

SUPPORT[®] WORLD LIVE

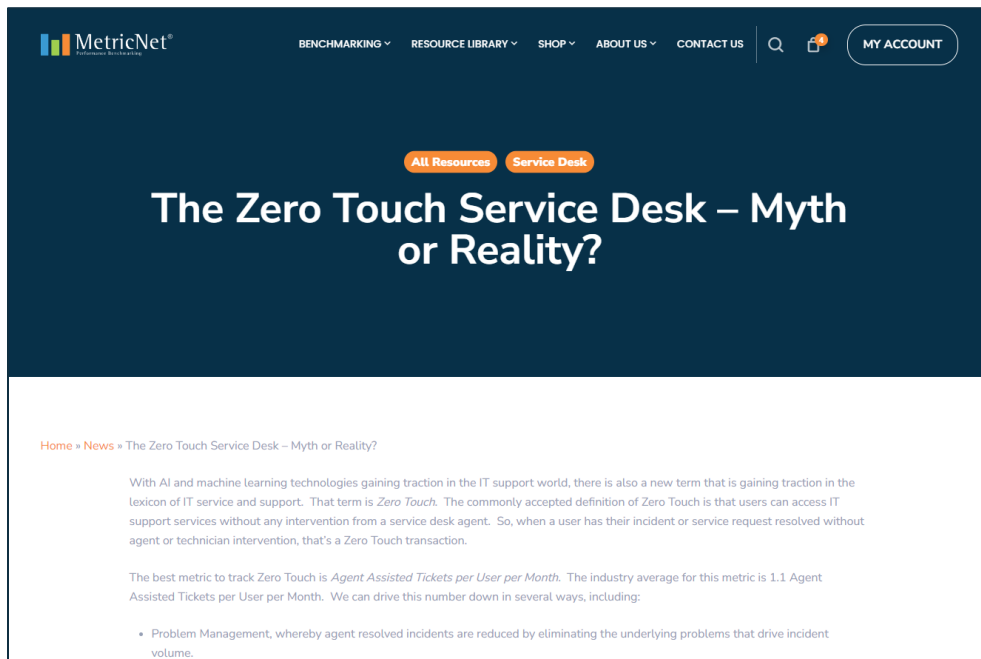
Where **Smarter Service** Starts,
And **Better Business** Begins.



