

# Ignoring IT Self-Service Strategy Hinders Long-term Value and Cost Improvements

*Presented by ii2P*

Solution Provider Session #46

October 19, 2011



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# Introduction *(1 Year Later...)*

## IGNORING IT SELF-SERVICE STRATEGY HINDERS LONG-TERM VALUE AND COST IMPROVEMENTS

- Who's in the room today
- There are still recurring call-outs from last year
  - Changing profile of end user support; users are *requesting* self-service
  - Ignoring *transformational* change to service model
  - Struggling to bring *innovation* to users
  - Struggling to bring *differentiation* to the market
- And there are some of the same questions
  - How are we suppose to recognize the benefits and ROI from a self-service strategy
  - What happens if our users don't embrace this capability
  - I can't seem to cost justify this, what am I missing
  - Is this something that's really going to make a difference
- My talk is intended to do a couple of things:
  - Recalibrate us one more time
  - SHOCK you to *Get Moving*

# IT Self-Service

## WHY SELF-SERVICE?

- Reduced Costs – lower helpdesk operational costs and decreased end user non-productive time

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- Improved End User Satisfaction
- Repeatable Answers
- Demonstrate Innovation
- 24 X 7 support
- Excellent way to support change

## Gartner

Research

Publication Date: 4 February 2010

ID Number: G00173790

### Driving the Adoption of IT Self-Service

David M. Coyle, Richard T. Matlus

IT self-service empowers end users to solve their own IT-related issues, and helps the IT organization lower its service and support costs. However, IT self-service does require time and money to set up and maintain. Unless end users actually use IT self-service, that time and money will be wasted. This research outlines the driving factors that prompt end users to utilize self-service, so that its benefits can be realized.

#### Key Findings

- The major benefit of IT self-service is cost reduction, but other benefits include improved service quality via 24/7 delivery, repeatable answers and the demonstration of innovation.
- End users who experience good support through phone and e-mail channels may not be inclined to use self-service.
- While 40% of IT service and support requests can be resolved through self-service, only about 5% actually are.
- An IT organization that takes 30,000 contacts per year and can drive 20% of those issues to self-service can save between \$300,000 and \$450,000 per year.

# How to “Ignore” an IT Self-service Strategy

## SIGNS YOU MAY BE IGNORING THIS

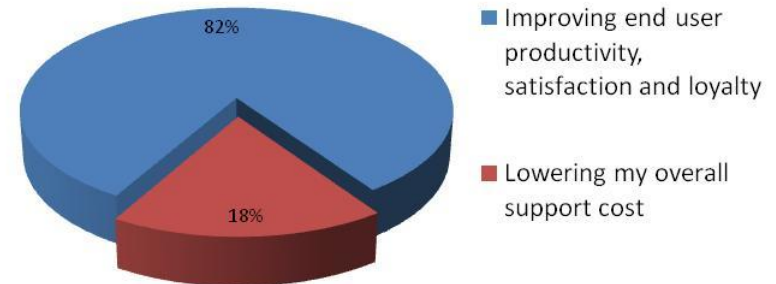
- De-prioritizing this initiative
  - May be buried within the long list of other strategic IT initiatives
  - Surrendering long-term transformational change for short-term results and recognition
- Deferring
  - I am (considering) outsourcing support anyway; I’ll just let my outsourcer take care of this
- Confusion
  - Believe you have some level of this today
  - Believe this has no significant impact on business value or bottom-line
  
- “So how did we make out today?”
  - If you can’t tell, you don’t have it!

# Value: Where Investment meets Return

## WHERE DOES VALUE ACTUALLY SHOW UP

- The Mission of IT:
  1. Enable business through the optimal deployment of effective technology, and
  2. to deliver competitive advantage. Period.
  3. Getting IT faster, smarter, securer, while remaining agile, adaptive and accommodating... that is the mission.
  
- 2 common correlates associated with adding business value from IT:
  - End user productivity and contribution
  - “Output over costs”

