

A Practical Guide to Service Desk in the Cloud

Enhancing the user experience while reducing operational overhead



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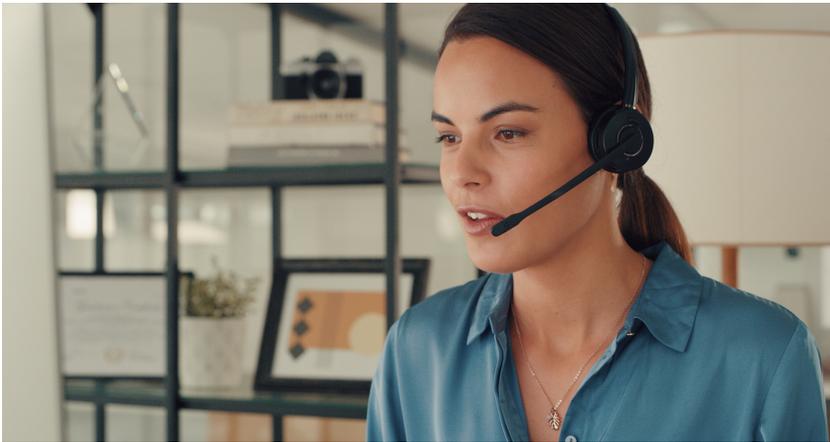
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The Modern Service Desk

No Longer the "Future"

For all organizations running a service desk, the same question holds true: how can you combine traditional IT support with expertise and latest technologies to drive real returns? Specifically what strategies can you follow to leverage enterprise grade tools with little or no investment, provide your employees with an exceptional experience for a lower cost, and eliminate headaches associated with day-to-day running of your operations.



Key Insights

This eBook provides insight into how you can achieve these goals by moving your service desk to the cloud and all of the benefits that come with it related to:

- **Infrastructure**
- **End User Experience**
- **Management**

A service desk that has all of these best-in-class features is ideal, but keep in mind that implementing even some of them will transform your organization dramatically.

The Essentials

1

Infrastructure: Make it work better under the covers

2

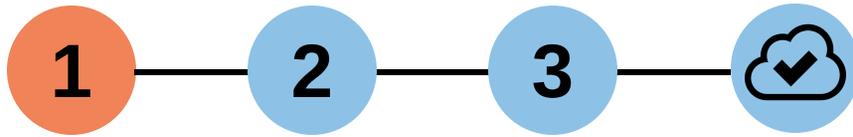
End User Experience: It's all about the users - your Customers!

3

Management: Don't work so hard; let others do the heavy lifting for you



The Modern Service Desk



Infrastructure

Increase Your Agility

What does an independent infrastructure in the cloud look like? In a nutshell - no servers, no data centers, no VPNs, not even buildings. By passing on responsibility for these things, you can take advantage of leading edge companies who are continually advancing their service desk and cloud infrastructure technologies.

There's no longer the need to build these on your own and deal with the inevitable challenges. Instead you can "walk behind the snowplow" and take an easier path.

Stay current with best practices and standards that are inherent to technologies provided by industry leading cloud providers

This not only reduces overhead and management oversight, but also provides contingencies should a crisis or natural disaster occur. Cloud providers offer full redundancy and reliability so you're able to continue to service your customers as long as you have power, cloud-based ITSM and access to the internet.



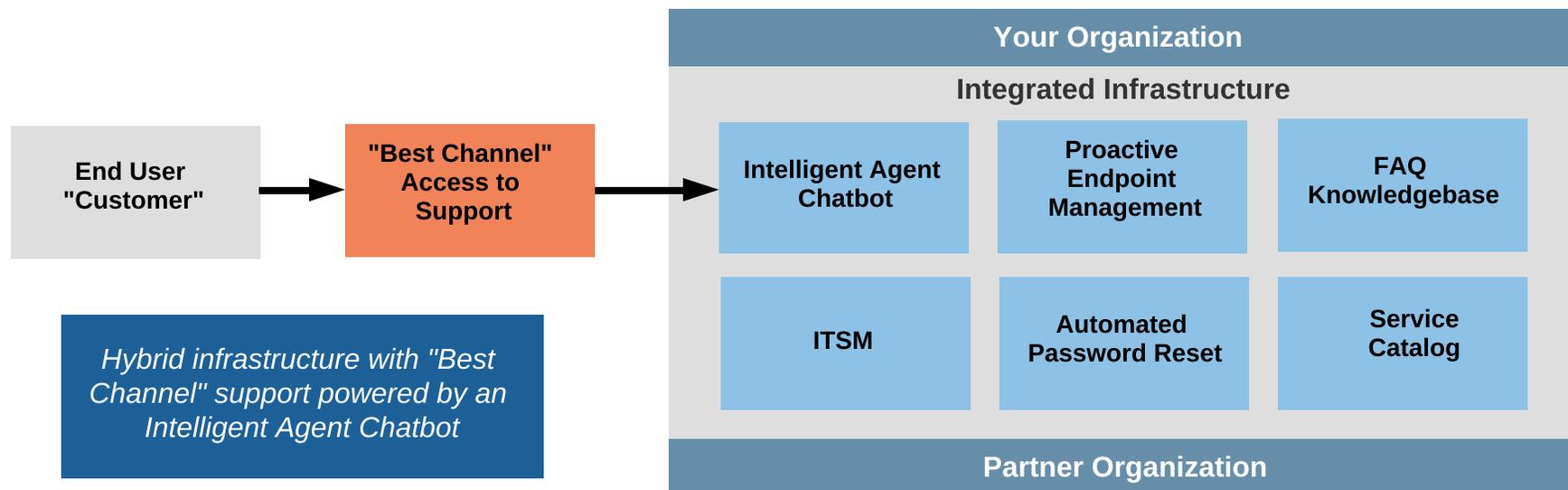
Additionally many organizations have invested hundreds of thousands if not millions of dollars in their service desk technologies.

