ITSM in the Context of New Technologies

5 points you should have
on your ITSM checklist

What is the dilemma of trying to support and bring value to the business with ITSM?

Managing core IT staff and driving innovation through technological services are primary concerns of an CIO. Nevertheless, one main priority will always be at the top of the CIO´s mind: costs. How much overhead cost will it take to implement and manage this new ITSM solution? How can we grow and expand business operations and reduce ticket volume without spending more on staffing and helpdesk resources? Which services shall we offer at what cost? How quickly can such a project be implemented without exceeding the tight IT-budget?

These are the questions that a CIO needs to answer in order to be successful. Since IT is generally not considered a revenue driving part of the business, it is critical to keep costs low and exceed ROI goals.

So with that in mind, how exactly can a CIO improve efficiency of his or her IT organization while also reducing service desk costs?

1 Automate Routine Tasks

Users do not perceive self-service IT as a privilege anymore. As the user is used to simply download apps from the AppStore of his mobile phone or tablet, he also expects to be able to do so with all services and application needed to get the daily work done. IT is under pressure to provide the best possible support for the modern working style and the new requirements. At the same time, IT services should be provided in a reasonable way. For many IT managers, this represents a balancing act that is difficult to achieve. What is needed is a range of products and services that are tailored to the needs of the IT department and the business department. This range can include IT services such as office applications, installation of the SAP client, access to data storage such as Drop-Box, and even ordering of mentoring rooms. The presentation of the IT services to the user is shown in a service catalog.

2 Implement Chatbot for Better Service Experience

While a Knowledge Base provides the bulk of the resources to fuel self-service support, end users may still need more guidance to find exactly what they're looking for. With the rise of smartphone applications, AI, and IoT, end users have become accustomed to services that remove barriers of complexity and work proactively to provide solutions. Smart chat agents can intelligently analyze user queries, gauge sentiment, and deliver solutions in real-time, with more speed and efficiency than a live support agent. And their popularity among users within the enterprises is growing. According to Gartner, by the year 2020, 60% of smartphone users will interact more with proactive personal and professional smart agents than apps.[1]

The value for chatbots for IT self-service portal is obvious. They are available 24/7. If, a virtual assistant can process low-level requests and return solutions from the Knowledge Base, or other parts of the portal. It will encourage more users to interact with it. The user will notice that the chatbot helps faster, and build acceptance over time. Overall, Chatbots help to automate low-level requests, reducing help desk ticket volume and provide a better, more engaging experience over traditional search.

60%
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[1] Source: Smart Agents Will Drive the Switch From Technology-Literate People, to People-Literate Technology | Published: 28 May 2015 | ID: G00277198 | Analyst(s): Tom Austin

3 Support and Maintain a Strong Knowledge Base

Strong governance and process for Knowledge Management should be the back-bone of any IT organization's self-service strategy. A well-curated Know-ledge Base based on break/fix solutions, common resolutions, tutorials, and other help articles is the best way to disseminate knowledge to users.

According to HDI [2], the average cost per ticket is roughly $15.56, but can go up to almost $50 depending on the wages for help desk staff and the time/complexity involved in the resolution. With staff burdened with hundreds of tickets per month, achieving self-service alternatives will help to reduce ticket volume, and ultimately costs.

[2] Source: HDI, Metric of the Month: Service Desk Cost per Ticket by Jeff Rumburg May 2, 2017

4 Use Smart Technologies

Smart technologies help IT shift from a traditionally reactive way of processing and handling requests, to a more proactive style, where issues are identified and resolved before they get to the help desk. The future for the IT service desk is leaner, faster, and much more efficient than anything we could have envisioned a few years ago.

This proactive mode of support can manifest in a variety of ways in the service desk. From leveraging smart automation that helps to make the best ticket routing decisions, to predictive analytics on the dashboard that allow staff and IT manag-ers to detect trends that may affect SLA. Working ahead of time to solve issues before they occur can make a significant impact maximizing cost efficiency.
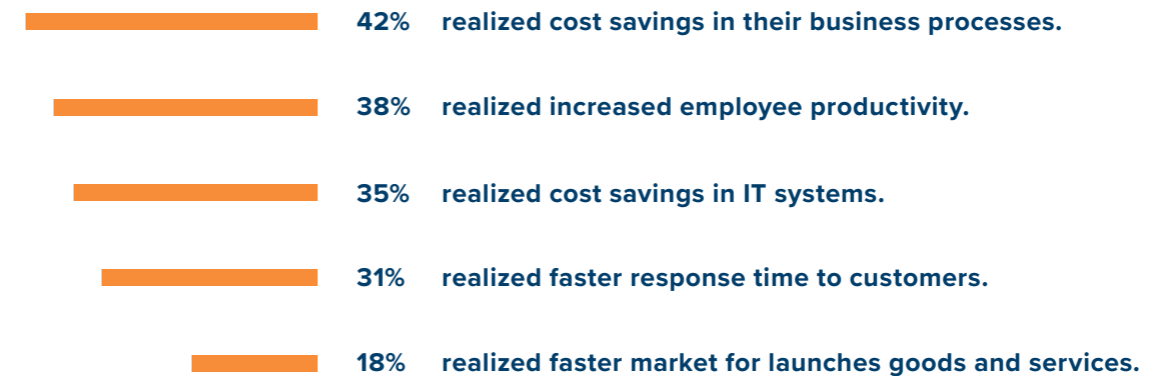
Provide context-related support through AI

