



ServiceMinds inc.



Exceptional Customer Care Environments

Self-Service

A matter of Perspective



Nick de Jong
President
Service Minds Inc.



ServiceMinds inc.



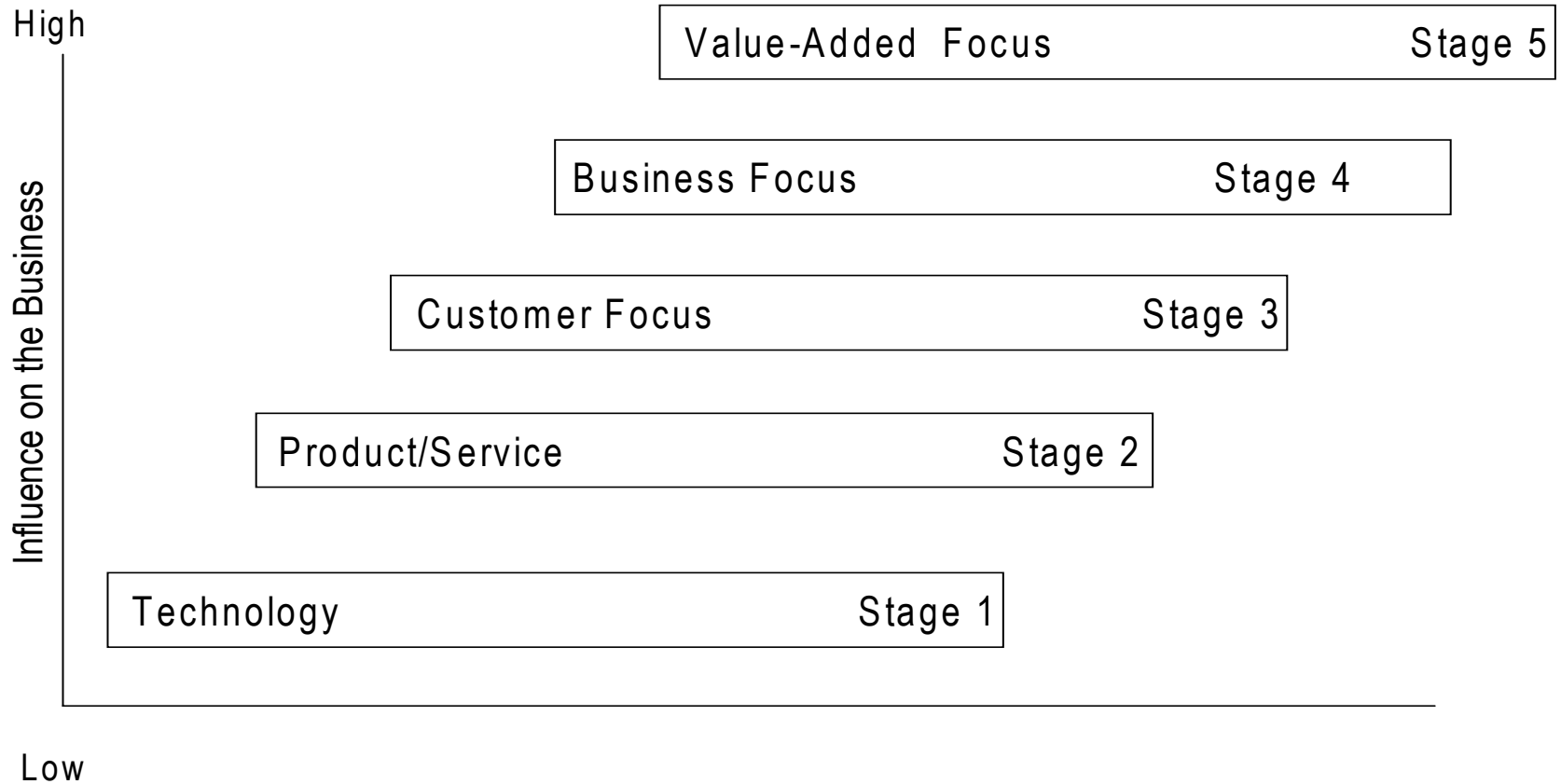
Exceptional Customer Care Environments

Help Desk of the Future: Service Management Center

