

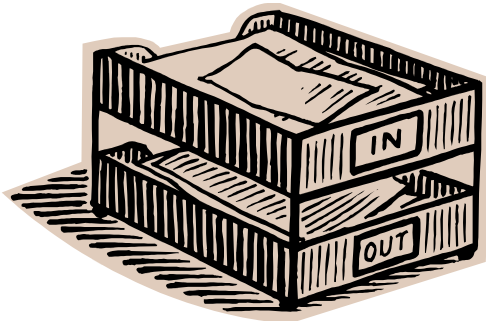


## But I Need Help Now!

*Why Simply Logging a Ticket is No Longer  
Good Enough*

Alan Taylor

# The Good Ol' Days...



# Before Technology was Prevalent

- › No need for an IT Department
- › Primarily Manual processes
  - filing; typing; taking notes; dictation; etc.
- › If ‘it’ didn’t work, there were other things to do
  - filing documents until the typewriter ribbon got replaced
- › Customers left messages using pen/paper
- › Any items that needed attention at most required one or two knowledgeable people

# Technology Made Advancements



IBM 704 Mainframe – circa 1960's  
*Photo courtesy of Lawrence Livermore National Laboratory*

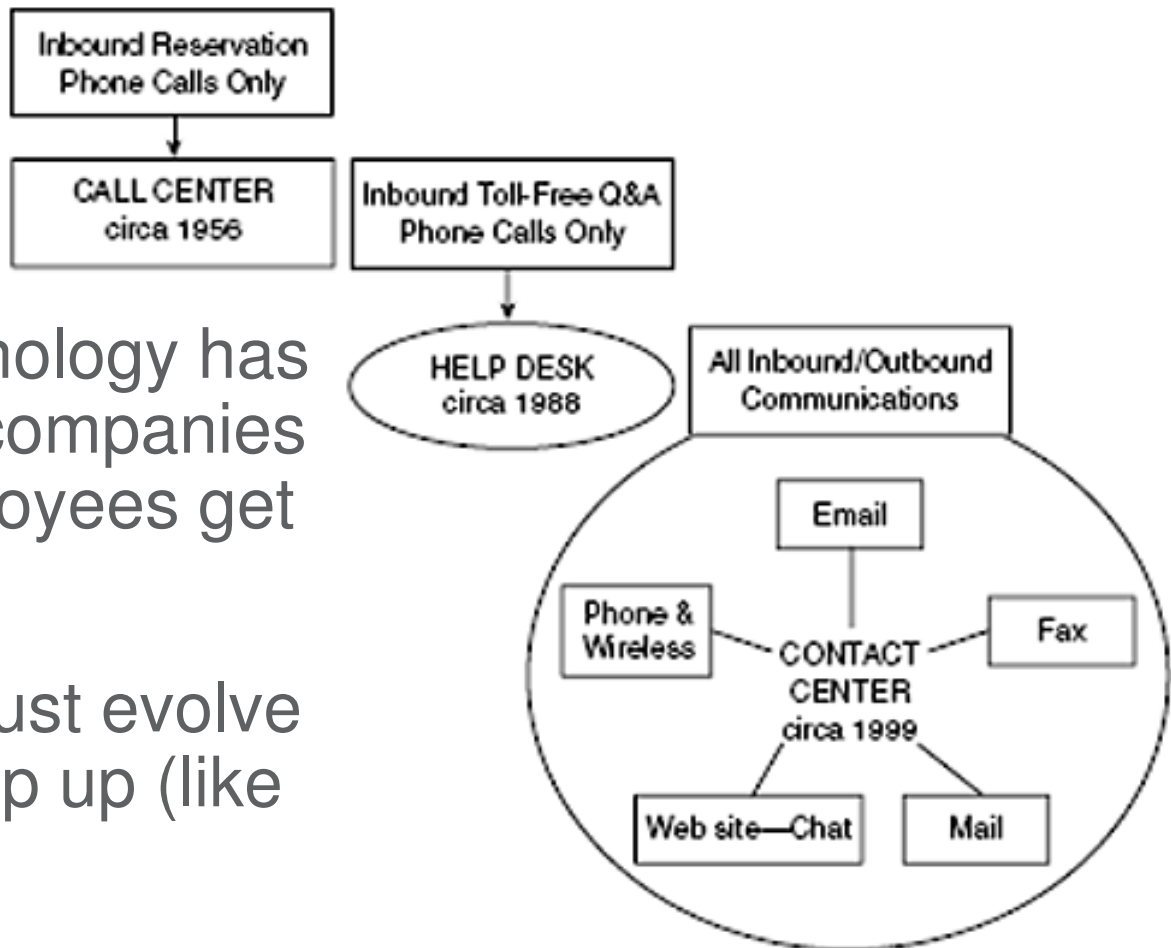


IBM 5150 – circa 1980's  
*Photo courtesy of Wikipedia*



# The Forced Evolution

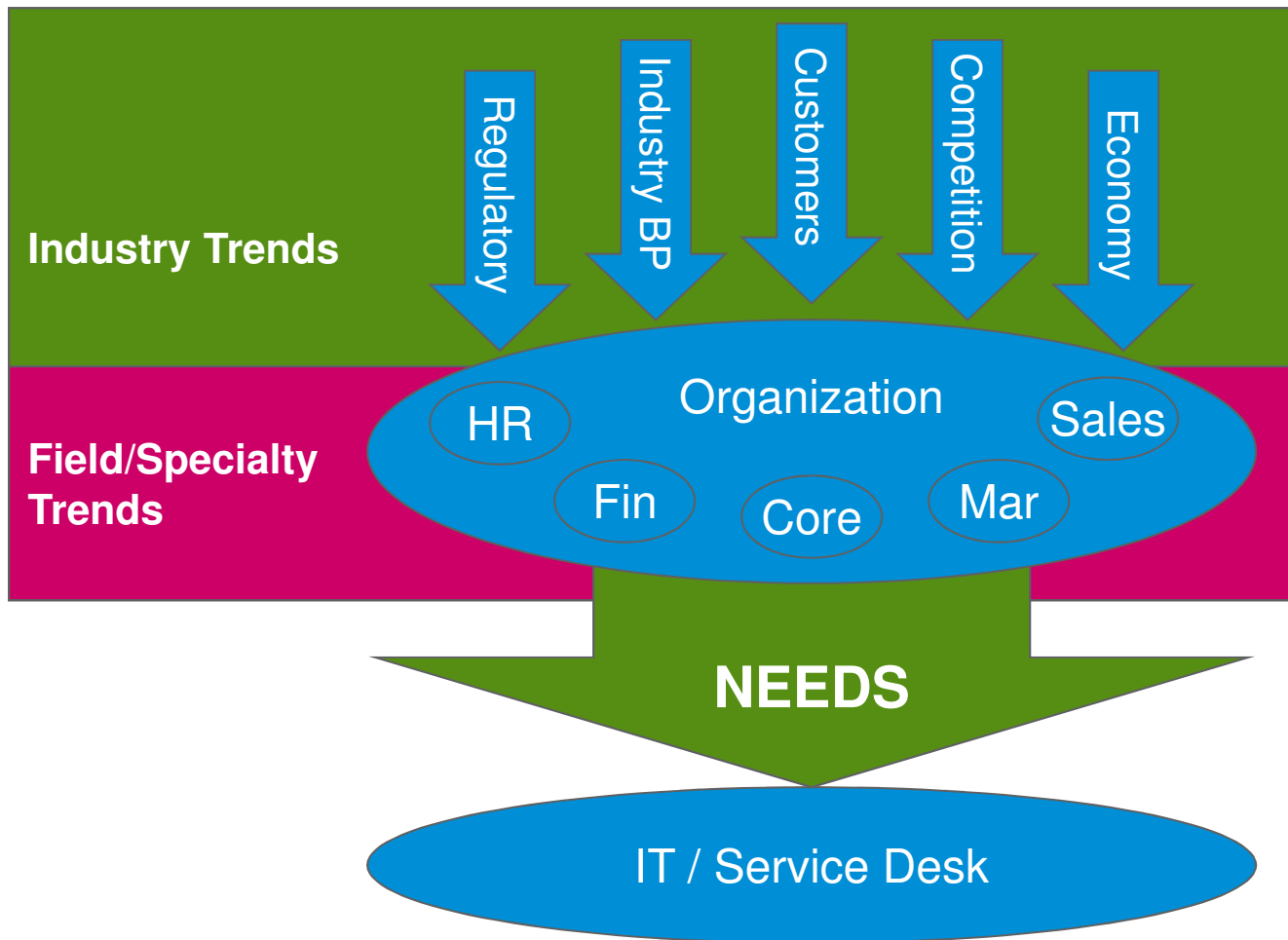
- Information Technology has evolved the way companies operate and employees get things done
- The Help Desk must evolve as well just to keep up (like it or not...)



