

Next generation of Digital EX

WHITEPAPER

It is a well-known fact that a positive end-user experience leads to better employee productivity, business outcomes, and in turn better profitability. However, many organizations are struggling to meet employee demands when it comes to IT support. Assumptions about not having the proper staffing levels or skill sets continues to be a common unthinking reaction. Service desk approaches that are age-old cannot keep pace with all the channels that customers want and are unable to meet a greater demand for efficiency.

Most organisations are feeling the pressure due to consumerization. End users expect IT support anytime, anywhere, and on any device. The challenge in adapting to evolving technologies coupled with rising cost, limited scalability and dated support ticket systems, poor functionalities, etc. are not helping businesses. Organizations that deploy digital touch points such as VA, Chatbots, Automated Password Reset tools, etc., because of the pressure to stay ahead, face challenges from inadequate usability across channels and services and an increased

operational overhead costs due to training service desk agents to deal with multiple user interfaces and tools.

Next generation service desks must follow an iterative model of digitization to address the need for adoption of new technology, offering necessary time to innovate, and transform service desk in your journey to build a next generation support services model. The strategy around the next-gen service desk must involve the building blocks using digital channels, automation, and process re-engineering with a transformed end-user experience and enhanced business result ethos at its core.

Next-gen service desk is achievable. What is needed is the right assessment of what fits your user requirements and the business outcomes to be achieved. Technologies surrounding the next-gen wave have proven to be effective. Next-gen technologies will witness adoption in the Employee Experience (EX) space like the way Customer Experience (CX) has seen the light of the day in its domain.

Next-gen Initiatives to Build Smarter Digital Service Desk of the Future

Advanced Service Desk Analytics to Support Decision Making



Gain critical business insights with advanced analytics by reports integration.

Generate advanced reports from the GUI for effective decision making.

Reduce calls to your Help Desk



Enable end users to access knowledge base solutions in the self-service portal.

Provide accurate search capability for quicker access.

Help End users to solve their own issues so that the technicians can be free to handle other issues.

Solve Incidents Quicker and Better



Say goodbye to lengthy calls. Give faster response and resolution for tickets to improve first call rate and to reduce escalations.

Capture knowledge for future use and to reduce training time.

Reduction in Emails Kill Email



With the integration of automations such as chat, automatic dispatch, IVR which will deliver faster resolution of the issue which will also result in email count reduction.

User will have to email only in much required cases else not.

The building blocks of the next-generation roadmap involve the following:

Stop before you start:

To transform you must be very clear about what changes you wish to make before beginning your transformation journey. In most cases implementation of new digital channels are offered to end users in parallel to the list of existing traditional, ineffective, and non-friendly service desk contact points such as emails, self-tickets, voice mail, etc. These channels are a major bottleneck to driving next-gen adoption behavior among end users. Most of the IT set ups are structured in disaggregated silos with specific skills. It is critical to create an end-to-end process ownership, single point accountability, and seamless integration and handoffs across different resolving groups for faster cycle time and enhanced user experience.

Impact of digital channels and orchestration components on volume, issues, and resolutions:

Most of the benefits found in modern service desk technologies revolve around streamlining processes through Artificial Intelligence (AI) and Robotic Process Automation (RPA) so end user's issues are handled in the shortest span of time possible. It is important to identify service catalogue items that can and must be automated for e.g. employee on-boarding process, mainframe requests, etc. Technology can take on the bulk of time-intensive monitoring, ticket creation/ triage, and repetitive requests, using machine learning to analyse data gathered and automatically send it to the appropriate service desk queue, eliminating the need for human interaction and speeding up the entire triage process. Intelligent optimization to identify the importance of a ticket by reading the data inside it, effectively turning the entire process into a semantic method instead of simply first-come, first-served. And finally Ticket Kinetic – a similar concept as used in Xbox Kinect is used to move tickets.

Proactive monitoring and problem management:

This is another way to stay on top of the potential issues that could affect end users. This will reduce the time it takes to log, identify, and resolve user problems or questions. Service Desk analysts will be able to alert end users if an early warning from advanced monitoring and analytics is available about upcoming outages. Support models are no more limited to monitoring the infrastructure components but also monitor end user behavior and patterns on how the services is being consumed to drive digitization and user experience.

Anytime/Anywhere/Any Device Support:

AI bots are programmed to act as virtual technicians and are fully capable of handling repetitive tasks far faster than human counterparts. Bot platforms have made tremendous strides over the past couple of years, capable of performing the work of several front-line service desk employees. Bots also never take a day off!

Experience indicates that 20-30% of service desk requests are for password reset. If only those requests are handled by a bot it can significantly free up support staff bandwidth.

Omni-channel approach using unified collaboration tools can be deployed across an entire organization to seamlessly merge chat, voice, video, file sharing, and screen sharing into a single platform to enable a one-touch experience for the users.

Self-help/ self-healing:

Customers use self-service, such as FAQs and knowledge base, so invest more in developing better self-service tools and portals. Self-monitoring and self-healing machinery may act like antivirus software, checking for problems and fixing them in the background, this can be the beginning of a self-maintenance trend in your organization. It is extremely important to ensure that the self-help portals do not overwhelm users. Make sure to keep the navigation simple, limit the number of decision levels and menu options, use clear and concise language for prompts and enable users easily to get back to the main menu.

Advanced analytics:

Get unified information on a web-based dashboard for effective and efficient insights, analyzing current situation, examining the metrics and survey to get data about customer calls, frequency of issues, etc. Persona based analytics can be vital to optimizing ACD/ IVR system's configuration. This will enable designing solutions from the caller's perspective, ranking callers' top issues cluster represented in the first menu of your IVR system to ensure the shortest path to resolution.

TechM Approach

TechM BPS' NextGen service desk strategy is built as an iterative and comprehensive framework with digital and automation at its core. Building blocks include:

- Redesigning Omni-channel Processes
- Robotic Process Automation
- Virtual Touch Points
- Analytics
- Cognitive Intelligence
- Orchestration Components
- Knowledge Management
- Reporting

Tech M's digital services desk is delivering differentiated services by rethinking user experience through continuous improvement and feedback, incorporating a preventative, corrective and adaptive approach. Transformed user experience and enhanced business results are some of the key client benefits.

TechM is helping their clients save their service desk operation costs by up to 40% through this approach, enabling them to build better, smarter digital service desk of the future.

TechM BPS invests time to innovate and transform end user support processes. We help our clients build next-gen support services through a complete managed services framework that is flexible, scalable and futuristic. Our managed services have helped many of our clients experience up to 50% reduction in service desk volumes/ issues while improving their customer satisfaction ratings by 25% in just one year.



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