Users aren't the only ones who can benefit from having a smart assistance. IT staff can be more productive by leveraging intelligent tools that help them to breeze through ticket processing and provide more accurate resolutions in less time. IT service desk solutions now have the power to tap into the entire ticket history and assist with contextual data to speed up ticket processing.

Imagine a scenario where a help desk staff receives an incoming incident ticket. The service desk uses Natural Language Processing to provide contextual, in-ticket recommendations for what the ticket type should be, who it should be assigned to, the level of urgency and more. By analyzing the data it has learned from the organization's ticket history. The system can return recommendations from the Knowledge Base. Through the power of AI and in-application assistance, staff can speed up ticket fulfillment, expedite training, and minimize mistakes. The more tickets completed in less time, the higher the reduction of costs for the organization.

ITSM as a competitive platform

The Forbes Insights survey [3] **on the state of Information Technology Service Management (ITSM) surveyed 261 executives from around the world, and found that 3 out of 4 executives agreed that "...the amount of time, money, and resources spent on [IT] maintenance and management versus new project development or new initiatives is affecting the overall competitiveness of their organizations."**

One of the more interesting findings from the Forbes Insights survey was that ITSM provides several additional competitive benefits in addition to reducing IT costs. When asked, "What benefits is your organization seeing as a result of ITSM?", the surveyed organizations saw these common benefits associated with ITSM:

42% **realized cost savings in their business processes.**

38% **realized increased employee productivity.**

35% **realized cost savings in IT systems.**

31% **realized faster response time to customers.**

18% **realized faster market for launches goods and services.**

The implication is that ITSM technology has a much bigger impact on competitiveness when used to deliver services outside of the IT department. Many organizations start with using ITSM just for the delivery of IT services and then progress to using their ITSM platform to deliver services for the entire enterprise.

42%
**saw realized cost savings as key benefit for their organization**


Still work to do

While many of these responses highlight ITSM's ability to enhance competitiveness, the survey also indicated that ITSM activities are still fragmented within many enterprises. Regarding how ITSM efforts relate to the business, 37% of the executives indicate is mainly focused on delivering IT services, while 41% report that their ITSM effort is only aligned with the requirements of selected business units. Only 8% say that their ITSM efforts are "closely aligned with the success of our overall business".
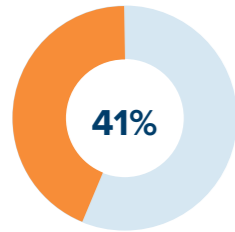
41%

ITSM effort is only aligned with the requirements of selected business units

37%
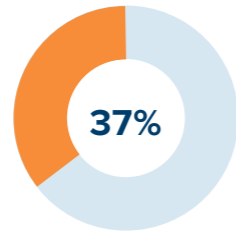
ITSM is mainly focused on delivering IT services

8%
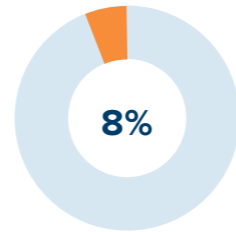
ITSM efforts are closely aligned with the success of the overall business

Lessons Learned

ITSM can be used for much more than reducing costs and delivering IT services. It can also satisfy enterprise-wide objectives such as reducing business process costs, increasing productivity, and providing faster response time in producing goods and services.

❯ Treat your ITSM system as a major corporate project and asset, rather than something that's put together piecemeal. Assign time, money, and resources to developing a solid ITSM system. Don't make it a one-and-done project.

❯ Get the low hanging fruit of using ITSM to reduce IT costs and to speed IT service delivery first but also focus on implementing ITSM technologies to provide business services across the entire organization. This will enhance your competitiveness and leverage ITSM for the organization's betterment.

❯ Expect that significant returns from ITSM and enterprise service management won't come overnight. Continue to work at, refine, and expand your service management capabilities across the organization.

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WP Leverage a more intelligent Service Management that reduces cost and achieve ROI 01