# The Forced Evolution

- › Force:
  - To compel through pressure or necessity
  
- › Evolution:
  - A gradual process in which something changes into a different and ‘usually’ more complex or better form

# Evolutionary Forces



# Customer Expectations Have Evolved



## > More Choice

- Do you present what you offer in a way that makes the benefits clear – price, service, quality, availability?

## > More Control

- Customers are no longer happy to passively take what they are given. They want products and services tailored to suit, and delivered to them in the way *they* prefer
- Are you offering one-size-fits-all products and services or do you tailor to meet specific needs and requirements?

# Customer Expectations Have Evolved



## > Fast, Easy Access

- Customers are much less tolerant of ‘business hours’ these days. They want information quickly and don’t want to work too hard to get it.
- You don’t need to be ‘open all hours’, but you do need to ensure it’s easy for people to find out what you offer, when you’re available and how to contact you.

## > Individualized Attention

- Customers expect to be recognized and acknowledged. They expect their preferences to be noted and acted on.

# What Does This Mean To You?

***YOU must become  
a high-performing  
Service Desk!***



**What does a high-performing  
Service Desk look like?**



# A High-Performing Service Desk Is...



- They do not necessarily spend more on IT than their peers.
- They optimize utilization of existing services, people, projects, and assets to deliver high-quality, highly-available business services.

- ***Efficient***

- Producing business value through advanced service optimization – with a minimum of waste, expense, or unnecessary effort.

- ***Responsive***

- Able to move dynamically, strategically, and tactically to respond to changes in technology, business priorities, and regulation.

- ***Agile***

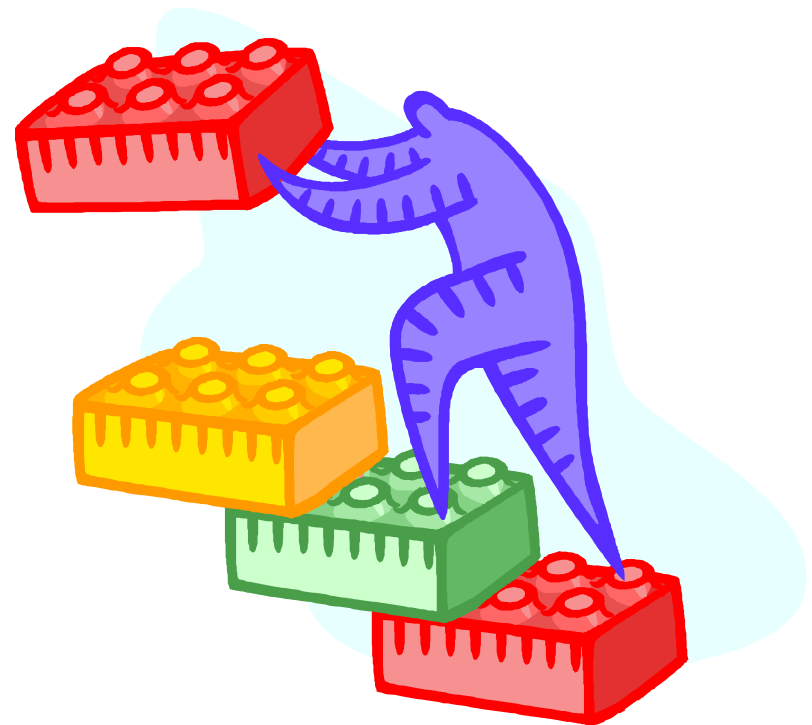
- Flexible, nimble, and adaptive, with minimal effort. An organization that is continually aligned with business strategies and objectives, yet with minimal internal disruption to the business.

