SUPPORT WORLD LIVE ®

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

SUPPORT WORLD LIVE

Session 104
The Zero Touch Blueprint:

Designing the Service Desk of the Future

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METRICNET.COM/SWL25

OBSERVATIONS FROM OUR GLOBAL BENCHMARKING

DATABASE

4,000+ Benchmarks

Global Benchmarking Database

70+ Key Performance Indicators

Nearly 120 Industry Best Practices

THE ZERO TOUCH BLUEPRINT

ZERO-TOUCH

METRICS

PROCESSES

ASSESSMENT

EXECUTION

GOALS

PLANNING

TECHNOLOGY
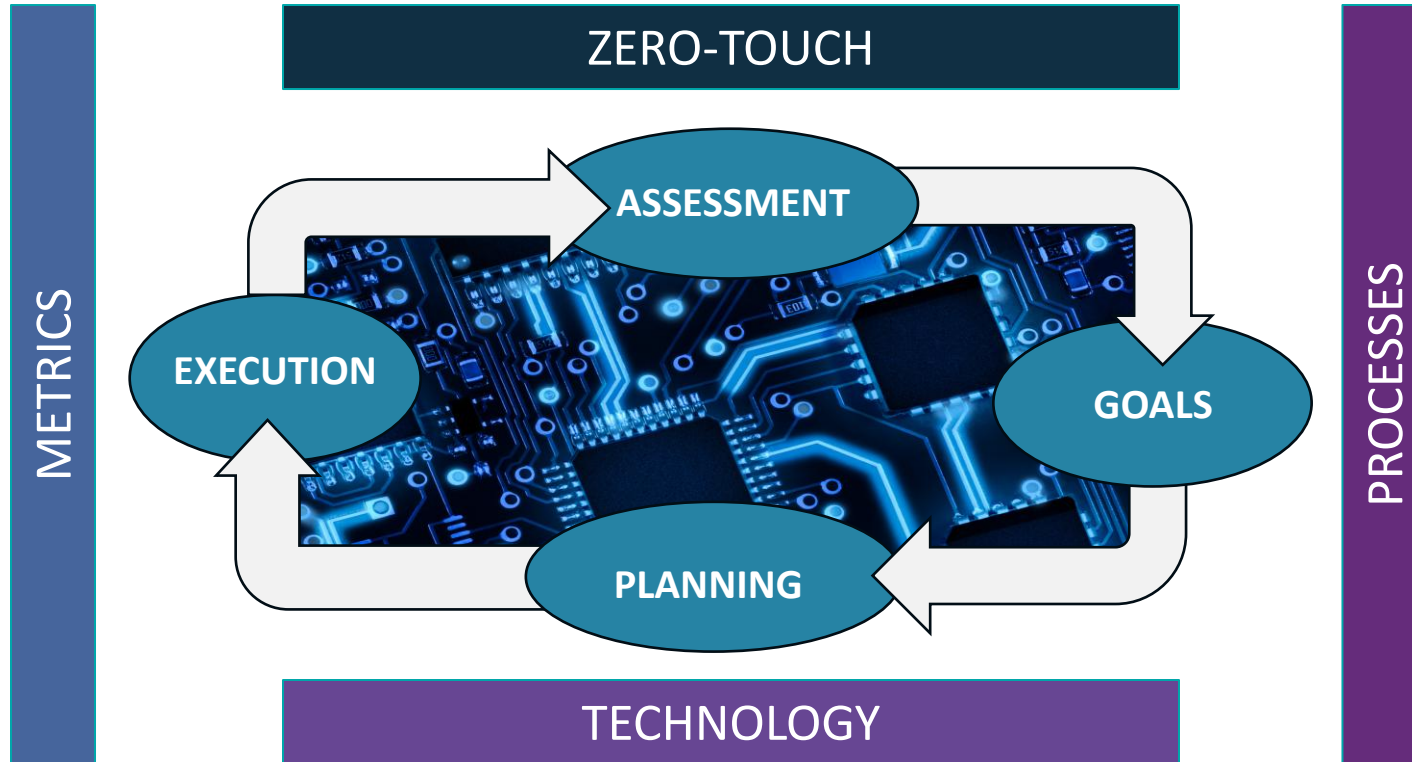
ZERO-TOUCH DEFINED

THE AI MATURITY SPECTRUM

LESS COMPLEX

MORE COMPLEX

The AI/ML Maturity Spectrum

ZERO TOUCH

AGENT-LESS

Self-Help/Self-service → Auto Password Reset → Voice and Chat Bots → Automated ITIL (Problem, Knowledge, and Incident Management) → Anomaly Detection → Auto-Alert Notification → Pre-emptive Correction and Resolution
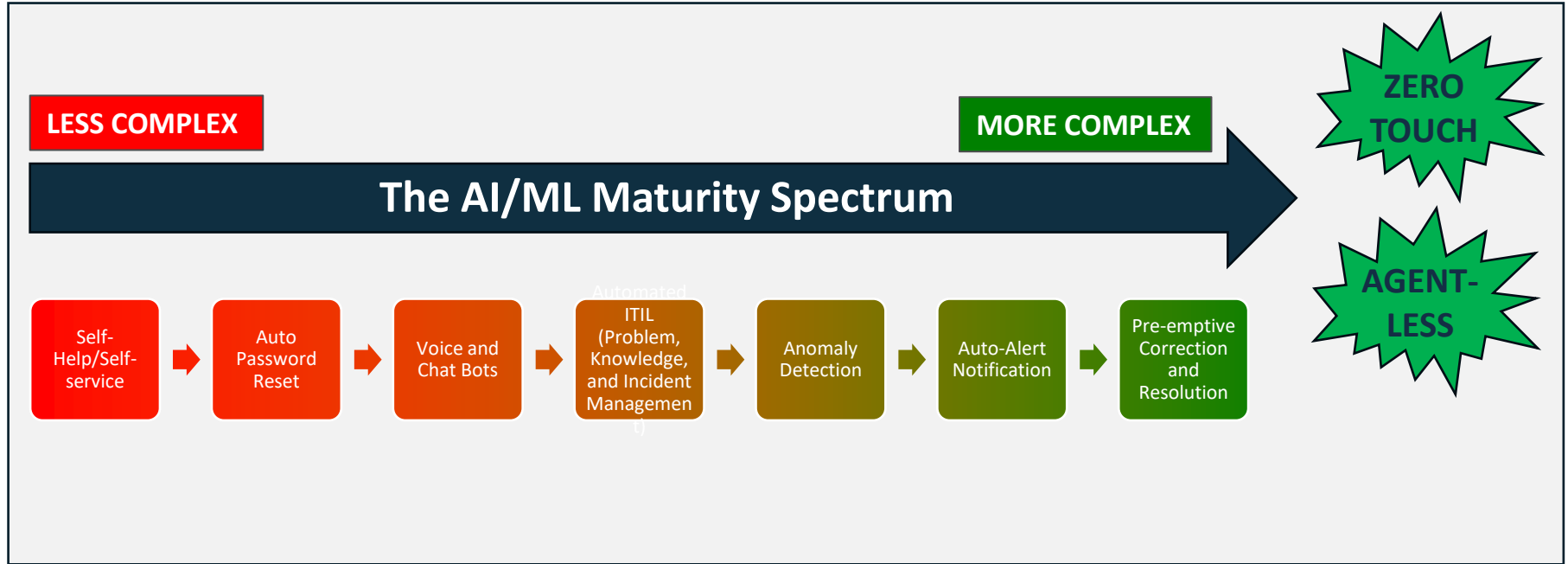
DEFINING 'ZERO TOUCH'

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

- ➤ Dramatically reduce costs – TCO

- ➤ Optimize the Customer Experience

- ➤ Return productive hours to your customers

AI REPLACES MANUAL LABOR IN ZERO-TOUCH

Pie chart:
- 52% Agent Labor
- 18% Non-Agent Labor
- 30% Overhead
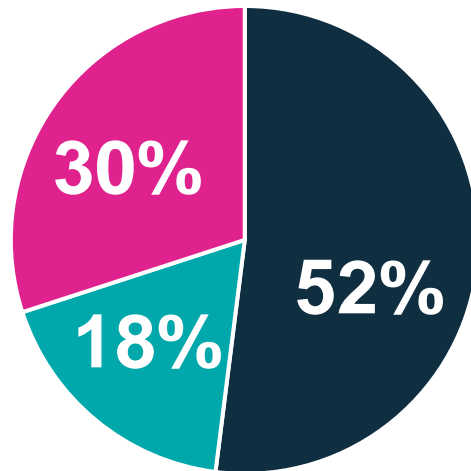
■ Agent Labor   ■ Non-Agent Labor
■ Overhead

WE HAVE BEEN HERE BEFORE

THE PRECEDENT FOR TRANSFORMATION

AI TRANSFORMATION WILL REDUCE COSTS UP TO 90%

THE METRICS OF ZERO-TOUCH

LEGACY SERVICE DESK METRICS