The Zero Touch Service Desk *Myth or Reality?*

Your Speaker: Jeff Rumburg, Managing Partner at MetricNet

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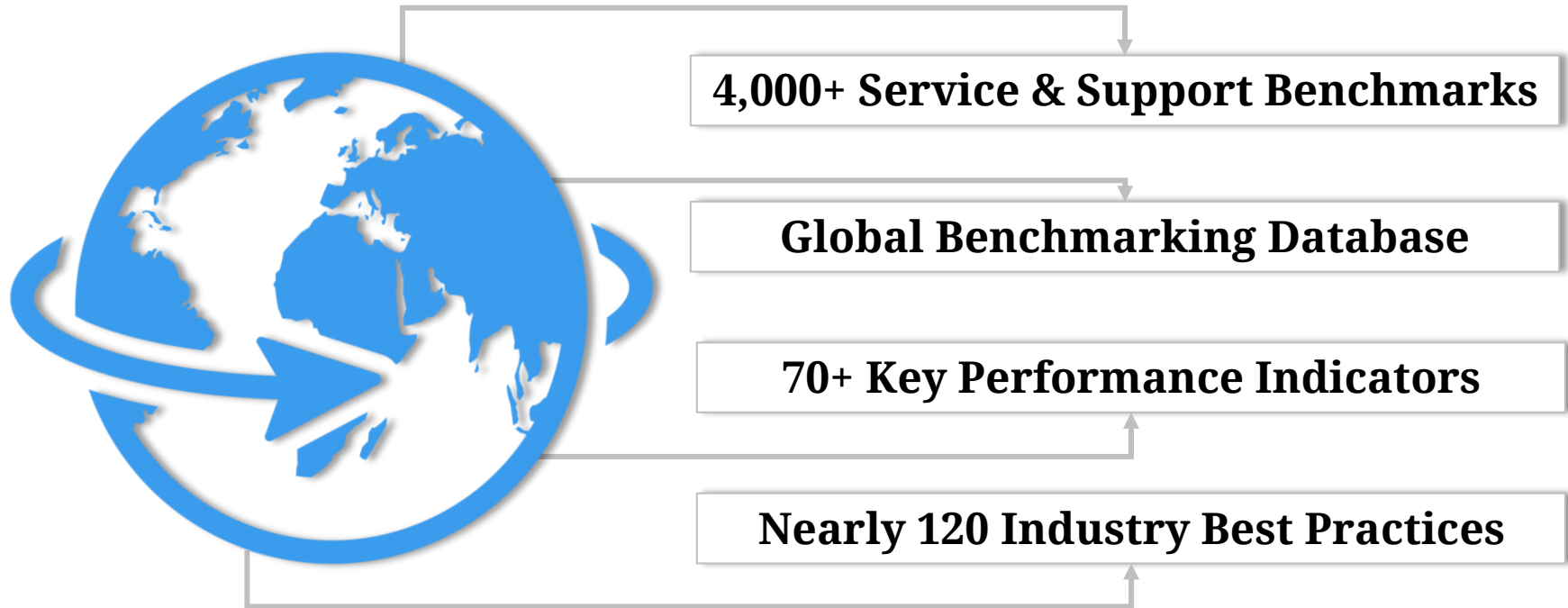
The screenshot shows the MetricNet website with a dark blue header. The navigation bar includes links for BENCHMARKING, RESOURCE LIBRARY, SHOP, ABOUT US, and CONTACT US, along with a search icon and a 'MY ACCOUNT' button. Below the navigation bar, there are two orange buttons: 'All Resources' and 'Service Desk'. The main heading reads 'The Zero Touch Service Desk – Myth or Reality?'. Below this, the breadcrumb trail is 'Home » News » The Zero Touch Service Desk – Myth or Reality?'. The article text begins with 'With AI and machine learning technologies gaining traction in the IT support world, there is also a new term that is gaining traction in the lexicon of IT service and support. That term is *Zero Touch*. The commonly accepted definition of Zero Touch is that users can access IT support services without any intervention from a service desk agent. So, when a user has their incident or service request resolved without agent or technician intervention, that's a Zero Touch transaction.' It then states 'The best metric to track Zero Touch is *Agent Assisted Tickets per User per Month*. The industry average for this metric is 1.1 Agent Assisted Tickets per User per Month. We can drive this number down in several ways, including:' followed by a bullet point: '• Problem Management, whereby agent resolved incidents are reduced by eliminating the underlying problems that drive incident volume.'