### Which expectation of an IT self-service strategy is more important to you?

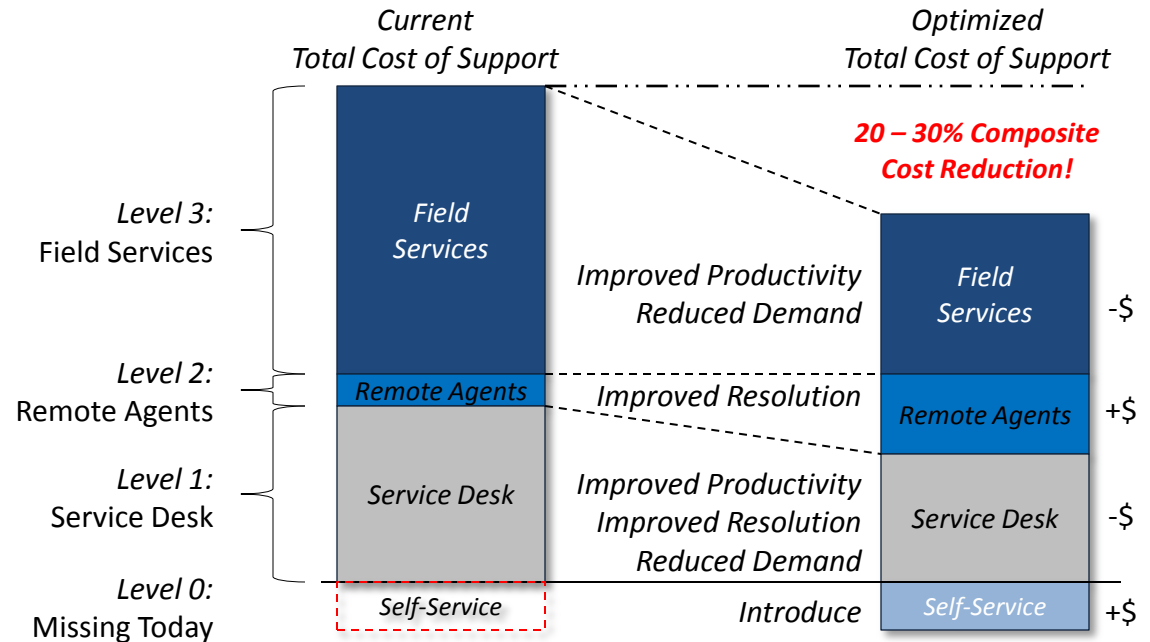


Results of polling question from recent webinar: "IT Self-Service: Time to Get Serious". Sept, 2011.

# Resolution Optimization and IT Self-service

## SEEING THE BENEFIT AT THE AGGREGATE LEVEL

- Consider the whole when examining ROI
- Resource optimization – shifting demand fulfillment to the most cost effective level

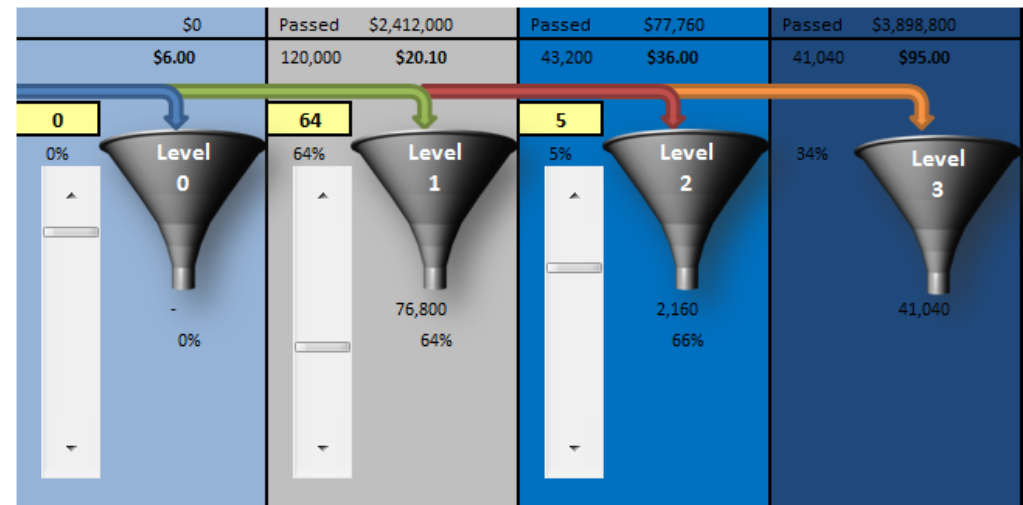
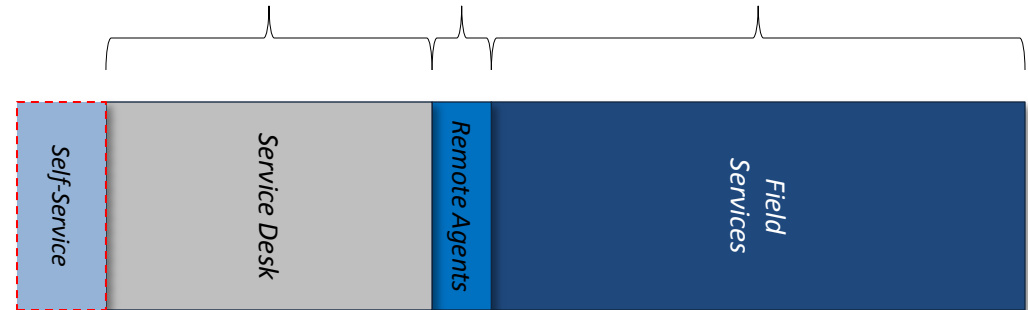