- ***Predictive***

- Proactive in using Root Cause Analysis to a consistent and reliable IT services and minimize disruption to productivity.

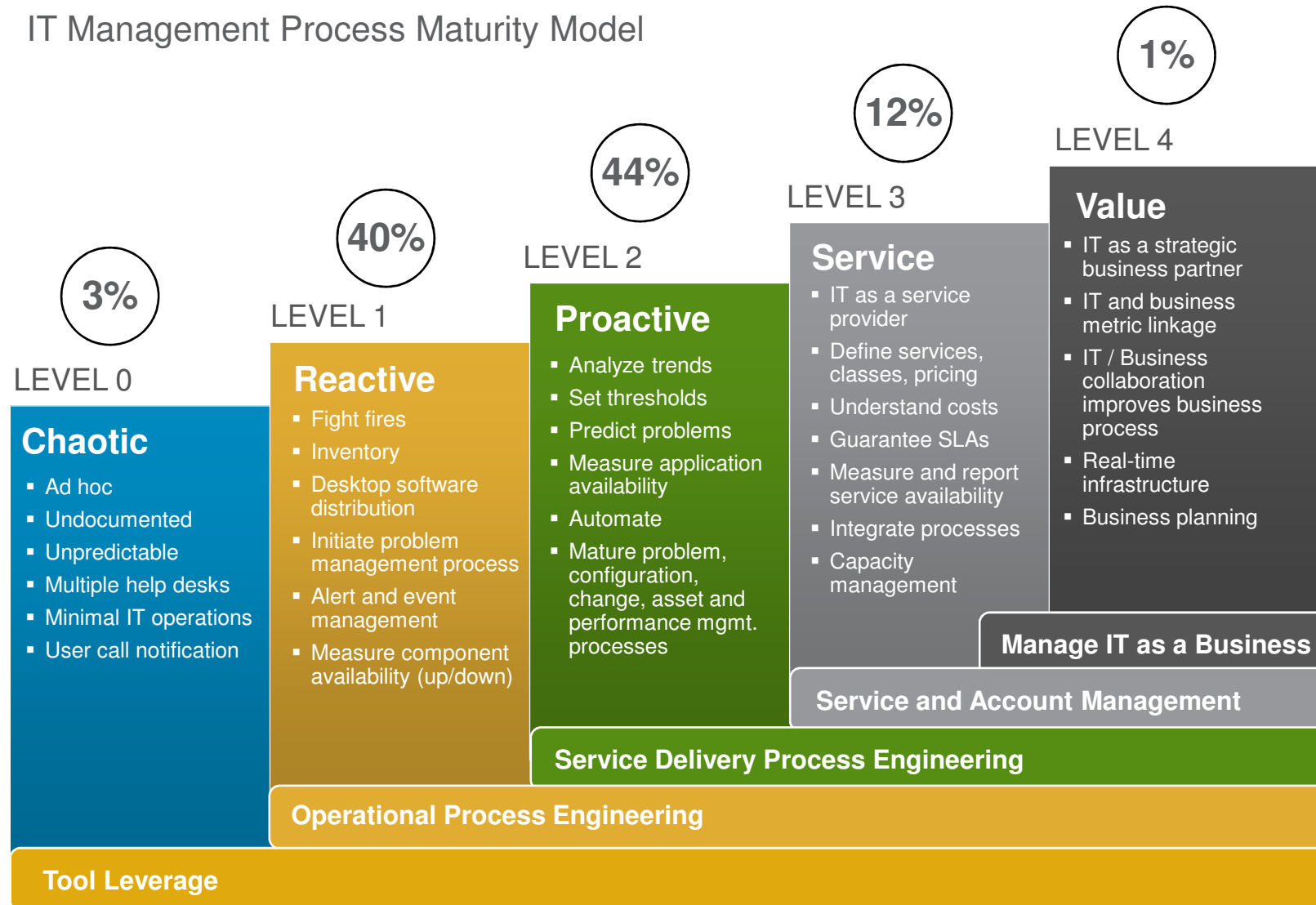
## What are the major building blocks needed to become a high-performing Service Desk?