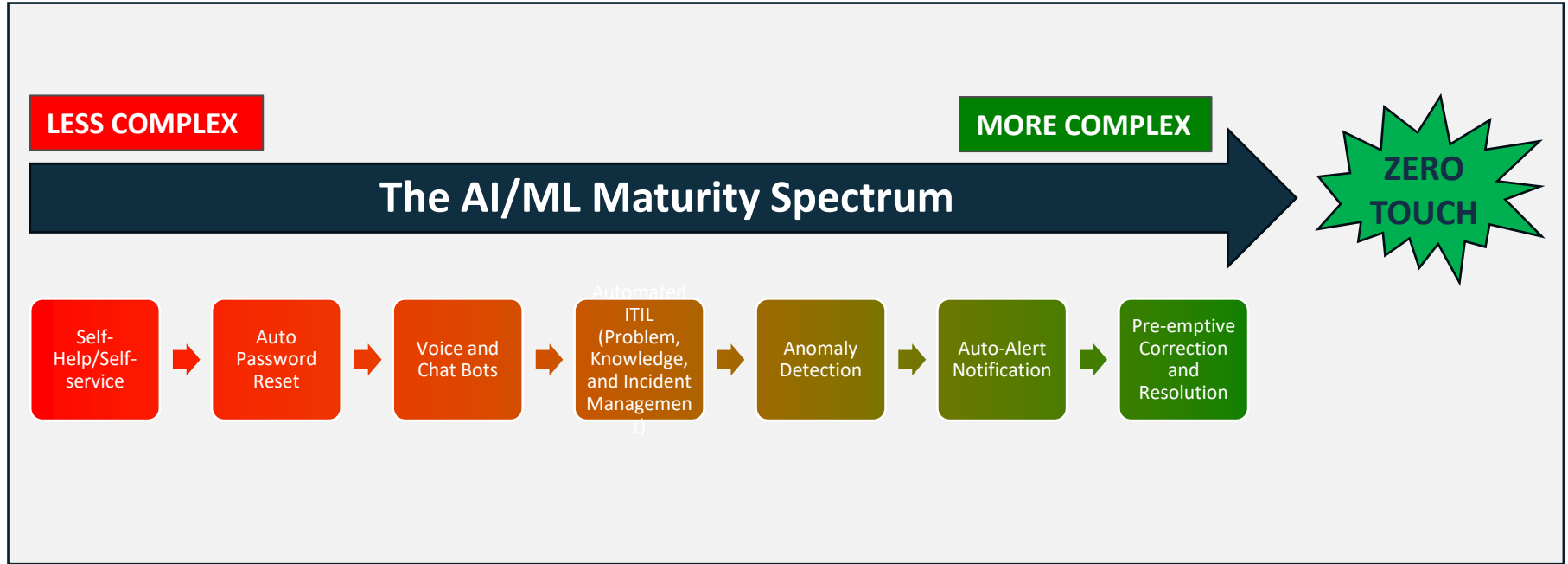
The screenshot shows a presentation slide for 'SUPPORT WORLD LIVE'. The title is 'The Zero Touch Service Desk – Myth or Reality?' in orange text. Below the title, it says 'Your Speaker: Jeff Rumburg, Managing Partner at MetricNet'. At the bottom, there is a teal bar with the text 'POWERED BY HDI' on the left and '#SupportWorld' on the right.

[METRICNET.COM/SWL24](https://metricnet.com/swl24)