with
George Spalding



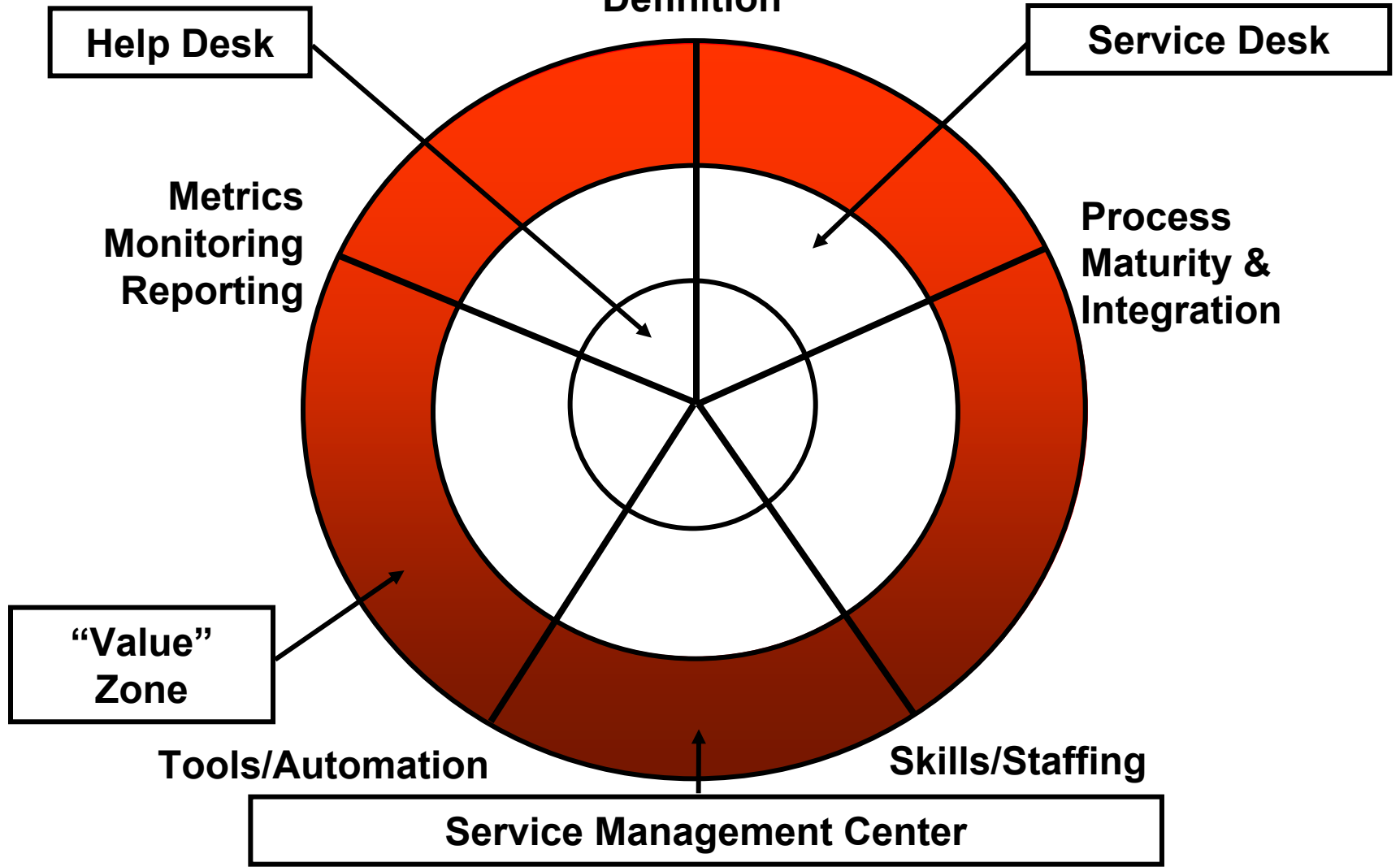
Organizational Maturity





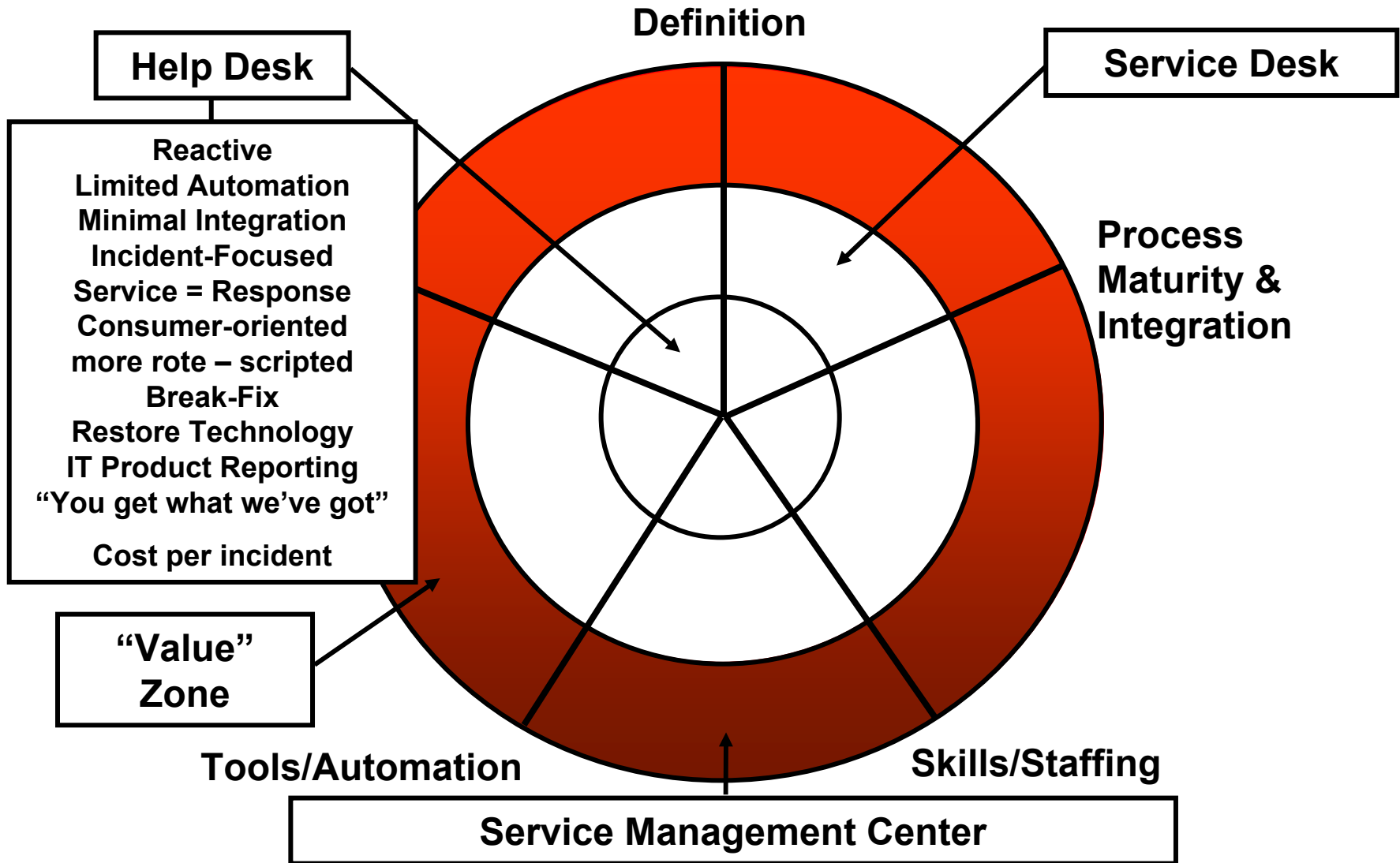
Service Desk Maturity Levels

Definition





Service Desk Maturity Levels





Service Desk Maturity Levels

Definition

Metrics
Monitoring
Reporting

Service Desk