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

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

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

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

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

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	⬆

CHANNEL MIX METRICS

Migration to Global Average Channel Mix

- Current Voice 44.6%
- Current Chat 18.4%
- Current Self-Help 12.8%
- Current Web 8.9%
- Current Email 12.1%
- Current Walkup 1.0%
- Current Chatbot 2.5%

- Global Avg Voice 36.4%
- Global Avg Chat 15.2%
- Global Avg Voicebot 11.8%
- Global Avg Self-Help 8.5%
- Global Avg Web 14.0%
- Global Avg Walkup 3.9%
- Global Avg Chatbot 6.9%
- Global Avg Email 3.6%

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Migration to Top Quartile Channel Mix

- Current Voice 44.6%
- Current Chat 18.3%
- Current Email 12.1%
- Current Self-Help 12.7%
- Current Chatbot 2.5%
- Current Web 8.9%
- Current Walkup 1.0%

- Top Quartile Voice 27.8%
- Top Quartile Chat 9.4%
- Top Quartile Voicebot 30.0%
- Top Quartile Chatbot 20.2%
- Top Quartile Walkup 5.0%
- Top Quartile Self-Help 5.0%
- Top Quartile Web 2.7%

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ZERO-TOUCH PROCESSES

THE ECONOMICS OF ZERO TOUCH AND SHIFT LEFT

SUPPORT LEVEL

-2	-1	-0.5	0	1	2	3	Field	Vendor
	$0	$2	$2	$22	$69	$104	$221	$599
Search and Destroy	Problem Management	Voice and Chat Bots	Self-Help	Service Desk	Desktop Support	IT Support	Field Support	Vendor Support