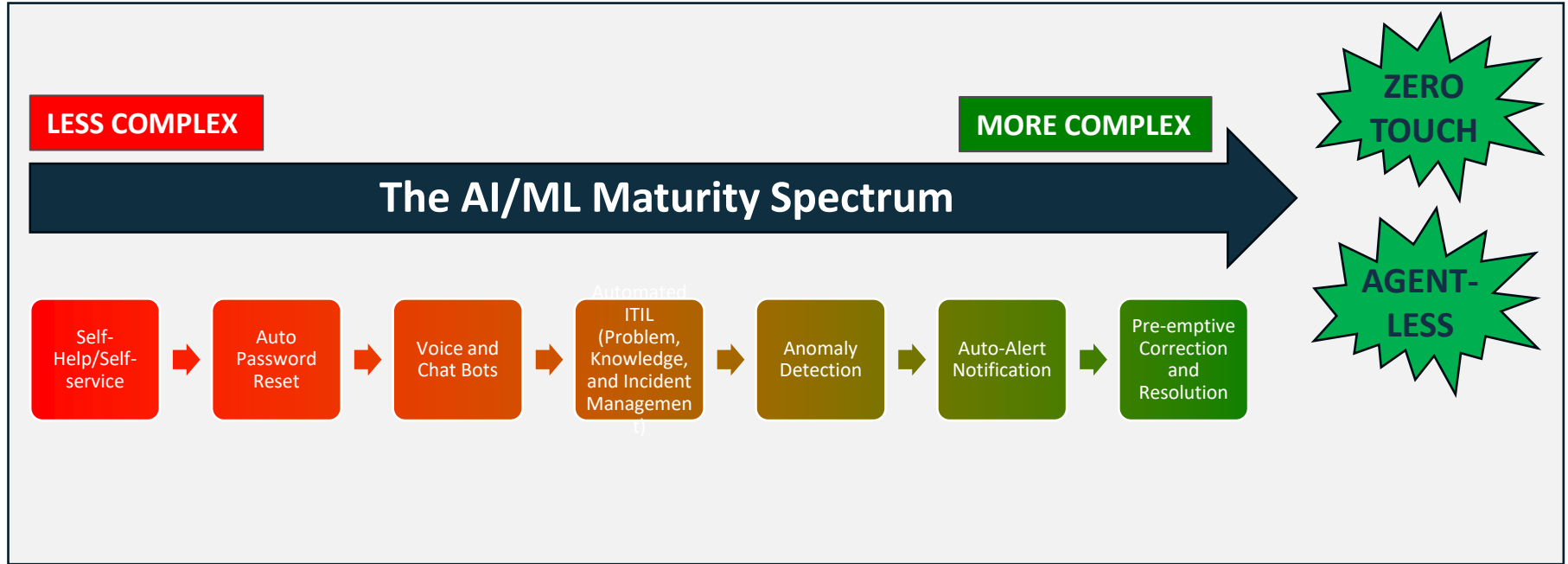
EMPIRICAL DATA



THE AI MATURITY SPECTRUM



THE AI MATURITY SPECTRUM



DEFINING 'ZERO TOUCH'

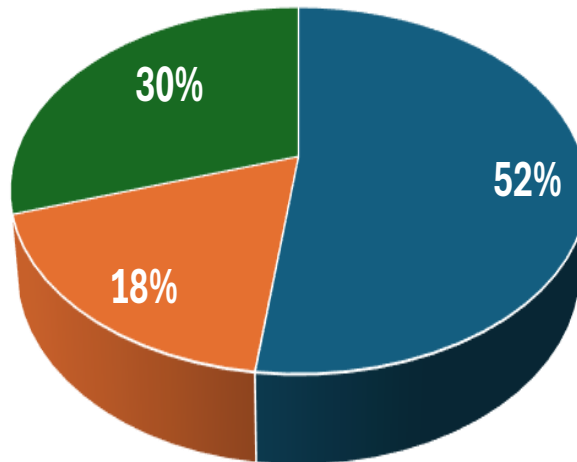
Zero Touch: Users can resolve their IT incidents and service requests **without any intervention from a service desk agent.**

When a ticket is avoided altogether, or a user has their incident or service request resolved without agent or technician intervention.

THE GOAL OF ZERO TOUCH

1. Dramatically reduce costs – TCO
2. Optimize the Customer Experience
3. Return productive hours to your customers

THE HISTORICAL LABOR BASED MODEL



■ Agent-Labor ■ Non-Agent Labor ■ Overhead

WE HAVE BEEN HERE BEFORE



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THE PRECEDENT FOR TRANSFORMATION



AI TRANSFORMATION WILL REDUCE COSTS UP TO 90%



LEGACY SERVICE DESK METRICS

Cost

- Cost per Ticket
- Cost per Minute of Handle Time
- First Level Resolution Rate

Analyst

- Annual Analyst Turnover
- Daily Analyst Absenteeism
- Schedule Adherence
- New Analyst Training Hours
- Annual Analyst Training Hours
- Analyst Tenure
- Analyst Job Satisfaction

Quality

- Customer Satisfaction
- Net First Contact Resolution Rate
- Call Quality

Service Level

- Average Speed of Answer (ASA)
- Mean Time to Respond
- X% of Calls Answered in Y seconds
- Call Abandonment Rate

Productivity

- Tickets per Analyst per Month
- Analyst Utilization
- Analysts as a % of Total Headcount

Ticket Handling

- Ticket Handle Time
- User Self-Service Completion Rate

ZERO TOUCH SERVICE DESK METRICS

Cost

- Total Cost of Ownership
- Cost per User per Month

Volume

- Tickets per User per Month
- Tickets Avoided
- % Agent-less Resolution

Productivity

- Productivity Returned to Users
- Return on Investment

Quality

- Customer Satisfaction (for agent-less tickets)
- First Contact Resolution Rate
- Net Promoter Score