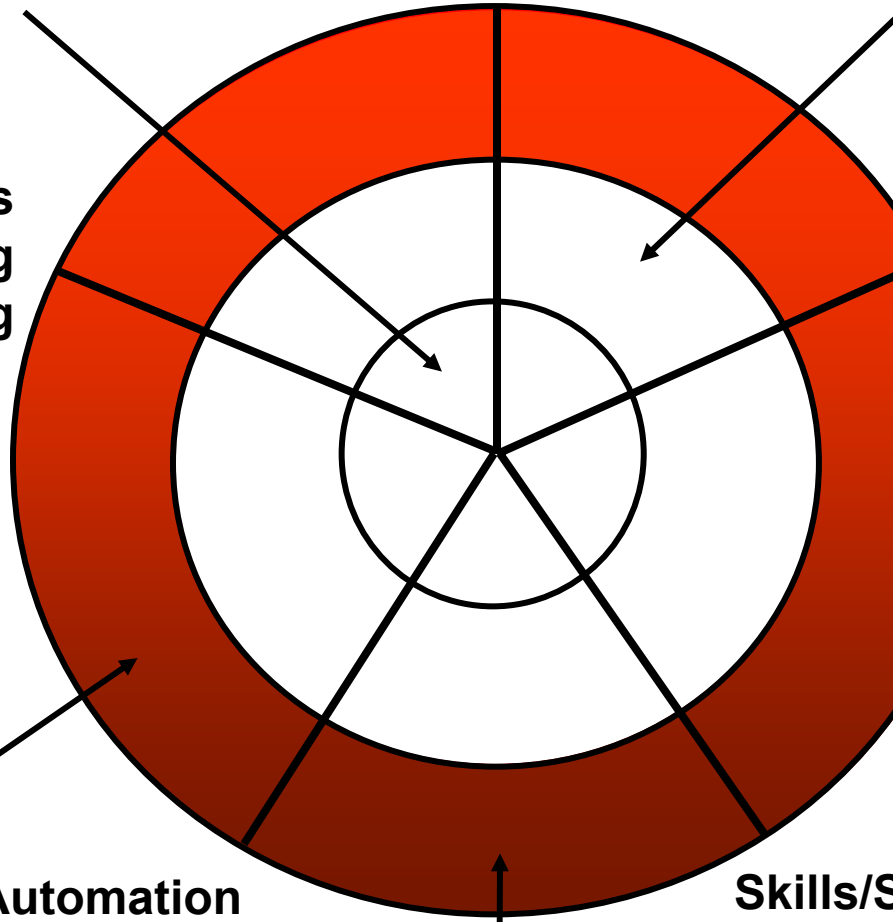
Proactive
SPOC (real or virtual)
SLM begun
inc. access channels
IMAC – Service requests
inc. monitoring/reporting
inc. integration w. IT
structured ownership
Continuous Improvement
Service-oriented
IT Service Reporting
“You get what you
asked for”
Cost per desktop
TCO