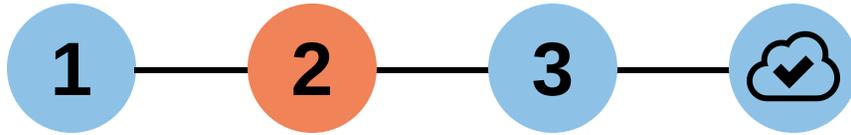
Layer in new support technologies without abandoning your existing investments

For example you might have a highly automated ITSM system, or a robust service catalog or knowledgebase that you don't want to abandon.

A cloud-based architecture which eliminates excessive and unmanageable customization allows you to continue to leverage your technologies while also taking advantage of those that your partners can provide without the need for another investment on your part. This is especially helpful for innovations like proactive endpoint management tools, chatbots and automated password reset solutions which are net new investments typically.

A modular approach integrates the best parts of both solutions into one virtual support model that's designed to gain efficiencies across all areas of support. As a result, everyone involved in supporting your employees is using a common closed loop toolset to ensure consistency including desktop support technicians, advanced resolver teams and partner resources.





End User Experience Delight Your Employees

For an employee with a problem, there's nothing more frustrating than not knowing where to go for support and even if they find the right place nothing gets fixed. The goal of any support organization is to keep users productive by stopping bad things from happening, or if they do, fixing them as fast as possible. With a cloud-based infrastructure, organizations can do this with a variety of integrated solutions that let automation handle the bulk of the work.

Make it easy for employees to find help for their problems with solutions that are efficient and actually resolve things the first time

Deploying a cloud-based automated intelligent agent accessible from anywhere is an ideal solution. With the chatbot as the front end, users can go to the *same place every time* to get support the way they prefer ("Best Channel"). Using natural language processing, the chatbot can interpret questions asked and respond with knowledge articles, automatically fulfill service requests and most importantly actually fix problems instead of transferring the user someplace else or making them do it themselves.



The chatbot can also reach into the user's device and pull analytical data that's been gathered by proactive endpoint management tools that are continually monitoring the health of devices, along with suggested automated solutions to fix the issues. This can be for the problem that caused the user to reach out for help in the first place, as well as issues the user isn't even aware of that the tool identified which the chatbot can resolve automatically. **So not only is the user's problem solved, but potential future issues have been avoided too.** Users may also request password resets via the chatbot using automation that doesn't require enrollment and meets the user where they're most often 'stuck'... at the Windows Login Screen.

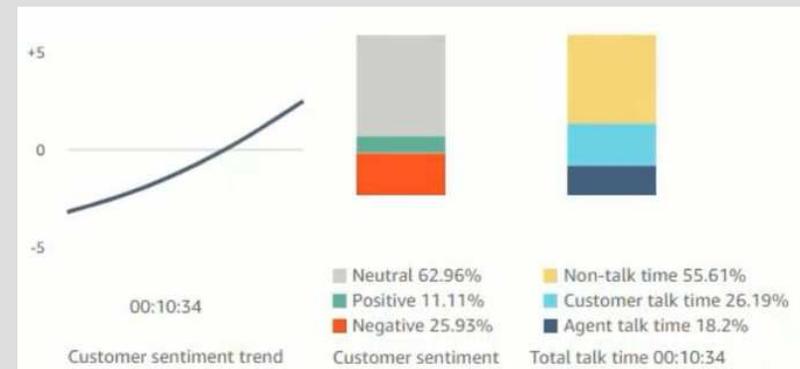
Measuring UX Beyond SLAs

Leading cloud-based contact center and service desk technologies are able to measure the true end user experience, as opposed to just reporting on SLAs which may indicate an issue was resolved within a specified timeframe...**but was the user truly satisfied?**