SHIFT LEFT

THE "BIG 3" ITIL PRACTICES
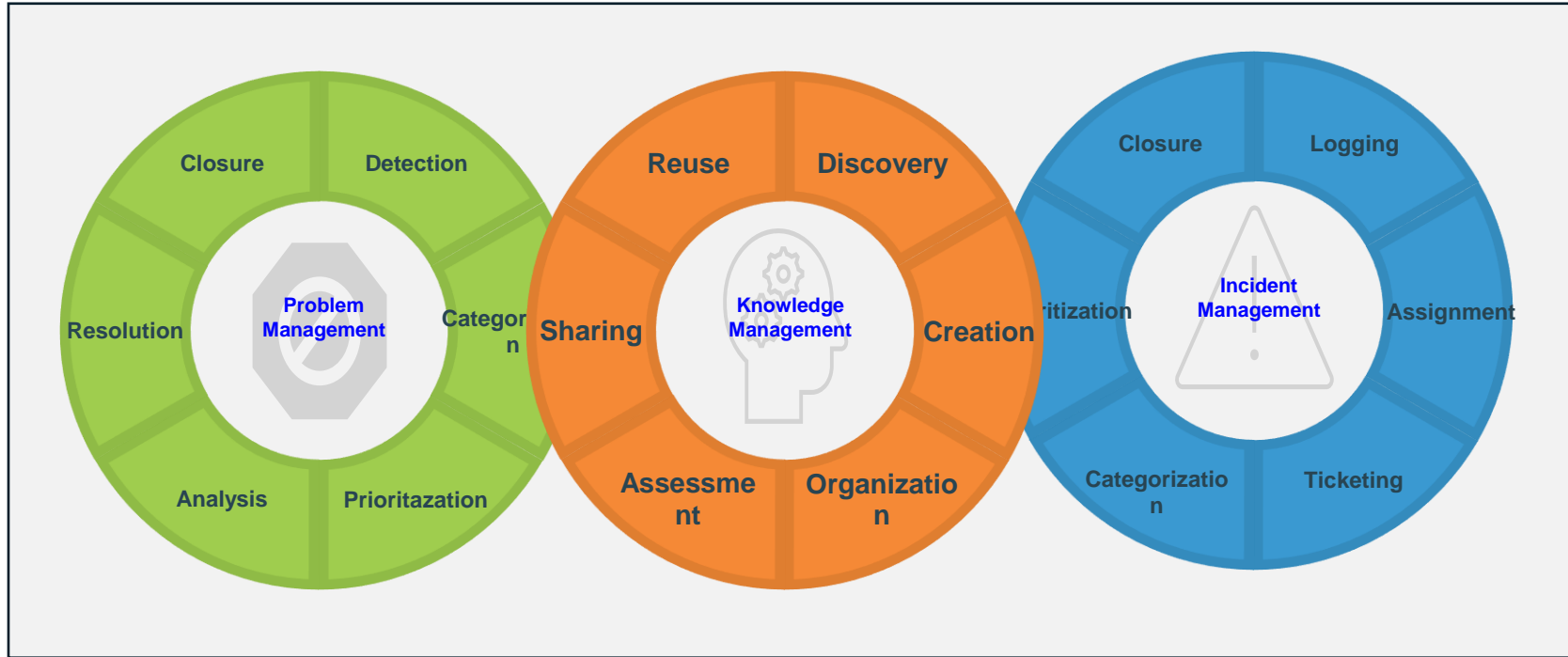
AI accelerates maturity by automating repetitive tasks, enabling predictive problem-solving, and enhancing knowledge accessibility for users and agents alike.

THE METRICS OF PROBLEM MANAGEMENT

KPI	EFFECT OF PROBLEM MANAGEMENT
Monthly Ticket Volume	⬇
Tickets per User per Month	⬇
Total Cost of Ownership	⬇
Tickets Prevented	⬆

THE CHALLENGE WITH ITIL

- ➢ Lack of Resources

- ➢ Labor Intensive

- ➢ Data Intensive

- ➢ Takes Forever to Mature

- ➢ Process, not Outcome Focused

- ➢ Hard to Measure

- ➢ Turnover and Lack of Continuity

- ➢ Better? Faster? Cheaper?
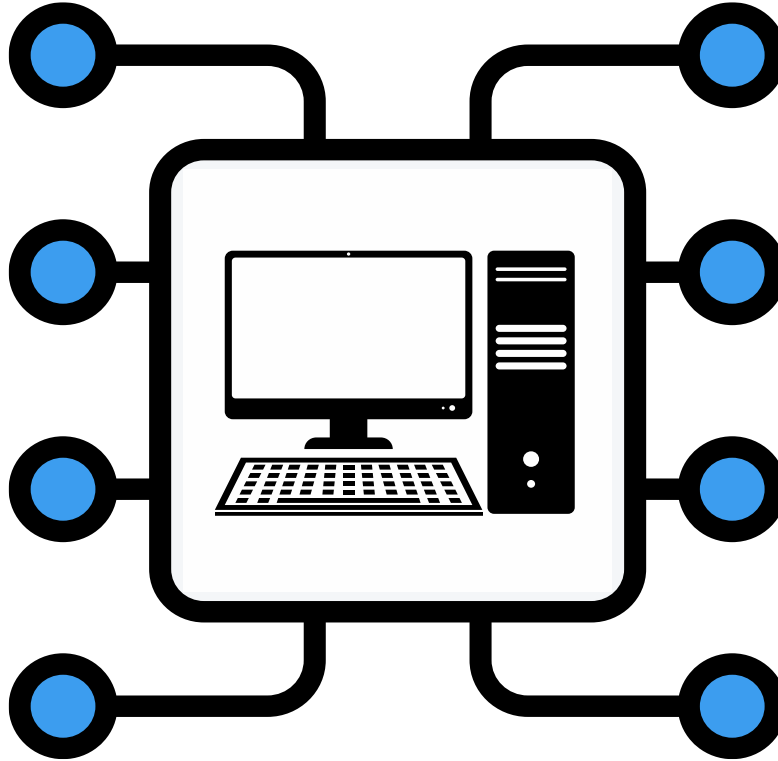
THE SOLUTION TO MATURING ITIL