“Value”
Zone

Tools/Automation

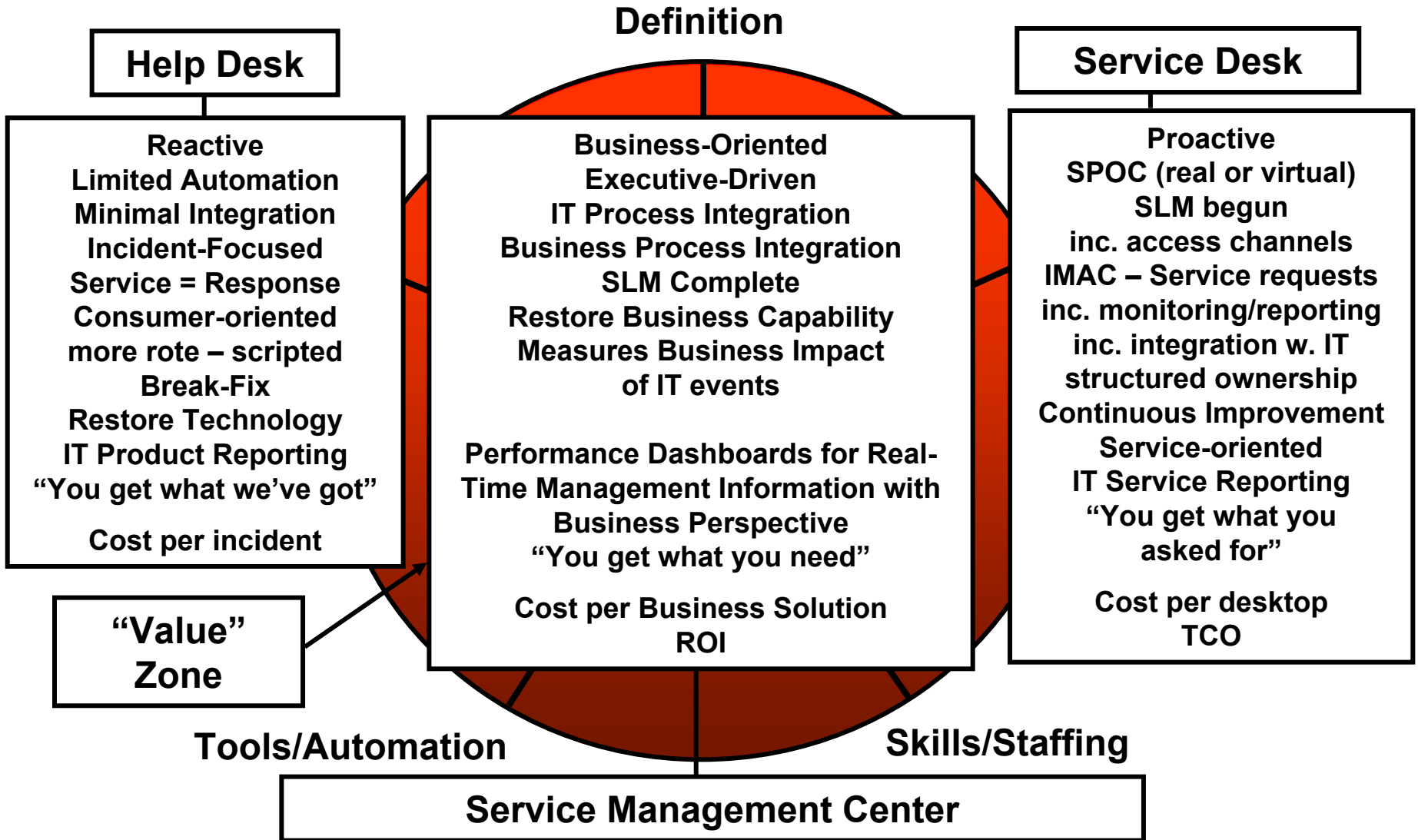
Skills/Staffing

Service Management Center



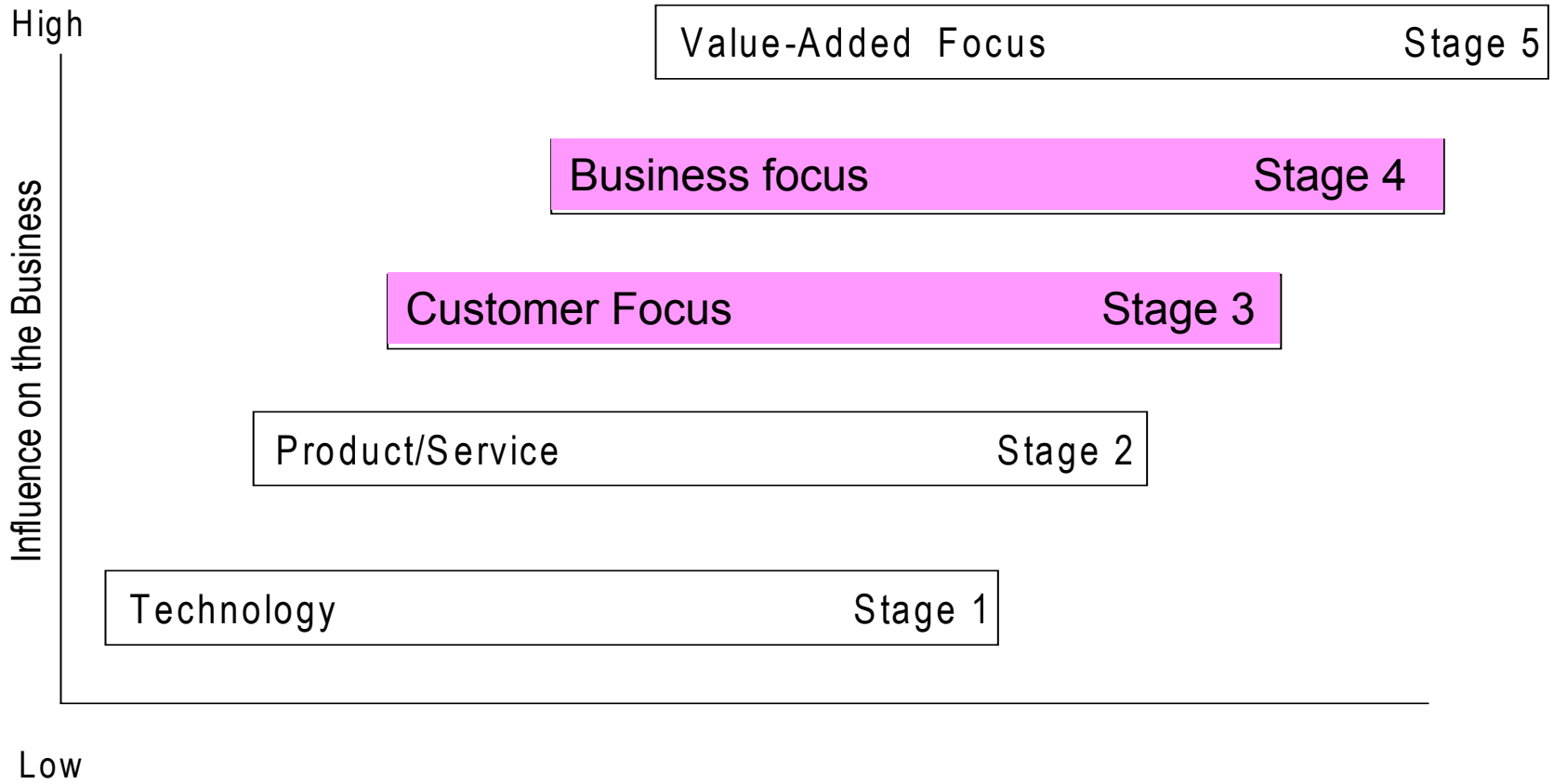


Service Desk Maturity Levels





Organizational Maturity