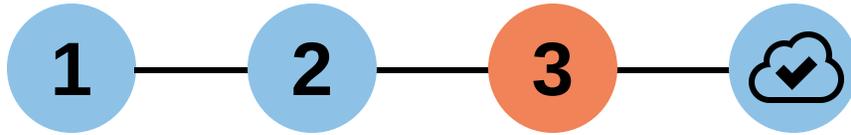
Sentiment scoring is an exceptional way to capture the essence of each interaction (see sidebar). Other effective methods include micro-surveys on every interaction between the employee and the support organization, post-call one button CSAT surveys for live agent phone calls, ticket resolution email surveys, Endpoint Digital Experience scoring, and quality scoring to rate service desk agent performance. Capturing all of these indicators provides you with the knowledge you need to continually improve your operations.

The Power of Sentiment Scoring

Sentiment scoring provides unparalleled insight into the end user experience beyond just service level attainment. Artificial intelligence inherent in cloud-based contact center technologies is used to gauge the emotional tone of the interaction with a service desk agent over the course of the call. Tone of voice, interruptions, dead air and word choice are all captured and analyzed to provide a perspective into the caller's mood and how and when it may have improved or not depending on the flow of the call.



This insight can be used to continuously optimize the support experience and delight end users since this data tells you how calls *really* went. It is also a powerful tool for coaching agents in terms of language choice and soft skills plus trends and compliance.