4. Leverage Tools/Technology
3. Apply Best Practice
2. Build a Core Team
1. Understand Where You Are



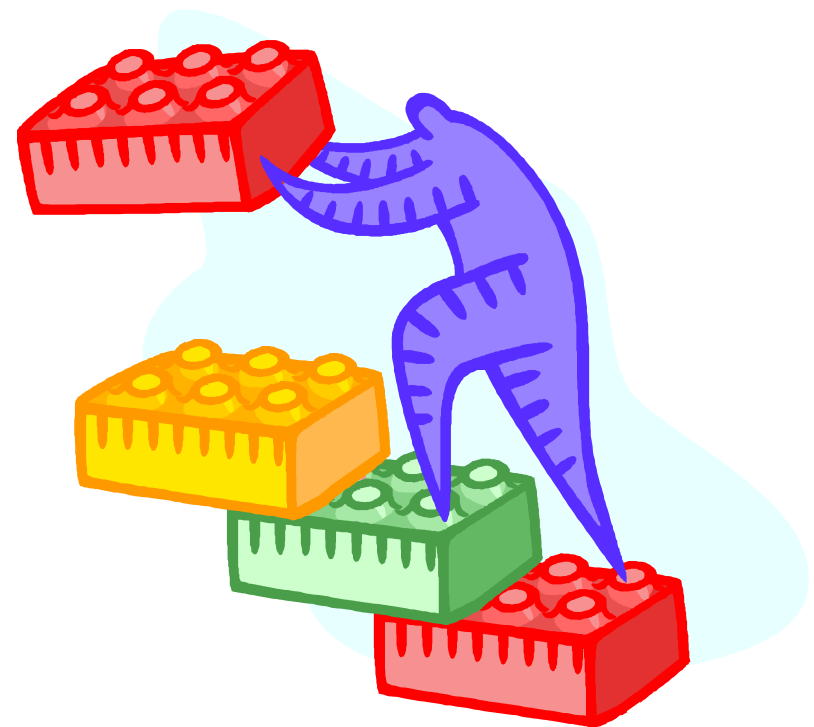
# Understand Where You Are...

## IT Management Process Maturity Model



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# Build a Core Team

## Price of Entry

- Understand the Vision
- Have the Skills
- Willing to Evangelize
- Not Afraid of Conflict
- Must have the Time



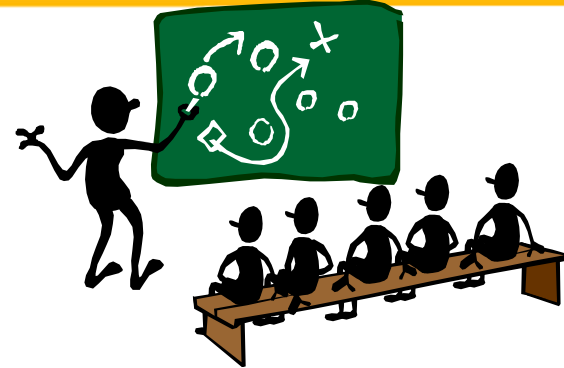
Impress the Importance  
on the team members  
and their superiors