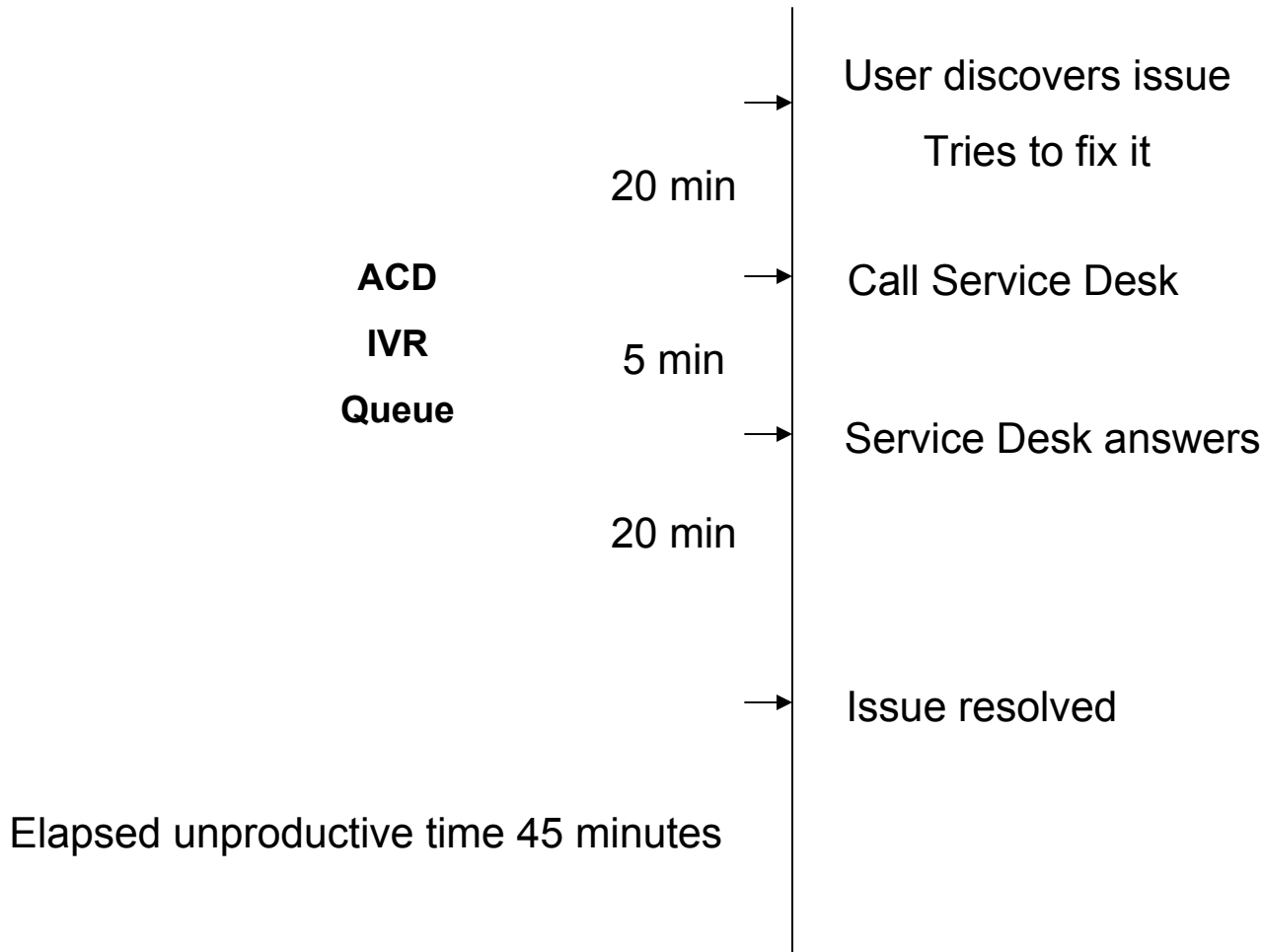
Why do we need a Service Desk?

A Service Desk exists to make business users the most productive they can be using IT services

The bottom line is
user productivity.