INPUTS

End Points

ITSM/Telephony Systems

Knowledge Base

Remote Tool

OUTPUTS

Automation

Incident Mgmt

Problem Mgmt

Knowledge Mgmt

WHO DOES THIS? NOT AN ENDORSEMENT!

Problem Management	Knowledge Management	Incident Management
➤ **Skylar Automated RCA (formerly Zebrium)** ➤ **Splunk**	➤ **Lucidworks** **Fusion** ➤ **Sinequa** ➤ **KMS Lighthouse**	➤ **Moogsoft** ➤ **BigPanda**

THE MONETIZED VALUE OF TICKETS AVOIDED

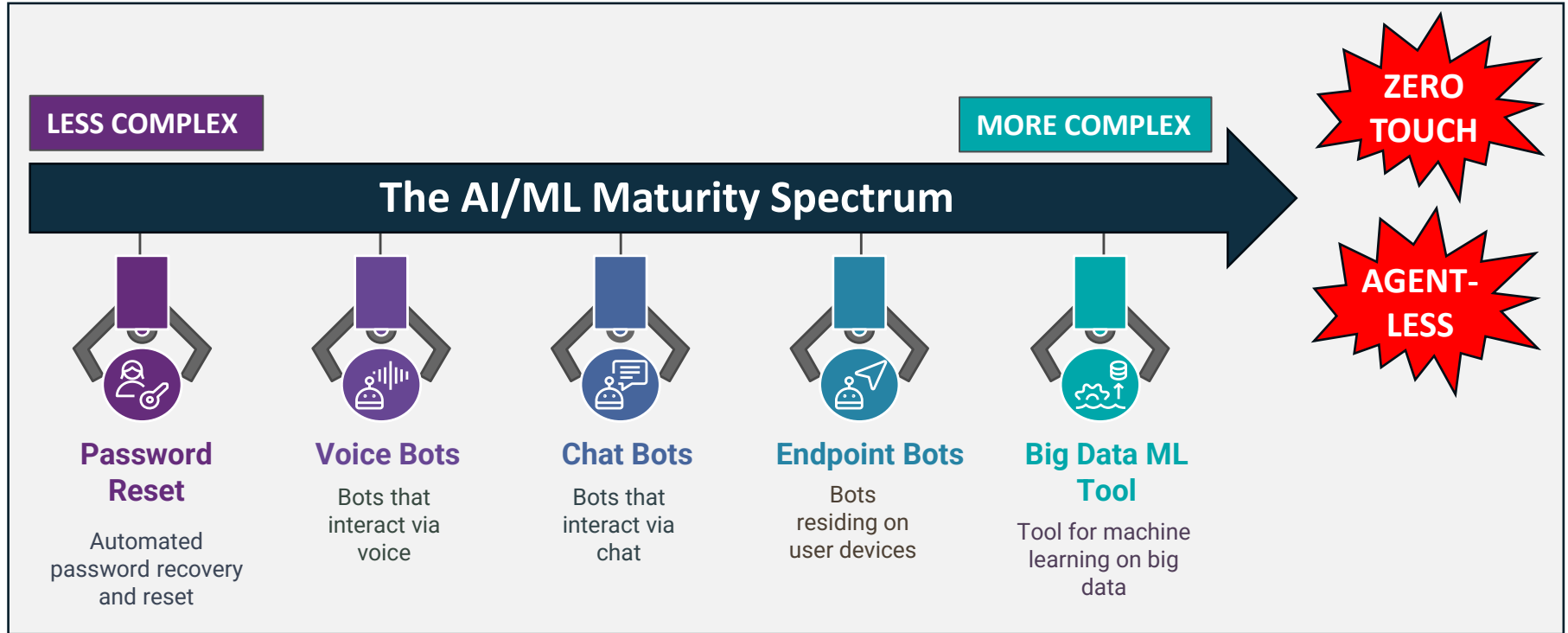| Metric	Year 0	Year 2
Monthly Agent Assisted Ticket Volume	61,520	30,002
Number of Users	55,270	57,998
Tickets per User per Month	1.11	0.51
Productivity Returned to Users	**Annual Hours Saved**	835,171
	FTEs	464
	Monetized Value	$55.7 million
Mean Time to Resolve	8.0 Hours	4.3 Hours
Customer Satisfaction	83.4%	92.7%

