EAITSM Free Webinar

New Service Desk
(Trending & Considerations)

Cairo, Egypt
Thursday, February 05, 2015

Service Desk vs. Helpdesk

<u>Helpdesk</u>

▸ Technically Focused

▸ Immediate response to end-user IT needs

▸ Employees technically trained in the appropriate technologies.

▸ The ultimate goal is to offer first contact resolution as often and as quickly as possible.
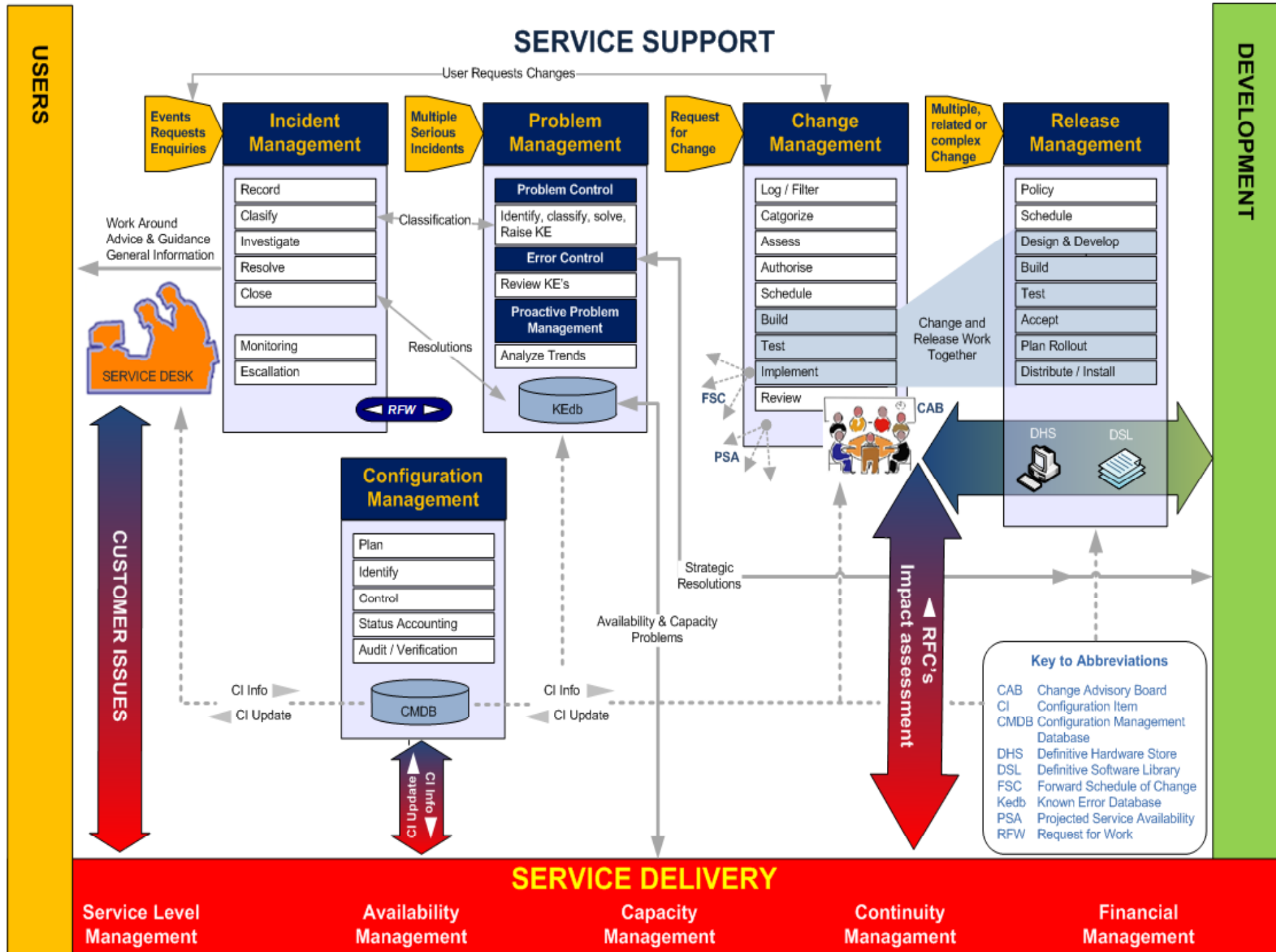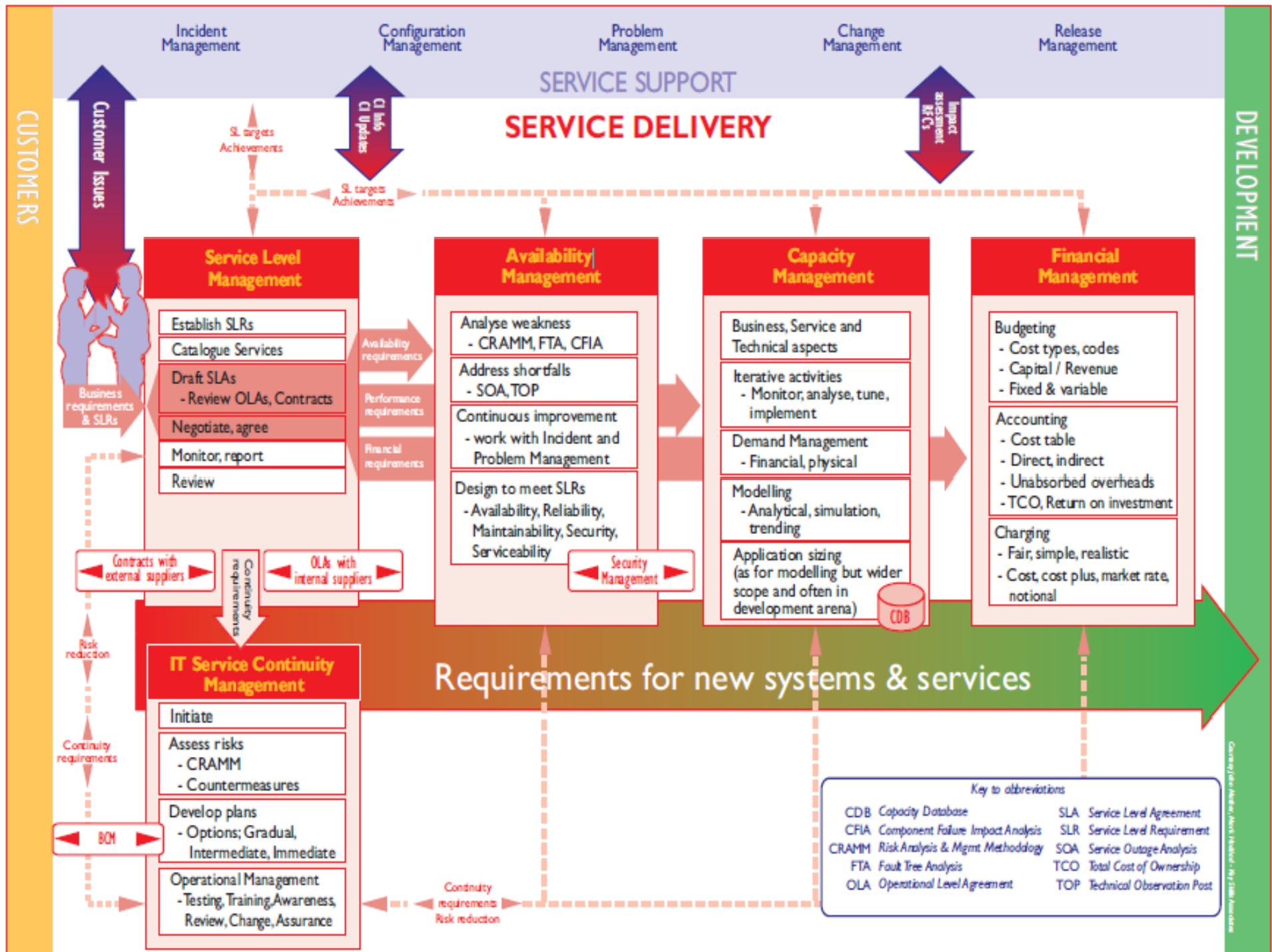
Service Desk vs. Helpdesk