Understanding the Impact





Understanding the Impact

Ave income per employee = \$400K/yr *

1 call per use per month

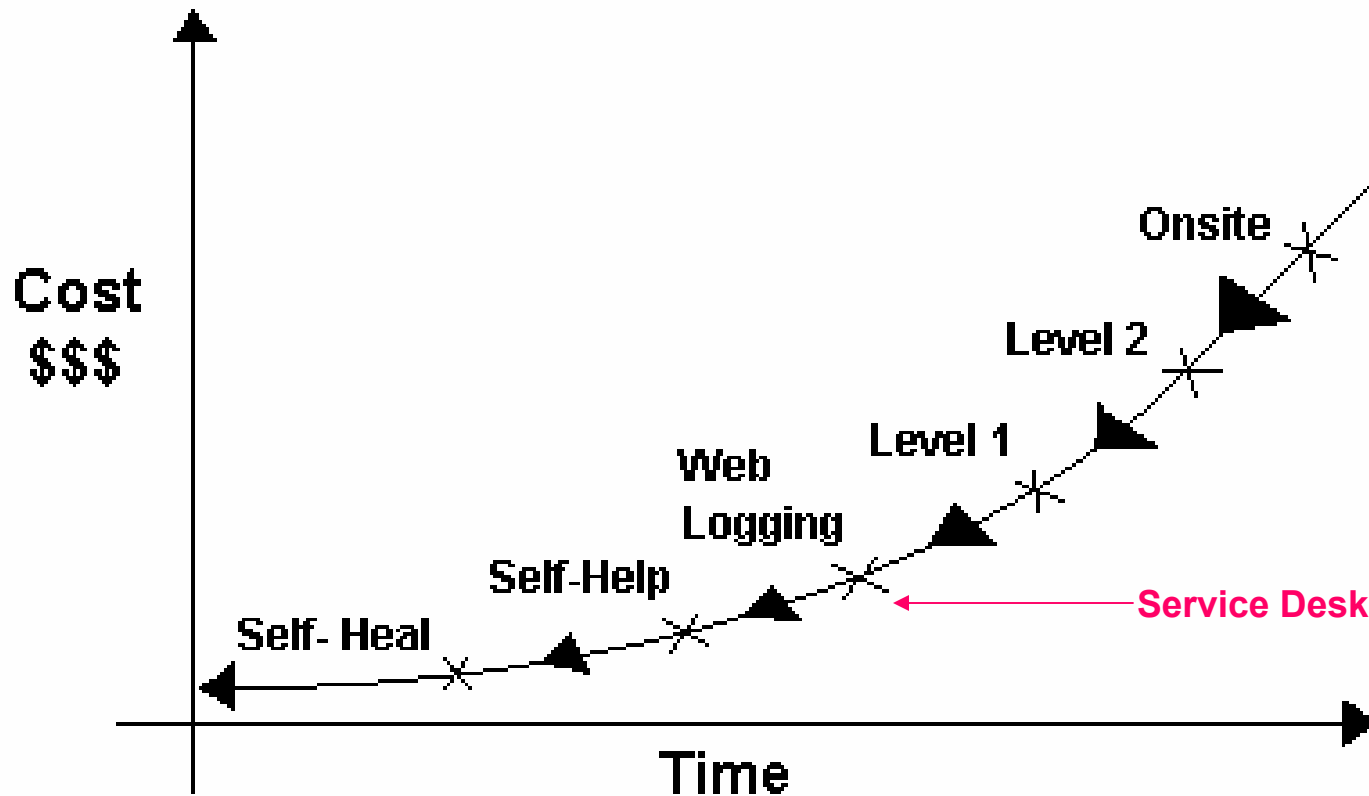
5000 users = Lost revenue = \$9,000,000/yr

4.5% of gross revenue





The “Shift Left” Strategy





What Must Happen ASAP

Reduce lost time and revenue to the business

- Service Management
- Proactive Problem Management
- Self Monitoring/self Healing Technology
- Self-service that saves user time





Self-Service



Self-Service works very well.....

Self-Service is well liked by customers...

For transaction type of interactions



Current Successes

- ABM, Online Banking
- Amazon, eBay,
- Gas station self service
- Income Tax
- Airline tickets on line





What about the Service Desk?

Most calls are not unique problems

- 50%-90% of all calls are repetitions
 - known issues with known solutions
- The 80/20 rule applies
- We are reinventing the wheel
- They can be simple transactions





What is Self-Service

Criteria:

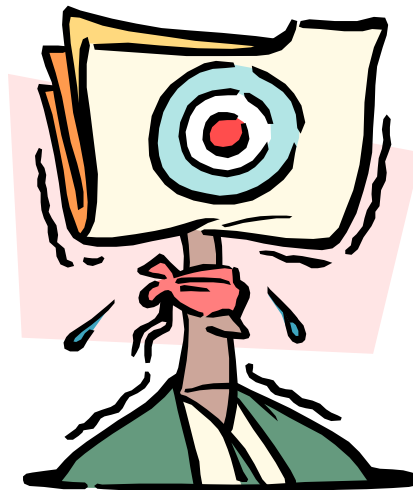
- Must reduce downtime to users
- Must not pass agent work to the user
- Must be helpful and easy to use
- Be instantaneous
- Have a high success rate