IT Service Desk Organizational Principles for Resource Optimization  
7 July 2011 | ID:G00213308

# Resolution Optimization and IT Self-service

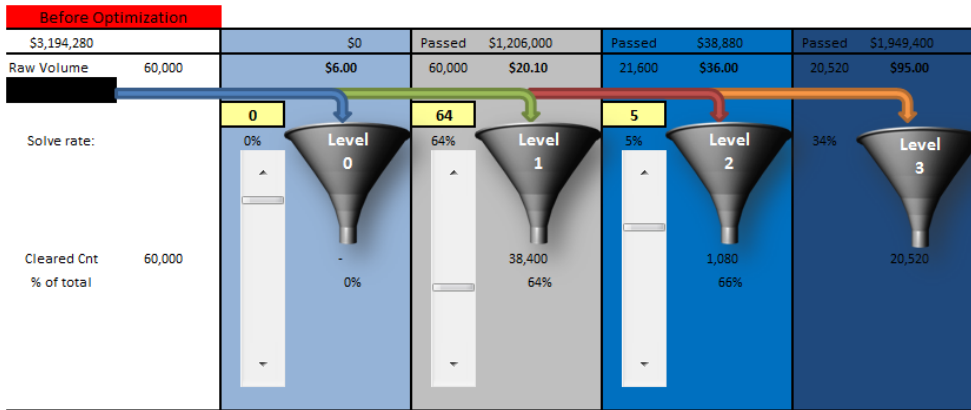
## SEEING THE BENEFIT AT THE AGGREGATE LEVEL

- Small shifts in resolution within the stack yields sizeable results
- Significant impact on end user experience and overall support costs
- Funnel economics