Service Level

- Mean Time to Resolve

ITIL Maturity

- Problem Management
- Incident Management
- Knowledge Management

THE IMPACT OF ZERO TOUCH

Metric Category	Metric	Impact of Zero Touch
Cost	Total Cost of Ownership	↓
	Cost per User per Month	↓
Volume	Tickets per User per Month	↓
	Tickets Avoided	↑
	% Agent-less Resolution	↑
Productivity	Productivity Returned to Users	↑
	Return on Investment	↑

Metric Category	Metric	Impact of Zero Touch
Quality	Customer Satisfaction	↑
	First Contact Resolution Rate	↑
	Net Promoter Score	↑
Service Level	Mean Time to Resolve	↓
ITIL Maturity	Problem Management	↑
	Incident Management	↑
	Knowledge Management	↑

INDUSTRY ZERO TOUCH BENCHMARKS

Metric Category	Metric	Industry Benchmarks		
		Average	Min	Max
Cost	Total Cost of Ownership	N/A	N/A	N/A
	Cost per User per Month	\$28.51	\$8.09	\$93.88
Volume	Tickets per User per Month	1.14	0.19	4.37
	Tickets Avoided	N/A	N/A	N/A
	% Agent-less Resolution	11.6%	0.0%	77.9%
Productivity	Productivity Returned to Users (hours per year)	17	-32	46
	Return on Investment	151%	-866%	935%

Metric Category	Metric	Industry Benchmarks		
		Average	Min	Max
Quality	Customer Satisfaction	83.1%	43.2%	98.6%
	First Contact Resolution Rate	78.5%	33.1%	94.4%
	Net Promoter Score	44.6%	-73.6%	82.3%
Service Level	Mean Time to Resolve (minutes)	93.4	18.6	517.4
ITIL Maturity	Problem Management	1.5	1	3.8
	Incident Management	2.2	1	4.6
	Knowledge Management	2.9	1	4.9

THE ECONOMICS OF ZERO TOUCH AND SHIFT LEFT



CALCULATING TCO (TOTAL COST OF OWNERSHIP)



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TCO Metrics		L -2	L -1	L -0.5	L 1	L 2	L 3	Field	Vendor	Total (Average)
Before	End Users	68,350								
	Monthly Ticket Volume	0	0	1,982	130,549	35,542	11,141	8,886	2,221	190,321
	Cost per Ticket	0	0	\$2.00	\$20.44	\$71.80	\$104.00	\$221	\$599	\$50.85
	Annual TCO	\$0	\$0	\$47,572	\$32,020,936	\$30,622,987	\$13,904,030	\$23,564,346	\$15,967,244	\$116,127,115
After	End Users	71,600								
	Monthly Ticket Volume	4,700	3,600	8,091	73,032	22,196	5,871	5,549	1,387	116,126
	Cost per Ticket	0	0	\$2.00	\$26.51	\$90.22	\$104.00	\$221	\$599	\$57.03
	Annual TCO	\$0	\$0	\$194,179	\$23,232,940	\$24,030,277	\$7,327,258	\$14,715,948	\$9,971,553	\$79,472,155

A \$37 MILLION REDUCTION IN TCO!

- Established performance targets for every AI metric
- Implemented voice and chat bots
- Automated knowledge and incident management
- Adopted an AI tool that...
 - Had L -2, search and destroy capabilities
 - Automated problem management
 - Updated the K-base automatically
 - Automatically categorized and routed tickets