TICKET VOLUMES ARE NOT GOING DOWN

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

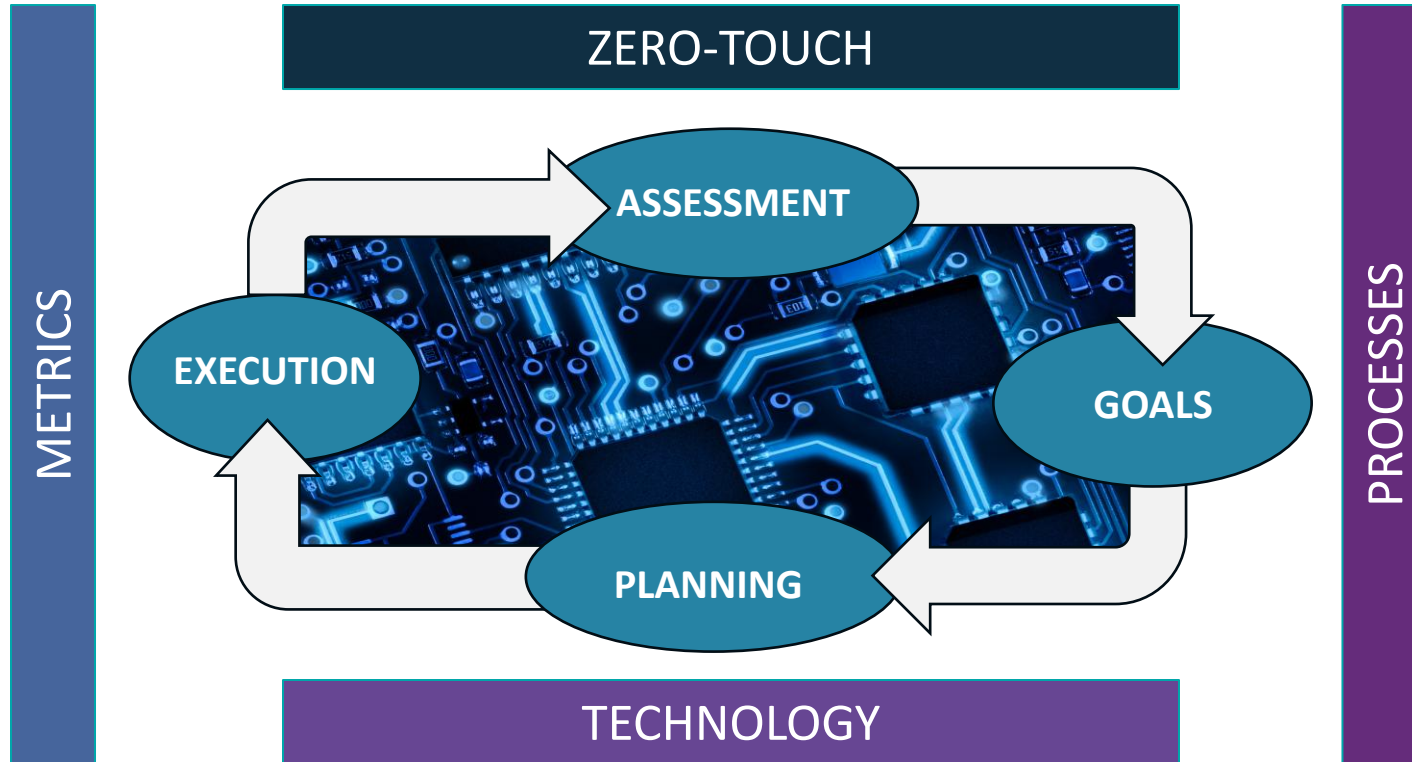

Agent Assisted Tickets per User per Month

Legend:
- Total Agent Assisted Tickets
- Self-Help/Self Service
- AI/Machine Learning
- Problem Management
- Chat and Voice Bots
- Agent Assisted Tickets per User per Month
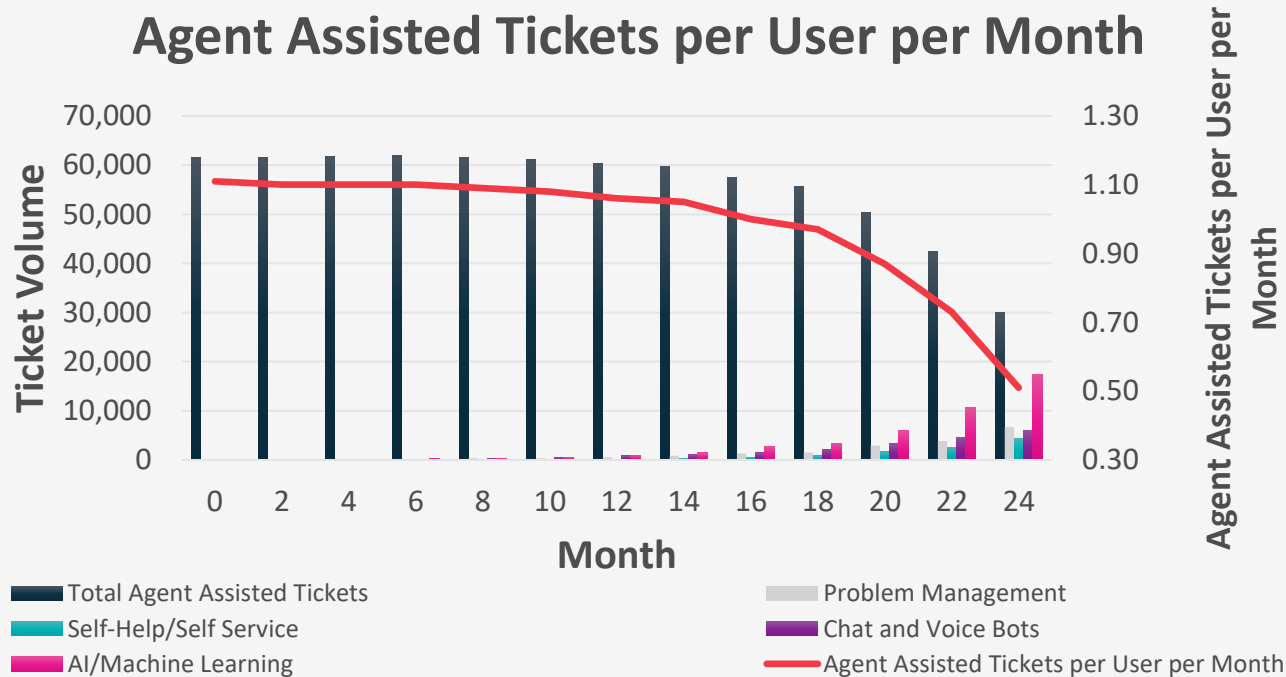
ZERO-TOUCH TECHNOLOGIES