# Baseline

## TYPICAL SERVICE ENVIRONMENT

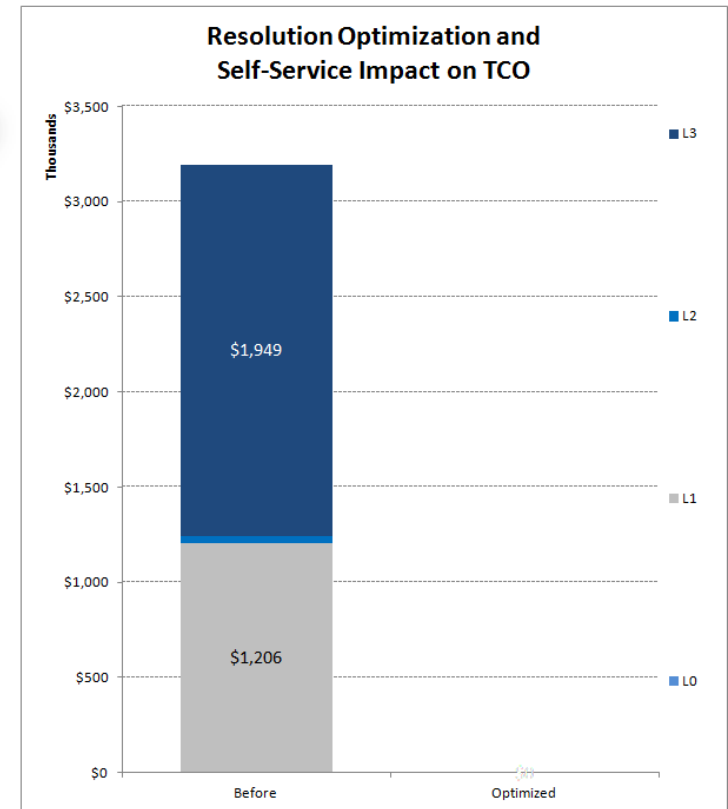


### Suppose:

1. 5,000 transactions per month\*
2. 64% Level 1 FIR; 5% Level 2 Resolution

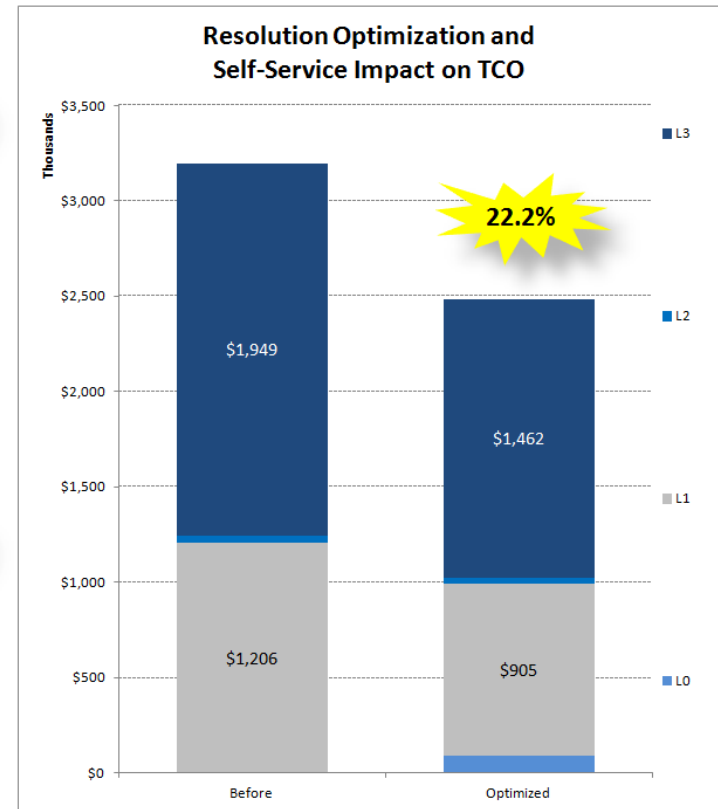
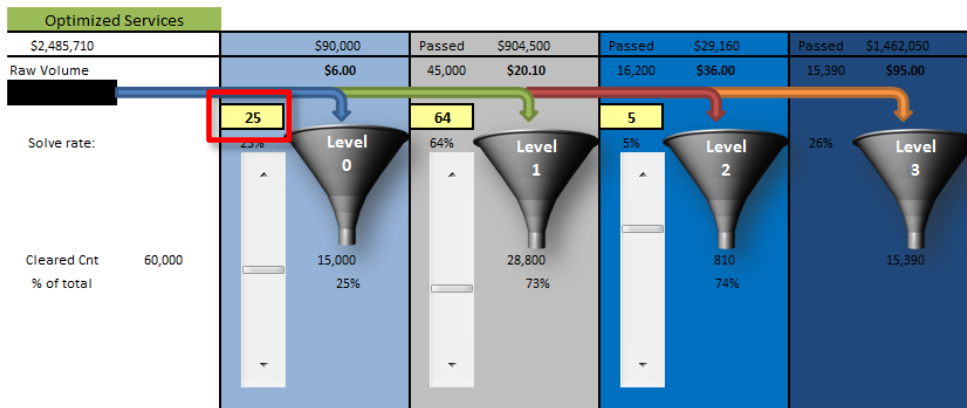
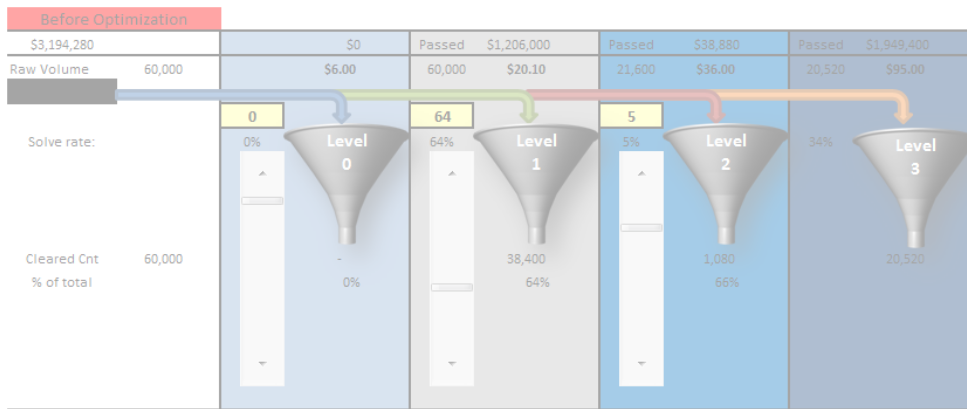
### Scenario:

1. Add moderate self-service only
2. Resolution improvement and moderate self-service
3. Resolution improvement and aggressive self-service