What is Self-Service

Self-Service is not having users do searches which agents used to do





What is Self-Service

Self-Service is an 80% solution
It is only for known solutions to
known problems





What is Self-Service

Self-Service is eliminating wait times

Self-Service is more access channels

Self-Service is presenting answers





What is Self-Service

Self-Service is automating agents' work

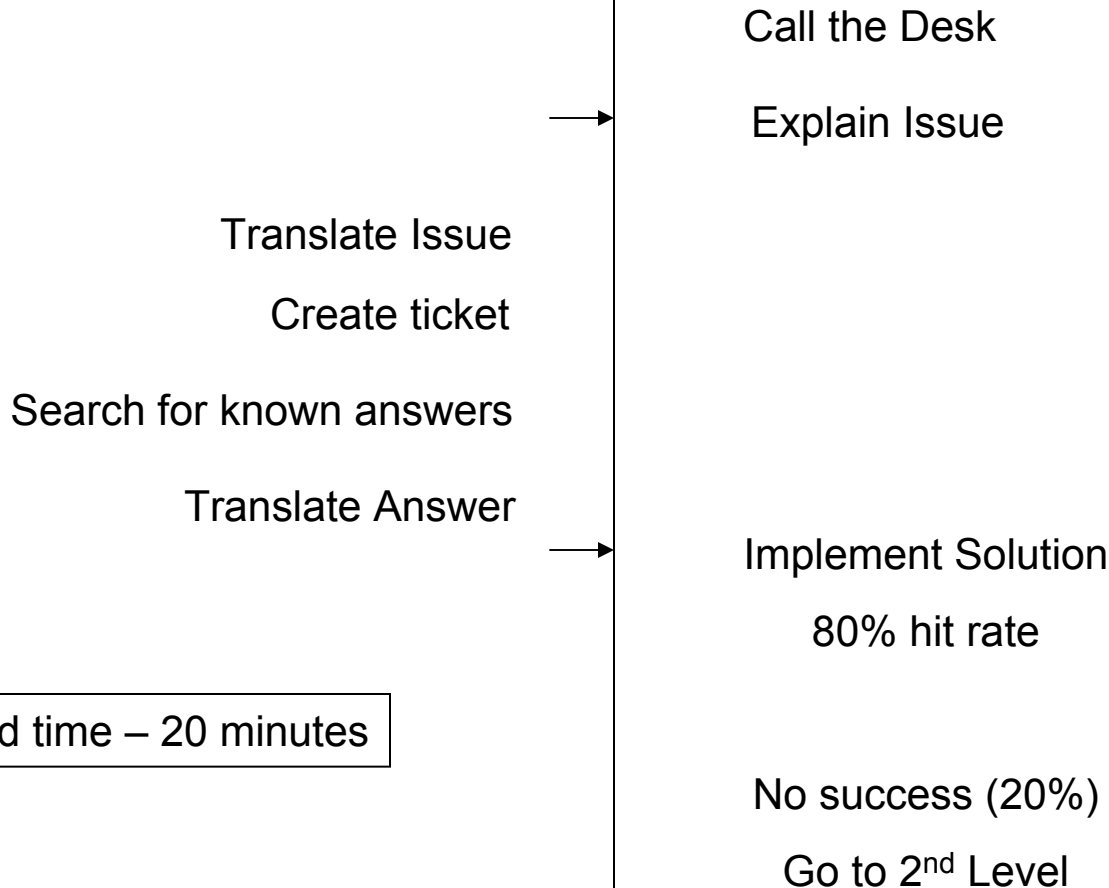




Work Flow

Agent

User



Elapsed time – 20 minutes



Work Flow

Automated process

Automatically creates ticket

Find known Solution
80% hit rate

Elapsed time - seconds

User

Log on the web site

See Most used solutions

Choose the most likely description of user issue

Implement Solution

No success (20%)

Connect to Agent





Hello Nick Welcome to



Outages

Today's most common issues are:

Password refused
File lockout
Can't access Disk
No Domain Access
Blue Screen

Toronto has no Email Service
Service will return in an hour

Your info

I.D.	Name (first)	(last)	Telephone	E-mail
XXX	Nick	de Jong	416 271-8171	ndejong@serviceminds.com

Address (No.) (street)	(City)	Postal Code
8645 Wood Close	Milton, Ont.	L9T 2X9

If your issue is not listed above what is your issue?

Category Item

Description



Hello Nick Welcome to



Outages

Toronto has no Email Service
Service will return in an hour

Today's most common issues are:

Password refused
File lockout
Can't access Disk
No Domain Access
Blue Screen

Your info

I.D.	Name (first)	(last)	Telephone	E-mail
XXX	Nick	de Jong	416 271-8171	ndejong@serviceminds.com

Address (No.) (street)	(City)	Postal Code
8645 Wood Close	Milton, Ont.	L9T 2X9

If your issue is not listed above hat is your issue?

Category

Item

Description



Hello Nick Welcome to



Outages

Toronto has no Email Service
Service will return in an hour

Today's most common issues are:

Password refused
File lockout
Can't access Disk
No Domain Access
Blue Screen

Your info

I.D.	Name (first)	(last)	Telephone	E-mail
XXX	Nick	de Jong	416 271-8171	ndejong@serviceminds.com

Address (No.) (street)	(City)	Postal Code
8645 Wood Close	Milton, Ont.	L9T 2X9

What is your issue?

Category Item

Description



Hello Nick Welcome to



Outages

Today's most common issues are:

Password refused
File lockout
Can't access Disk
No Domain Access
Blue Screen

Toronto has no Email Service
Service will return in an hour

Your info

I.D.

Name (first)

(last)

Telephone

E-mail

XXX

Nick

de Jong

416 271-8171

ndejong@serviceminds.com

Address (No.) (street)

(City)

Postal Code

8645 Wood Close

Milton, Ont.

L9T 2X9

What is your issue?

Category

E-mail

Item

Outlook

Description

Won't open



Hello Nick Welcome to



Today's most common issues are:

Password refused
File lockout
Can't access Disk
No Domain Access
Blue Screen

Toronto has no Email Service
Service will return in an hour

Your info

I.D.

Name (first)

(last)

Telephone

E-mail

XXX

Nick

de Jong

416 271-8171

ndejong@serviceminds.com

Address (No.) (street)

(City)

Postal Code

8645 Wood Close

Milton, Ont.