ZERO-TOUCH TECHNOLOGIES

LESS COMPLEX

MORE COMPLEX

The AI/ML Maturity Spectrum

ZERO TOUCH

AGENT-LESS

Password Reset

Automated password recovery and reset

Voice Bots

Bots that interact via voice

Chat Bots

Bots that interact via chat

Endpoint Bots

Bots residing on user devices

Big Data ML Tool

Tool for machine learning on big data

THE ZERO TOUCH BLUEPRINT

ZERO-TOUCH

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ZERO-TOUCH ASSESSMENT

ZERO-TOUCH BENCHMARKS

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

OPTIMIZING CHANNEL MIX

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ZERO-TOUCH GOALS

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OPTIMIZING CHANNEL MIX

Migration to Global Average Channel Mix

Migration to Top Quartile Channel Mix

CASE STUDY: ZERO-TOUCH PERFORMANCE

Zero-Touch Performance Metric	YEAR				
	0	**1**	**2**	**3**	**4**
Tickets per User per Month (Problem Management)	1.1	0.9	0.8	0.6	0.5
AI Containment Rate (Voice and Chat Bots)	2.5%	15.0%	30.0%	45.0%	55.0%
Tickets per Month	45,073	36,878	30,732	24,585	20,488
Agent-Assisted Tickets per User per Month	43,946	31,346	21,512	13,522	9,219
Direct Labor Savings vs. Year 0	0.0%	28.7%	51.0%	69.2%	79.0%

PLANNING AND EXECUTION

SAMPLE IMPLEMENTATION PLAN

Phase	Task	Description	Zero-Touch Concept	Responsible Team	Timeline	Success Criteria
Planning	Define Scope	Identify services/users for zero-touch support (e.g., password resets, software installs).	Self-Service Enablement: Focus on high-volume, automatable issues.	IT Strategy Team	Week 1	Scope document targets top 5 user issues.
Planning	Select Tools	Choose AI-driven tools (e.g., chatbots, ITSM platforms with automation).	AI and Machine Learning: Use intelligent automation for ticket resolution.	Network Engineering	Week 2	Tools support AI-driven deflection.
Design	Develop Self-Service Portal	Create intuitive portal for user-driven resolutions.	Self-Service Portal: Core to zero-touch, enabling user autonomy.	DevOps	Weeks 3-4	Portal prototype achieves 80% user satisfaction in tests.
Design	Configure AI Workflows	Set up AI to handle ticket triage and resolution (e.g., auto-resolve common issues).	Ticket Deflection: AI resolves issues before agent involvement.	IT Operations	Weeks 3-4	AI resolves 50% of pilot tickets automatically.
Implementation	Deploy Pilot	Test zero-touch for a small user group (e.g., single department).	Incremental Adoption: Start small to refine automation.	IT Operations	Weeks 5-6	90% of pilot tickets resolved without agent intervention.
Implementation	Monitor Automation	Use analytics to track deflection rates and user satisfaction.	Performance Metrics: Measure success via deflection and user feedback.	Monitoring Team	Weeks 5-7	Real-time dashboard shows >70% deflection rate.
Validation	Test User Experience	Validate portal usability and AI accuracy via user feedback.	User-Centric Design: Ensure seamless self-service experience.	QA Team	Week 7	85% user satisfaction score in surveys.
Scale	Full Rollout	Expand zero-touch to all users/services.	Scalability: Broad application of proven automation.	IT Operations	Weeks 8-10	95% of targeted issues resolved via zero-touch.
Maintenance	Optimize AI Models	Refine AI based on new ticket patterns and user needs.	Continuous Improvement: AI learns from ongoing data.	DevOps	Ongoing	AI deflection rate improves by 5% quarterly.
Maintenance	Review Metrics	Analyze deflection rates, cost savings, and user satisfaction.	Benchmarking: Compare performance against industry standards.	IT Strategy Team	Monthly	Metrics align with MetricNet's benchmarks (e.g., cost per ticket reduced).

