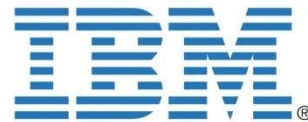
Satisfaction

- Customer Satisfaction
- Employee Satisfaction



Meet a Sampling of Our Clients

MetricNet Conducts benchmarking for IT Service and Support organizations worldwide, and across virtually every industry sector.



Thank You!