Service Desk

▸ Customer and Process Focused

▸ Offers a single point of contact

▸ Outwardly focused on the client and inwardly focused on the day-to-day processes of the IT services business.

▸ The ultimate goal is to minimize operating costs by having the appropriate personnel working on problems, monitoring trends and managing processes.

Service Desk vs. Helpdesk

The benefits of changing Help Desk to Service Desk are:

▸ More efficient and effective maintenance and incident resolution

▸ Easier end-user or client infrastructure setup and configuration of remote monitoring and management (RMM) tools and professional services automation (PSA) solutions

▸ Standardized performance metrics and reporting

▸ Faster onboarding of new clients and end-users

▸ Speedier training and knowledge transfer by and between new and existing NOC and service desk staff

SERVICE SUPPORT

USERS

DEVELOPMENT

User Requests Changes

Events Requests Enquiries

Incident Management

| Record |
| Clasify |
| Investigate |
| Resolve |
| Close |
| Monitoring |
| Escallation |

◄ RFW ►

Work Around
Advice & Guidance
General Information

SERVICE DESK

Multiple Serious Incidents

Problem Management

| **Problem Control** |
| Identify, classify, solve, Raise KE |
| **Error Control** |
| Review KE's |
| **Proactive Problem Management** |
| Analyze Trends |

Classification

Resolutions

KEdb

Request for Change

Change Management

| Log / Filter |
| Catgorize |
| Assess |
| Authorise |
| Schedule |
| Build |
| Test |
| Implement |
| Review |

FSC

PSA

CAB

Change and Release Work Together

Multiple, related or complex Change

Release Management

| Policy |
| Schedule |
| Design & Develop |
| Build |
| Test |
| Accept |
| Plan Rollout |
| Distribute / Install |

DHS

DSL

CUSTOMER ISSUES

Configuration Management

| Plan |
| Identify |
| Control |
| Status Accounting |
| Audit / Verification |

CMDB

CI Info
CI Update

CI Info
CI Update

CI Info
CI Update

Strategic Resolutions

Availability & Capacity Problems

▲ RFC's
Impact assessment

Key to Abbreviations

CAB — Change Advisory Board
CI — Configuration Item
CMDB — Configuration Management Database
DHS — Definitive Hardware Store
DSL — Definitive Software Library
FSC — Forward Schedule of Change
Kedb — Known Error Database
PSA — Projected Service Availability
RFW — Request for Work

SERVICE DELIVERY

| Service Level Management | Availability Management | Capacity Management | Continuity Management | Financial Management |

Incident
Management

Configuration
Management

Problem
Management

Change
Management

Release
Management

SERVICE SUPPORT

Customer Issues

SERVICE DELIVERY

CI Info
CI Updates

SL targets
Achievements

Impact assessment
RFCs

SL targets
Achievements

CUSTOMERS

DEVELOPMENT

Service Level Management

Availability requirements

Performance requirements

Financial requirements

Business requirements & SLRs

| Establish SLRs |
| Catalogue Services |
| Draft SLAs — Review OLAs, Contracts |
| Negotiate, agree |
| Monitor, report |
| Review |

Contracts with external suppliers

OLAs with internal suppliers

Continuity requirements

Availability Management

Analyse weakness
- CRAMM, FTA, CFIA

Address shortfalls
- SOA, TOP

Continuous improvement
- work with Incident and Problem Management

Design to meet SLRs
- Availability, Reliability, Maintainability, Security, Serviceability