IMPLEMENTATION SUCCESS FACTORS

- ➢ Clear goals and objectives

- ➢ Accountability

  - ➢ Who does what? When do they do it?

- ➢ Resources

  - ➢ Time and money

- ➢ Executive Sponsorship
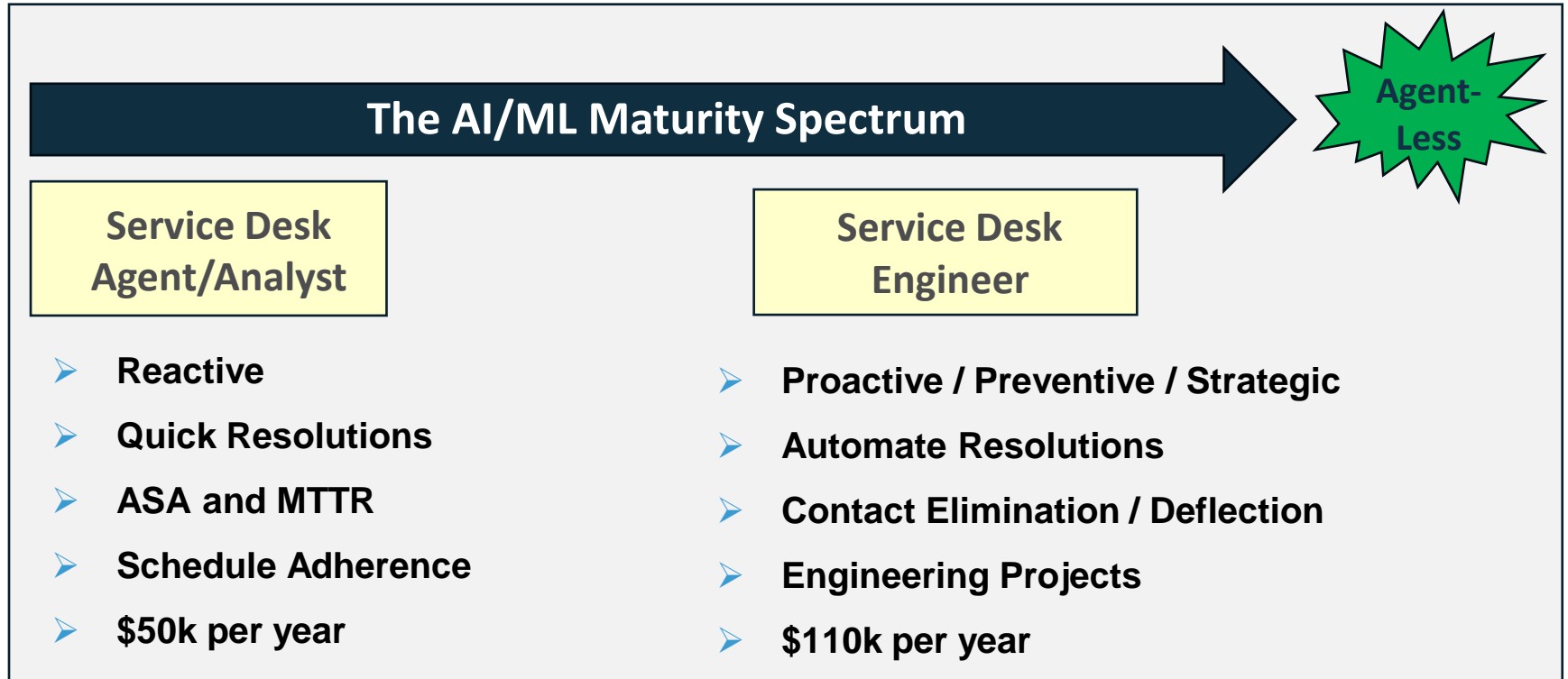
- ➢ Business Case Justification