## Cost to Stay

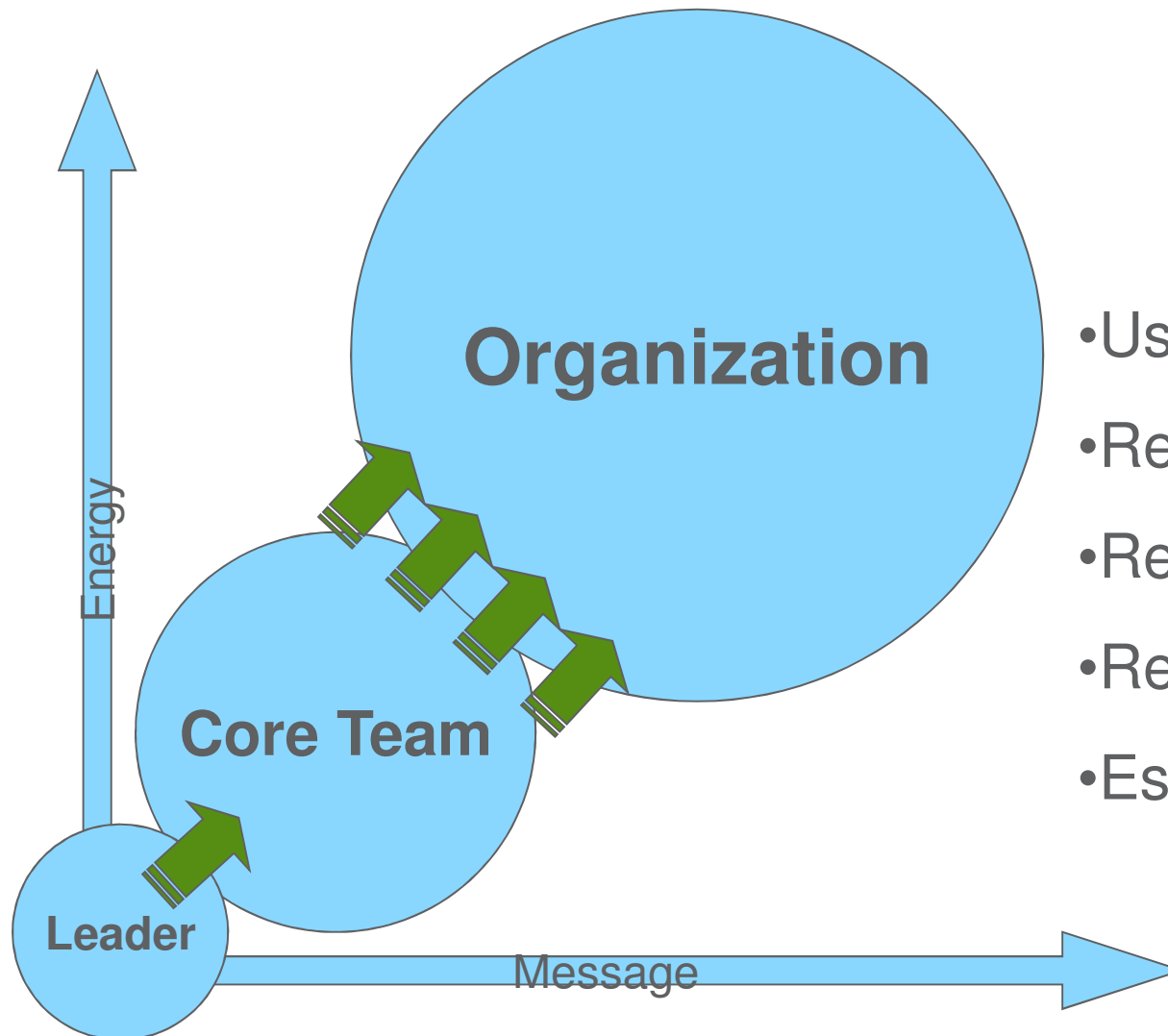
- Communicate the Vision
- Participate
- Challenge Peers
- Stay Committed

# Build a Core Team

- › SWOT Analysis
- › Alignment
- › Energy management
- › Setting the example
- › Rewarding leadership
- › Voting someone off the island



# Build a Core Team



- Use hallway channels
- Repeat the message
- Relay the energy
- Repeat the message
- Establish leaders

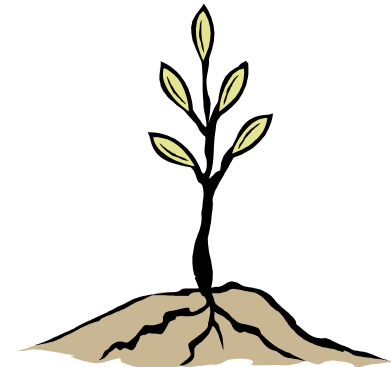
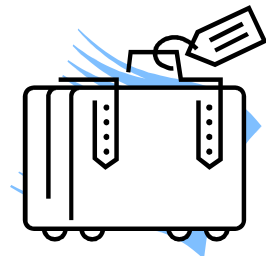
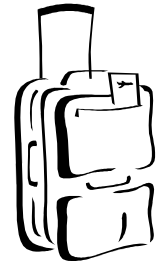
# Organizational Change Management