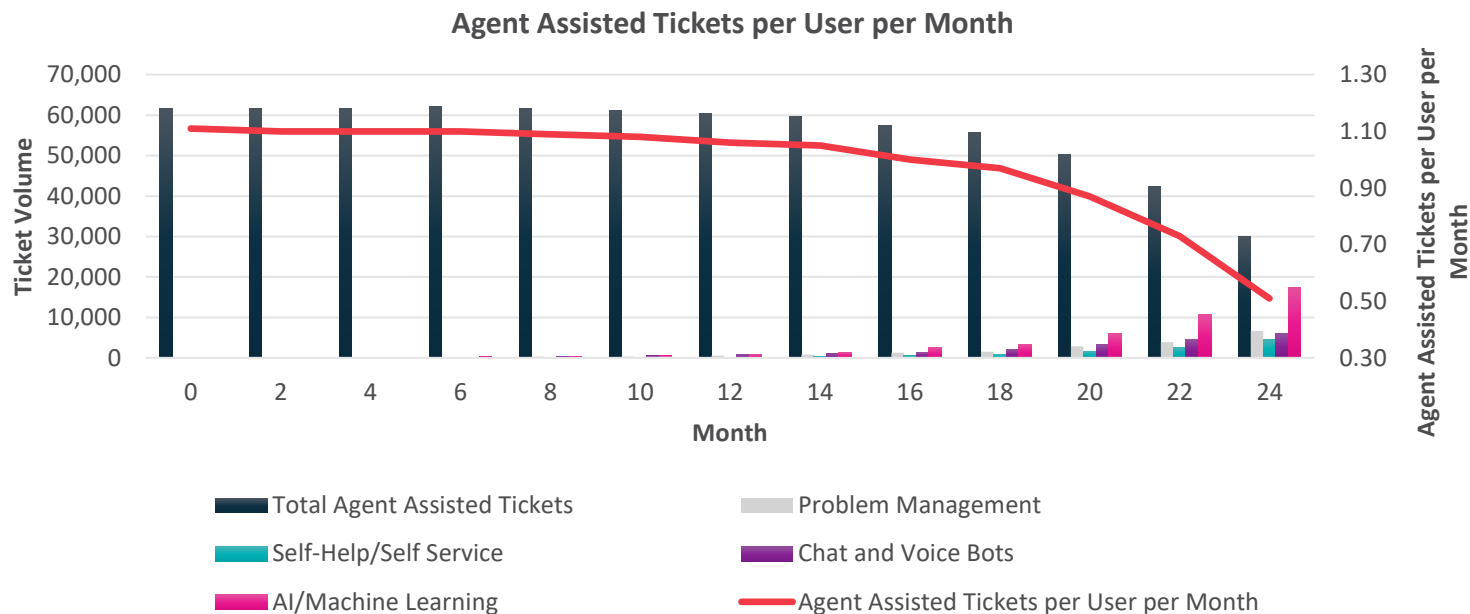
CASE STUDY EXAMPLE

In one well-documented case study, a global retailer was able to reduce their ticket volume by more than 50% in two years. Here is a summary of their raw data that illustrates the effect of their ticket reduction efforts:

Metric		Month												
		0	2	4	6	8	10	12	14	16	18	20	22	24
	Total Agent Assisted Tickets	61,520	61,571	61,650	62,002	61,545	61,141	60,348	59,719	57,548	55,735	50,349	42,438	30,002
		55,270	55,697	55,918	56,298	56,313	56,493	56,782	56,781	57,026	57,363	57,542	57,652	57,998
Ticket Reduction Effects	Problem Management	0	124	151	189	345	359	575	866	1,317	1,559	2,892	3,884	6,668
	Self-Help/Self Service	0	62	75	90	107	116	195	364	607	897	1,638	2,600	4,446
	Chat and Voice Bots	0	124	163	197	353	542	914	1,093	1,439	2,133	3,283	4,656	6,061
	AI/Machine Learning	0	124	199	298	342	522	923	1,466	2,665	3,416	5,952	10,698	17,369
Agent Assisted Tickets per User per Month		1.11	1.10	1.10	1.10	1.09	1.08	1.06	1.05	1.00	0.97	0.87	0.73	0.51

CASE STUDY EXAMPLE CONTD.

Over a 24-month period the Number of Agent Assisted Tickets per User per Month dropped from 1.11 to just 0.51.