Security Management

Capacity Management

Business, Service and Technical aspects

Iterative activities
- Monitor, analyse, tune, implement

Demand Management
- Financial, physical

Modelling
- Analytical, simulation, trending

Application sizing (as for modelling but wider scope and often in development arena)

CDB

Financial Management

Budgeting
- Cost types, codes
- Capital / Revenue
- Fixed & variable

Accounting
- Cost table
- Direct, indirect
- Unabsorbed overheads
- TCO, Return on investment

Charging
- Fair, simple, realistic
- Cost, cost plus, market rate, notional

Risk reduction

Continuity requirements

IT Service Continuity Management

Initiate

Assess risks
- CRAMM
- Countermeasures

Develop plans
- Options; Gradual, Intermediate, Immediate

Operational Management
- Testing, Awareness, Review, Change, Assurance

BCM

Requirements for new systems & services

Continuity requirements
Risk reduction

Key to abbreviations		
CDB	Capacity Database	SLA Service Level Agreement
CFIA	Component Failure Impact Analysis	SLR Service Level Requirement
CRAMM	Risk Analysis & Mgmt Methodology	SOA Service Outage Analysis
FTA	Fault Tree Analysis	TCO Total Cost of Ownership
OLA	Operational Level Agreement	TOP Technical Observation Post

Service Desk Trending Philosophy

About 67% of service desks spend the majority of their time fire-fighting, simply keeping the lights on seems to keep them busy enough and steal time away from looking at new service improvement technologies.

Experts from the Next Web reveal; when asked abut SD Future, an industry that is forward-looking and with vastly different opinions about what the future might hold

James West, editor ServiceDesk360, writes that although service desks won't be fixing computers anymore, they will evolve and make the business work better.

Service Desk will not mean being on standby to fix a laptop, it means monitoring systems, preempting and communicating service outages.

Tony Probert, Cherwell Software, believes that for service desks of the future end user self-service portals and seamless integration with mobile devices are the key directions for IT.

Service Desk Trending Philosophy – Cont'd

Integrated business applications are crucial to significantly enhance solution features and functionality (e.g. IM, Twitter, Business App's…etc)

Service desk should be involved in the Business Relationship Management (BRM) process.

Service Desk Staff need to demonstrate experience, knowledge, skills and professionalism at all times.

They should feel more like a concierge service; Trusted advisor; Available when needed; High skill, relevant knowledge and experience; Professional, courteous, and ethical – even when being expected to achieve the impossible; Takes ownership; sets and meets expectations; & Makes helpful suggestions

The service desk needs to feel like part of the hub, almost a Service Control Centre, which can see the full end- to-end.

Metrics should drive desired behaviors in a balanced way.

Service Desk Trending Philosophy – Cont'd

Call analysis could provide recommendations for training plans or feed into bespoke workshop sessions that truly address the needs of users

According to HDI research, for example, **52% of support centers are shopping in 2012 for new self-help tools** or updating ones they have, and only 14% report that they do not use self-help.

Level 1 support will become more focused on handling complex requests and high priorities, so levels of support will likely have been collapsed as much as possible to the front line.

Business Technology Hub

Self Healing
- ▶ Self Help Thru Self Service Portals
- ▶ Extensive Knowledge Base
- ▶ Fast Cure

Technology Innovation
- ▶ Advising on Best Operational Models
- ▶ Adopting recent Technology Updates (BYOD)
- ▶ Consulting on Best Deployment Technologies (e.g. Cloud)

Dashboard
- ▶ Services Performance (w.r.to Business Performance)
- ▶ Setting IT Governance thru Standardization

Integration
- ▶ NOC/ SOC Collocation/ Integration
- ▶ Communication Channels (e.g. Social, IM, VOIP, BYOD)
- ▶ New Business Models (Integration w/t Inventory)