- › Be patient!
- › More patient!
- › Allow mistakes, don't compromise principles
- › Design perfection, implement reality
- › The energetic molecule leaves first!
- › Balance ease of use with expectations of performance and professionalism
- › Work backwards from outcomes
- › Directness with regard to organizational & HR issues



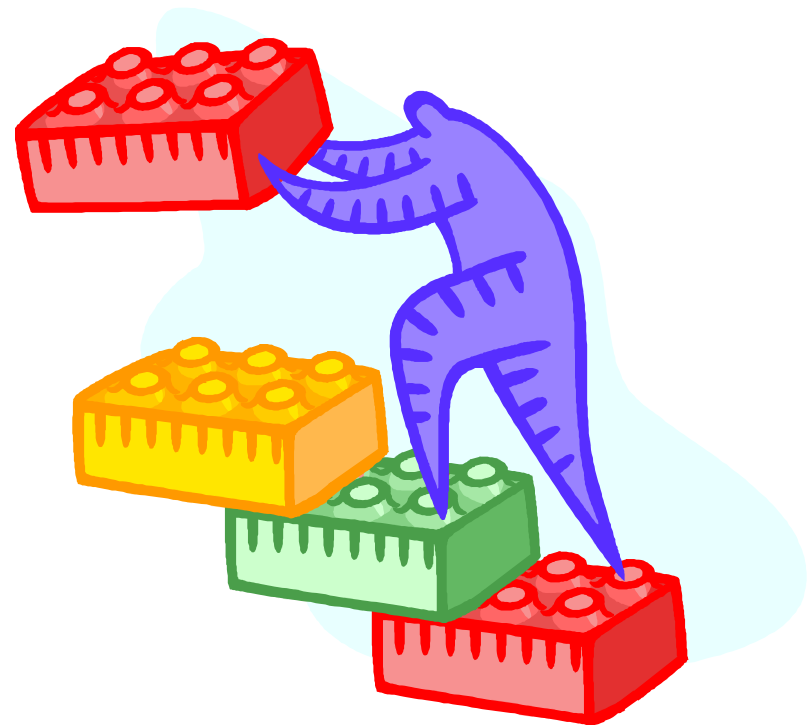
# What to be prepared for....

- › Normal change resistance
- › Baggage, baggage and more baggage
- › Growth in unexpected places
- › Evaluation of team at multiple levels
- › Guard, encourage and nurture your energy producers and leaders
- › Conflict, good, bad and UGLY
- › Sometimes making something foolproof only encourages the fools



## What are the major building blocks needed to become a high-performing Service Desk?

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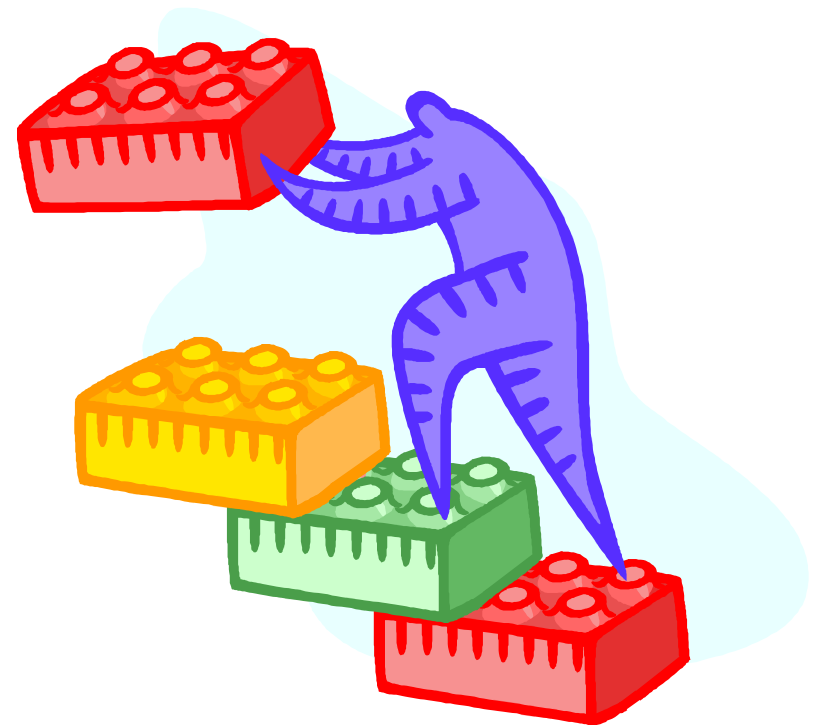
# Apply Best Practice...