TICKETS AVOIDED

Metric	Year 0	Year 2	Δ
Monthly Agent Assisted Ticket Volume	61,520	30,002	-31,518
Number of Users	55,270	57,998	2,728
Agent Assisted Tickets per User per Month	1.11	0.51	-0.60
Monthly Tickets Avoided	N/A	34,978	34,978

THE PATH FORWARD

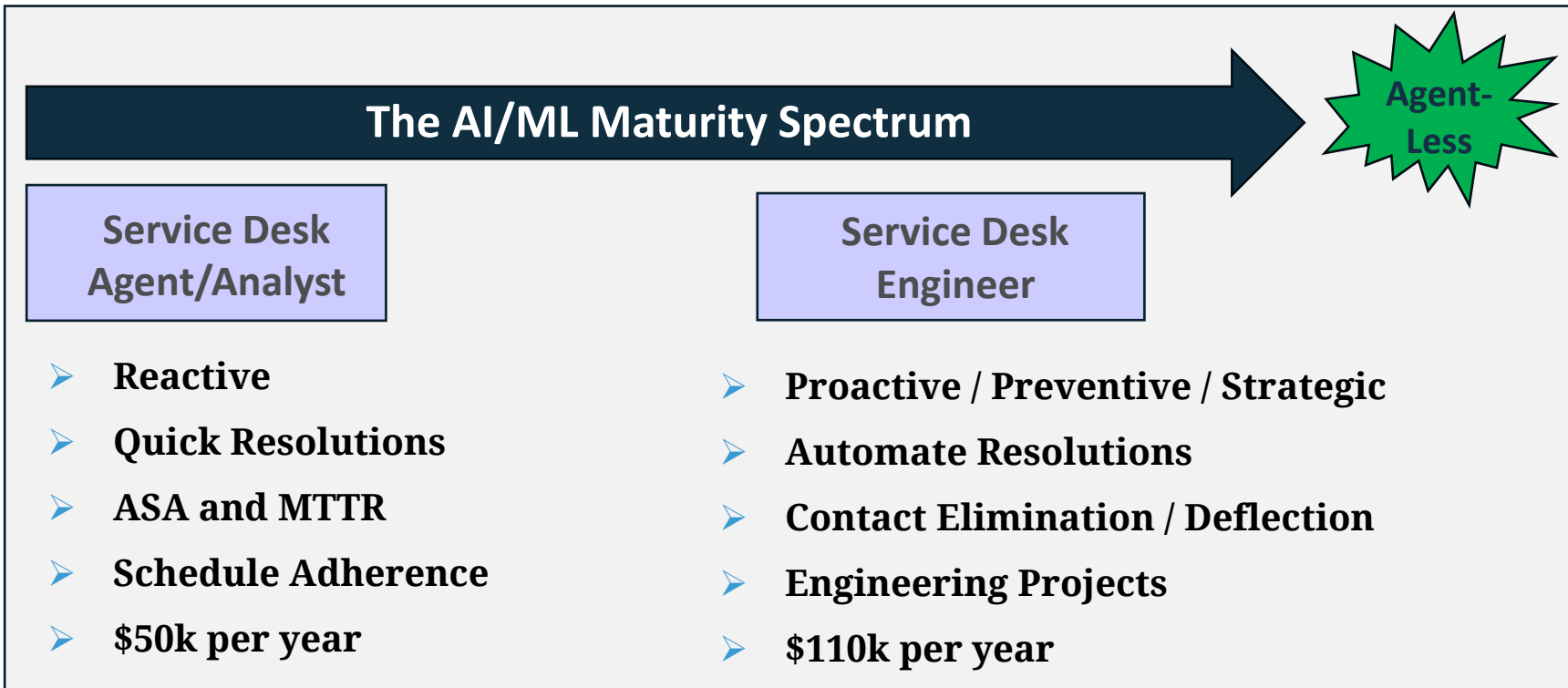
- Start with “Easy” Automation Opportunities (Low Hanging Fruit)
 - Password Reset
 - Voice and Chat Bots
 - Wait for ML to mature
- Measure and Track the AI / ML Metrics
- Establish Performance Targets for AI / ML Metrics
- Upskill from Agent / Analyst to Support Engineer
- Develop rigorous business cases for new technology adoptions

AI / ML PERFORMANCE TARGETS

Metric Category	Metric	Industry Benchmarks			
		Top Quartile	Average	Min	Max
Cost	Total Cost of Ownership	N/A	N/A	N/A	N/A
	Cost per User per Month	\$17.63	\$28.51	\$8.09	\$93.88
Volume	Tickets per User per Month	0.66	1.14	0.19	4.37
	Tickets Avoided	N/A	N/A	N/A	N/A
	% Agent-less Resolution	47.5%	11.6%	0.0%	77.9%
Productivity	Productivity Returned to Users (hours per year)	27	17	-32	46
	Return on Investment	440%	151%	-866%	935%