Future Service Desk – SD2017

Dimension	Details	Comments
Customer Centric Approach	SD2017 will put its customers at the heart of the experience by treating customers more like a butler would treat his centric master	If you treat someone like a king and they are extremely happy with the service you provide as a result, they will keep coming back
Metrics	SD2017 will focus on more customer-centric metrics such as Customer Engagement (how often the customer engages with the service desk through one of the available channels)	Preemptive Resolution (the ability of the service desk to spot and resolve customer questions or problems before they happen)
Communication Channels	SD2017 will add new channels such as Social IT Support and SMS support to its existing methods of communicating with customers.	It will increase response times and create a closer relationship with its customers HDI research from 2011 shows that about one-third of support centres are planning to add chat during 2012
Skills	SD2017 analysts will require both "Community Management" and "Information Management" skills	http://www.ThinkHDI.com/Courses Good ITSM Management Skills Good Relationship Management Skills Understanding service catalogues and integrated CMDB will enhance the value of the service desk.
Integration	Advanced service desks of 2017 will look more like network operations centers (NOCs) than call centers.	Service desk analysts will be monitoring dashboards showing the behavior of networks, cloud-based infrastructure and applications.

Supporting Service Desk – Technology of the Future

Technology	Means
Augmented Reality	▸ Bar Code Scanning ▸ IPTV/ Digital Signage ▸ Robots (Preliminary Fixing)
Support Systems	▸ Business Intelligence supporting Operations ▸ Analytical reporting ▸ Smart Systems (end-user) ▸ Industry Peer-to-Peer Support ▸ Semantic Interpretation of Tickets
Self Healing/ Service	▸ Self Healing/ Monitoring (Printer Cartridge) ▸ Self Service Channels (Expert Systems)
Modular HW Structure	▸ Easily Replaceable Parts (Modular) ▸ Customer Replaceable Units
Support is a Service	▸ Avatar Support (e.g. IM) ▸ Environment/ Industry integrated Service (e.g. Healthcare)
Minority Tickets	▸ Support Channels (Motion Tracker; e.g. Kinect)

Service Desk – Physical/ Logical Considerations

Service Desk – Physical/ Logical Considerations – Cont'd

Call Tracking
- ▶ Call Tracking (VOIP Integration)
- ▶ Automatic Call Distribution (ACD)

Teamwork & Proximity
- ▶ Rep's to hear each other
- ▶ Suitable Spacing to get help from peers

Harmony
- ▶ non-primary colors for the surroundings
- ▶ Open Floors with movable partitions
- ▶ Sufficient bright Lights
- ▶ Layout and ergonomics affect the mood of the reps

Workflow
- ▶ Workshop for Repairs
- ▶ Spare Parts
- ▶ Small Labs for Testing

Service Desk – Physical/ Logical Considerations – Cont'd

Tools

▶ Wireless Headphones (with Mute & Volume Buttons)

▶ Easy-to-use Interface (with automatic Data Emersion)

Immersive Display

▶ 120-degree display just slightly above your eye level

▶ Dashboard Design on Display

▶ Touch TFT

Tools to increase Upcoming Service Desk Platform

Tools to increase Upcoming Service Desk Platform

CTI for Service Manager

CTI for Service Manager enables Computer Telephony Integration with Microsoft System Center 2012 R2 Service Manager™.

Benefits

- Brings System Center Service Manager information about the calling user in front of the operator
- Enables you to interact with existing work items where the calling user is the affected user and to register new work items based on input and template selection
- Instant Message conversations automatically get recorded in the work item
- Optimized for Microsoft Lync 2013 but works with any call center application that can execute a command line on an incoming call

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System Center Solution Store

Powerful Management Packs for Microsoft System Center

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The Essentials for Microsoft System Center – Service Manager

Database & Log Processing MPs
- NiCE DB2 MP
- NiCE Oracle MP
- Log File MP

Communication & ERP MPs
- NiCE BlackBerry MP
- NiCE Domino MP
- SAP MP
- NiCE BES 10 MP

Platform MP
- NiCE zLinux MP

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Thank You

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