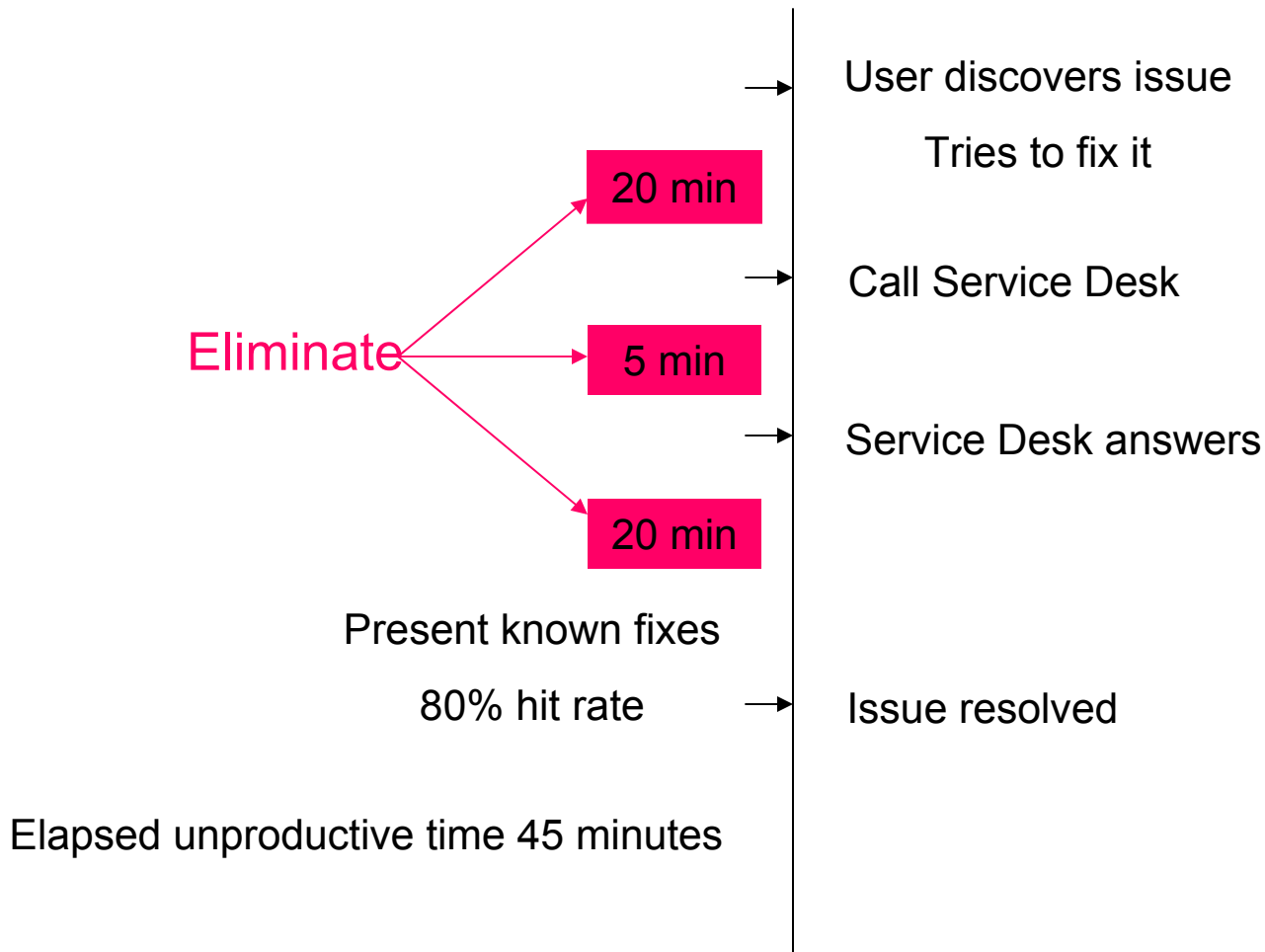
L9T 2X9

Most likely Solution

Reboot your computer



Understanding the Impact





Understanding the Impact

Ave income per employee = \$400K/yr *

1 call per use per month



5000 users = Lost revenue = \$2,500,000/yr

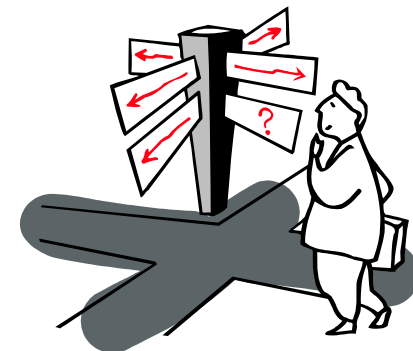
Add \$6,500,000.00 or 3.25% back to the bottom line



Begin Today

Where do we begin?

- Start scripting all tickets
 - Use preset, preformatted Problem statements for all 1st level tickets
 - Use preset, preformatted solution statements with hot links to procedures
- No typing

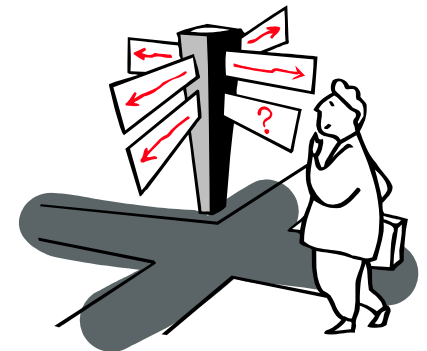




Begin Today

Where do we begin?

- Implement SLM
- Incident Management
- Problem Management
- Configuration Management
- Service Desk





Begin Today

Where do we begin?

- Implement HDI SCC standards
 - More granular than ITIL
 - Specific to Service Desk
- Get Certified???





Self-Service

Remember...the goal is:

- Reduce User unproductive time
- Don't add any work load to user
- Automate the agent's work
- Use for 80% of the calls





Self-Service

Discussion





Thank you



Nick de Jong

President

Service minds Inc.

416 271-8171

www.serviceminds.com