- › Align your own understanding first!
  - Awareness Training
  - Certifications
  
- › Understand what it is and what it is not
  
- › Prioritize regulation and best practice for your industry
  - ITIL
  - ISO
  - SOX
  - PMI
  
- › Recognize the capabilities and limits of your organization, BUT DON'T JUST ACCEPT THEM!



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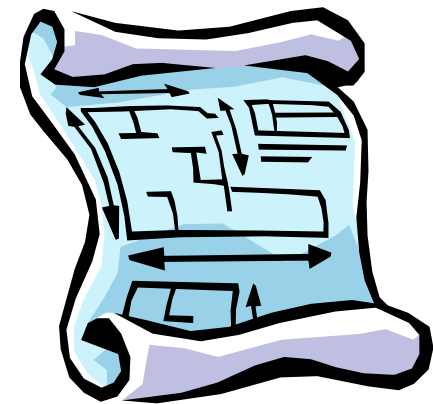


# Leverage Tools / Technology

- › Be built to support unique business requirements
- › Facilitate the implementation and use of industry-recognized best practices (ITIL, SOX, ISO, PMI)
- › Support adherence to corporate governance standards
- › Offer easy integration with existing systems
  - Infrastructure, Telephony and 3rd party applications

# Support Business Requirements

- › Simplified Administration
  - Does not require special skill set
  
- › Standards Driven
  - Does not require specialized hardware or software



# Support for Best Practice

- › System can be tailored to meet changing requirements
  - Changes in minutes not days
- › Based on open and accepted standards for compatibility/integration with existing systems
- › High performance and security
- › Reports and Dashboards
- › Offer multiple deployment options
  - Client
  - Browser
  - Mobile

## > From Chaotic to Reactive to Proactive

- Integrated First Call Remediation Tools
  - » Knowledge Management
  - » Incident Matching (existing Incident/Problems)
  - » Event Management
  - » Client Management (software deployment; patches, etc)
  
- Problem Management
- Change Management
- Trending and Analysis

### **BENEFIT**

Increased range of services and improved first call resolution

# Support for Governance and Compliance



- › Reporting
  - Real time reporting
  - Management Dashboards
  
- › Business Process Modeling
  
- › Robust and Flexible Change Management Process
  - Role Based Security
  - Separation of Duties
  
- › Audit Trails and Transparency

# Integration with Existing Systems

- › Asset & Infrastructure Management
  - Remote Control
  - Desktop Management Systems
  
- › Telephony (CTI)
  - Screen Pops
    - » Know who is calling (individualized attention)
  
  - Self Service Options (i.e. password reset; status check)
    - » Delivery of services how customers want them
  
- › Knowledge Management Systems
  - First Call Resolution

# Benefits

- › Your customers get the services they want, when and how they want them (fast & easy access)
  - Phone / Email / Chat
  - Self Service
  - Service Catalog
  - Social Media
  
- › Improved utilization of organizational resources
  - Human
  - Technical
  
- › Lower Cost per Call

# Summary

- › Vision, Mission and Method
- › Demonstrable value at each step
  - Avoid the ‘final reveal’ approach
- › Learn how to fish, don’t accept fish
- › Measure, Measure, Measure





Thank You