ZERO-TOUCH BLUEPRINT

THE ZERO TOUCH BLUEPRINT
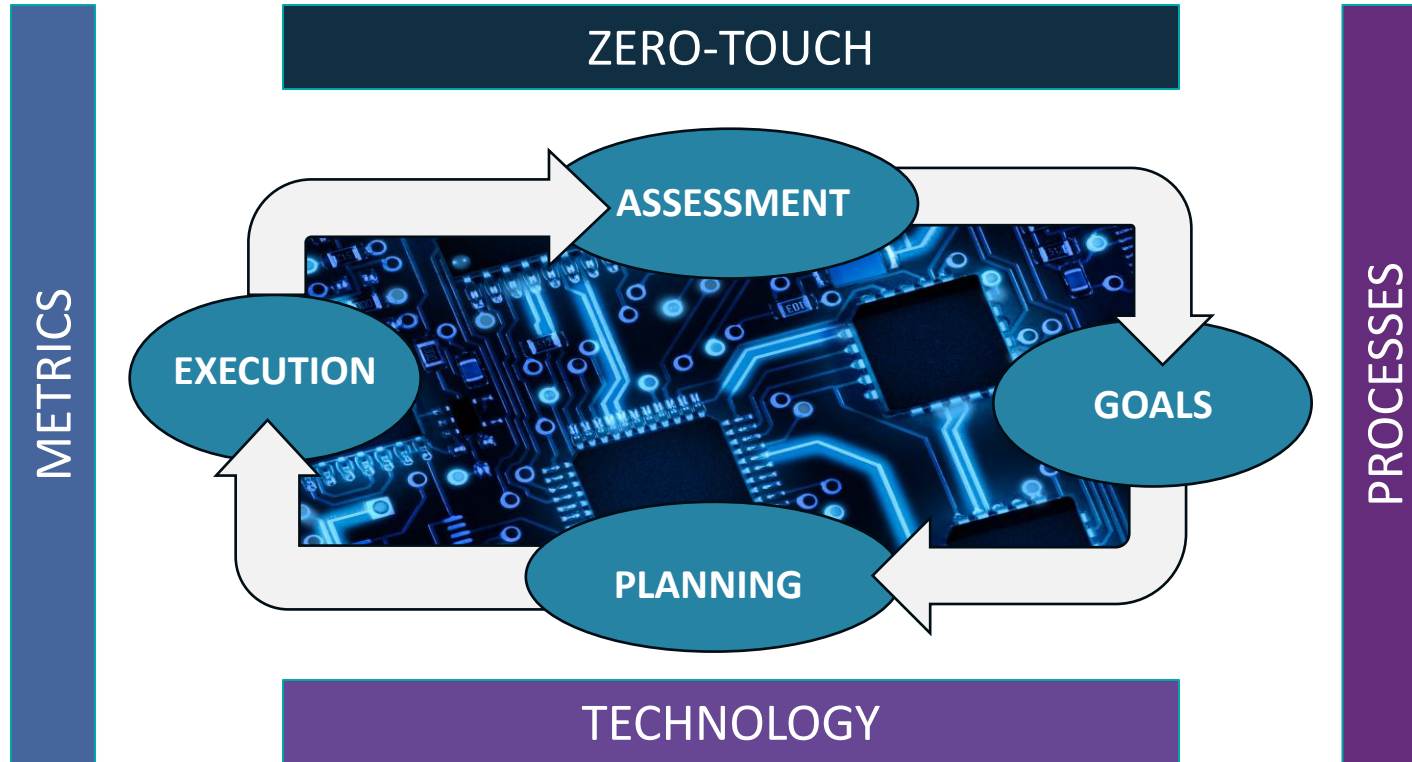
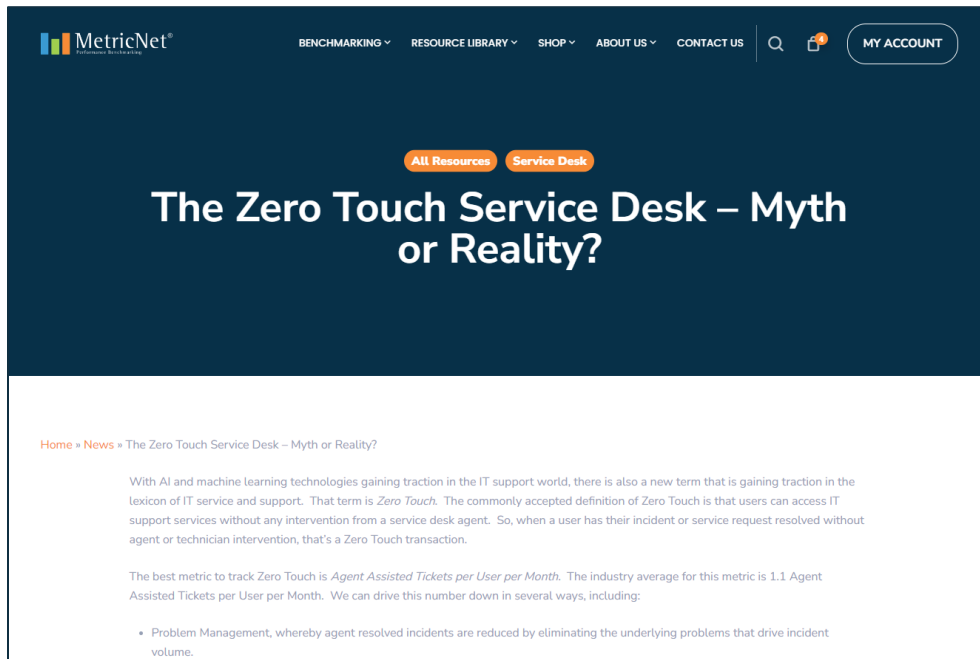# PAST IS PROLOGUE

UPSKILLING FROM AGENT TO ENGINEER

The AI/ML Maturity Spectrum

Agent-Less

Service Desk Agent/Analyst

➤ **Reactive**

➤ **Quick Resolutions**

➤ **ASA and MTTR**

➤ **Schedule Adherence**

➤ **$50k per year**

Service Desk Engineer

➤ **Proactive / Preventive / Strategic**

➤ **Automate Resolutions**

➤ **Contact Elimination / Deflection**

➤ **Engineering Projects**

➤ **$110k per year**

QUESTIONS?

SUPPORT WORLD LIVE ®

Thank you for attending this session.

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

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QUESTIONS?

THANK YOU!

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Session 104
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Peer Group Benchmarks
Compare your performance with peers.

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Customize benchmarks and performance indicators.

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CREDIBILITY AND EXPERIENCE

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

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

JEFF RUMBURG

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EXECUTIVE

TEAM

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President and COO

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