Management

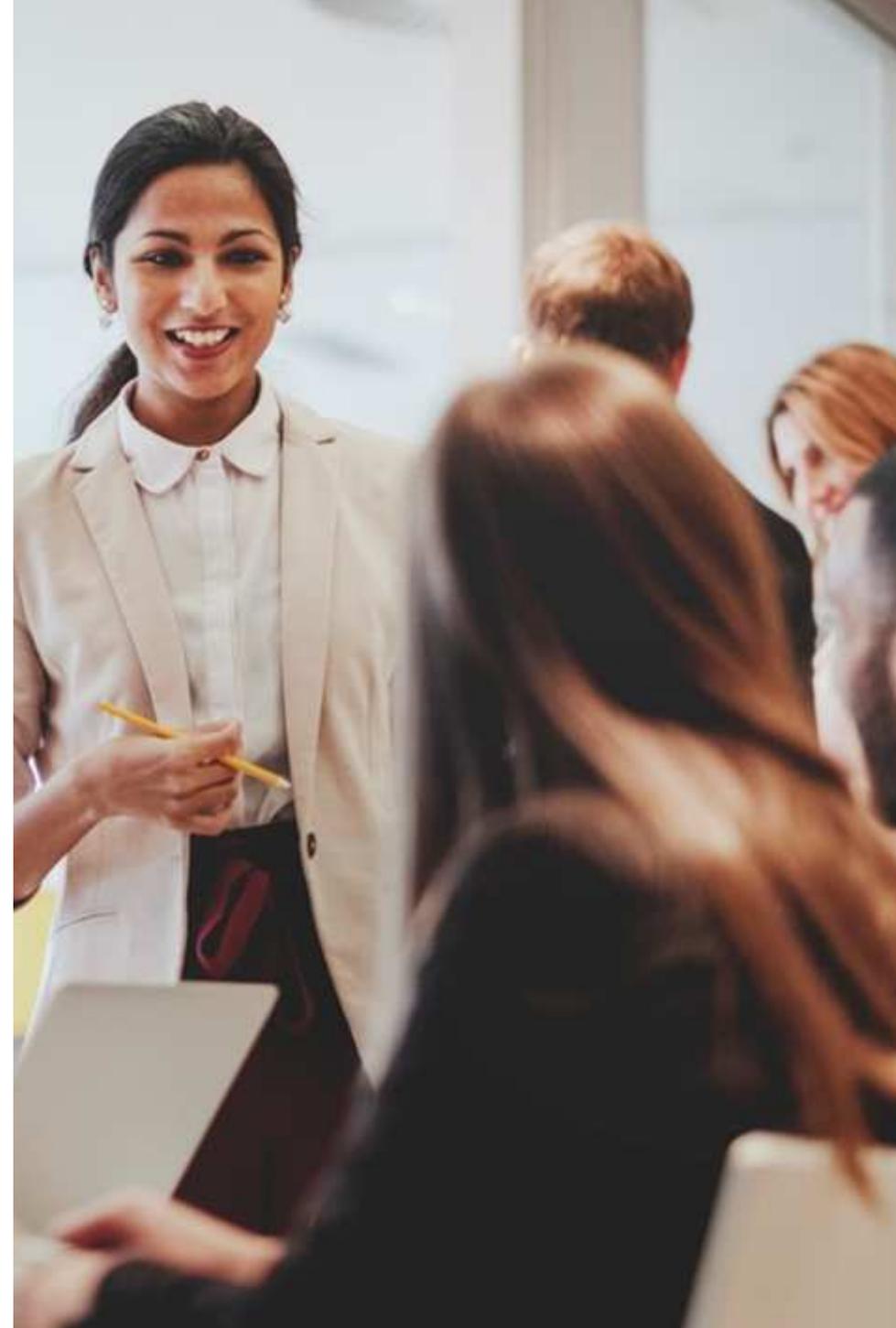
Sleep Better at Night

Modernizing your service desk can be a daunting task. Managing existing on-premise tools and infrastructure is tough enough without having to also research, fund and deploy new innovative tools, and make them fit into your existing environment.

Industry experts have already figured out what it takes to operate a world-class service desk so let them bring the solutions to you

Combine this with the high cost of ongoing maintenance and overhead, and you can get the feeling that you're pushing a boulder up a hill. It shouldn't be such a struggle – and it doesn't need to be.

A cloud-based service desk eliminates all of this by letting you take advantage of the investments providers have already made in delivery of the same services to countless other organizations. Because of this you can be assured that these solutions are proven and they work.



A strong foundation based on standards and frameworks like ITIL make delivery of service desk from the cloud easy. There's no longer the need for extensive customized technology investments that take years to generate a return.

Leverage the "out of the box" functionality that cloud providers must use in order to deliver standardized, quality service to your advantage. A streamlined infrastructure and toolset will contribute to an exceptional end user experience and help reduce costs significantly.

Security is always a concern when managing your infrastructure. Malicious activity could put confidential corporate data and the personally identifiable information (PII) of your employees at risk. This is especially true in your service desk operations. **With the ability to access employee devices for diagnosis and the administrative rights required to resolve issues, weak protection of your service desk technologies from hackers could be disastrous.**

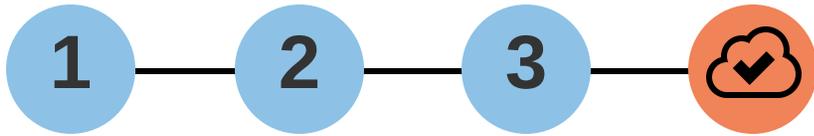
Using cloud-based tools for your contact center, ITSM, chatbot, endpoint management and password reset solutions inherently comes with the protections that the providers of those technologies have incorporated already for their existing clients - i.e., major corporations, healthcare and governmental agencies. These same proven protections will be available to you as well.

Which of these keep you up at night?



Finding good talent to staff your service desk can be challenging especially in locations that don't have the depth of experienced resources that a large city may have for example. Moving your desk to the cloud eliminates this since all necessary technologies needed for your agents to deliver services are accessible via the internet. As a result any geographic constraints to hiring resources are eliminated.

Competition for technical resources can be fierce. A cloud-based solution dramatically expands your talent pool by allowing qualified people from anywhere to join your virtual service desk team



The modern service desk continues to evolve dramatically. What was historically a labor-driven model is now highly automated with more and more being handled by intelligent agents and proactive resolution than ever before.

Leveraging these innovations will soon become a requirement as opposed to a luxury.

Core Tenets of a Cloud-based Service Desk

- End User Experience as your North Star
- Extreme Automation
- Intelligent Agents that do not frustrate
- Best channel support based upon user preference
- Reliability, redundancy and security
- Easy upgrades to latest versions/features
- Zero modification
- Highly enabled ITSM integration

The Modern Service Desk No Longer the "Future"

As you build out your strategy to move your service desk to the cloud, take note of the core tenets below. This checklist can be your guide in your decision-making process to get to your optimal state . . .

. . . a robust and secure infrastructure that allows seamless integration of all the innovative solutions that drive an exceptional end user experience and ease of management.

What Happens Next?

When you decide to transition your current on-premise help desk or service desk to a cloud-based service desk platform naturally a thorough review and evaluation occurs. This includes current state vs. desired state analysis to establish what specific desired changes and improvement in user support are needed to connect your people, functions and systems across the enterprise.

It is critical to get this right, beginning to end, and that requires the external expertise in service desk transitions by an experienced service desk provider like Pomeroy. We're here to help and can share insights into the steps we took to do it ourselves.