Metric Category	Metric	Industry Benchmarks			
		Top Quartile	Average	Min	Max
Quality	Customer Satisfaction	93.4%	83.1%	43.2%	98.6%
	First Contact Resolution Rate	88.1%	78.5%	33.1%	94.4%
	Net Promoter Score	0.68	44.6%	-73.6%	82.3%
Service Level	Mean Time to Resolve (minutes)	51.2	93.4	18.6	517.4
ITIL Maturity	Problem Management	2.8	1.5	1	3.8
	Incident Management	3.9	2.2	1	4.6
	Knowledge Management	4.3	2.9	1	4.9

UPSKILLING FROM AGENT TO ENGINEER



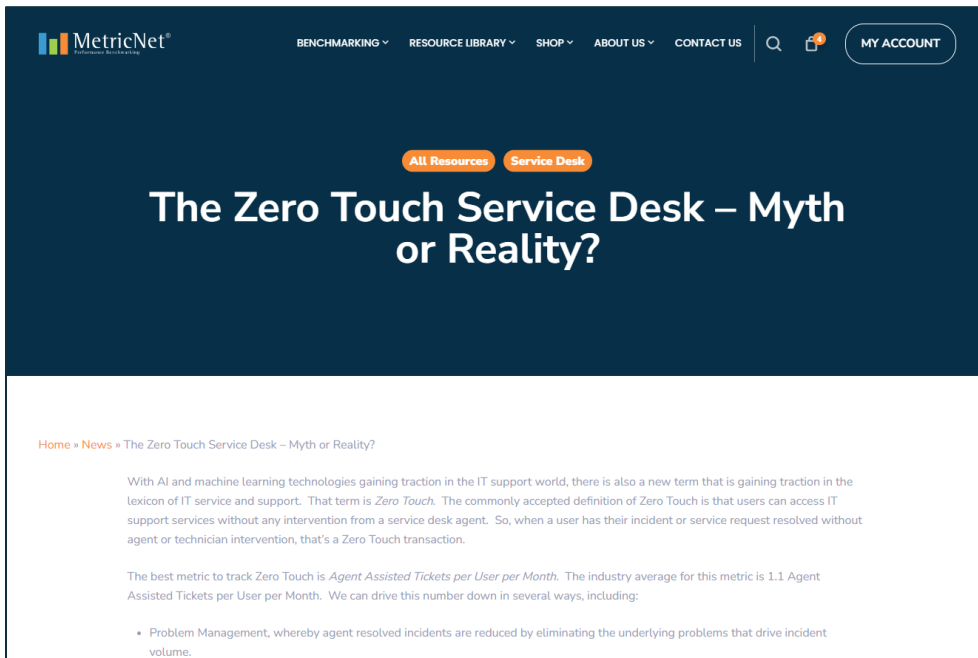


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QUESTIONS?

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The screenshot shows a presentation slide for SupportWorld Live. The title is 'The Zero Touch Service Desk – Myth or Reality?'. Below the title, it says 'Your Speaker: Jeff Rumburg, Managing Partner at MetricNet'. At the bottom, it says 'POWERED BY HDI' and '#SupportWorld'.

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QUESTIONS?

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COMPETITIVE DIFFERENTIATORS

MetricNet offers a portfolio of competitive differentiators including those listed below.

CREDIBILITY AND EXPERIENCE

MetricNet has conducted benchmarks and assessments for more than half of the Global 2000.

BENCHMARKING DATABASE

MetricNet has the largest database of process and performance indicators in the industry.

OBJECTIVITY

MetricNet's clients receive objective recommendations that are free from any vendor bias.



JEFF RUMBURG

Managing Partner and CEO



ANGELA IRIZARRY

President and COO



TIMOTHY COVER

Executive Project Director

EXECUTIVE

TEAM



MEET SOME OF OUR CLIENTS



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