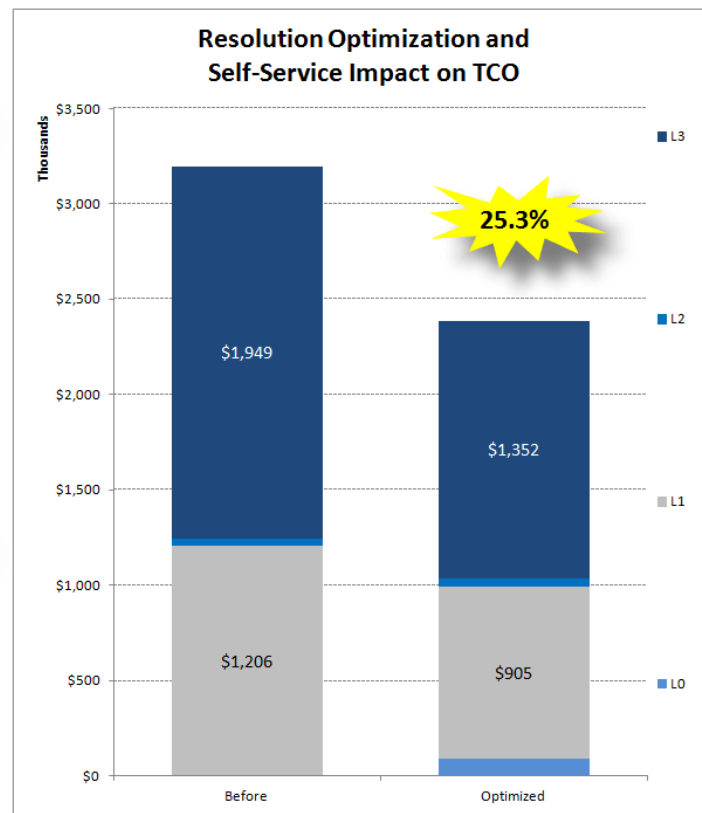
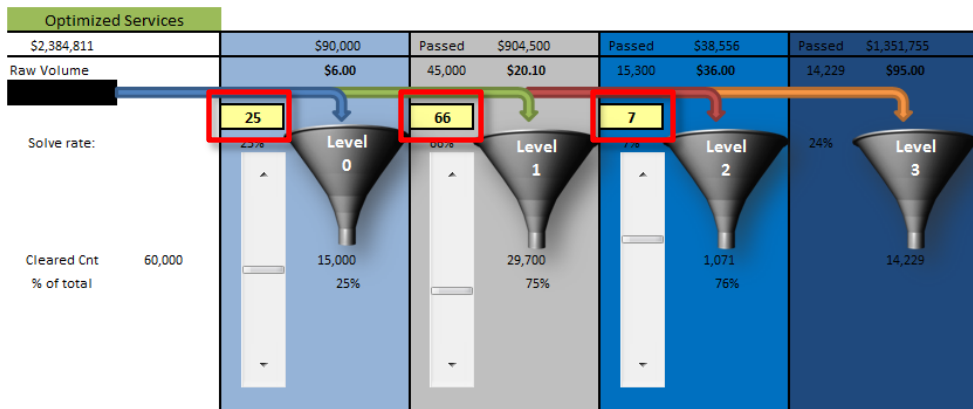
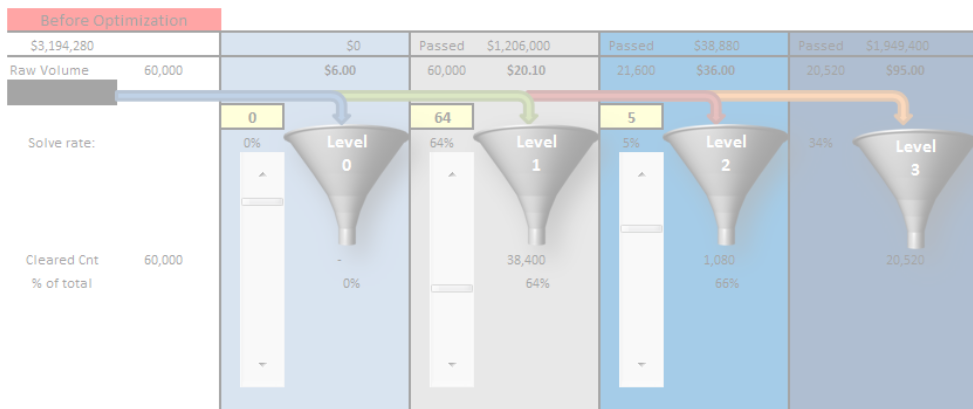
# Scenario 1

NO CHANGE TO RESOLUTION PROFILE; ADD SELF-SERVICE ONLY



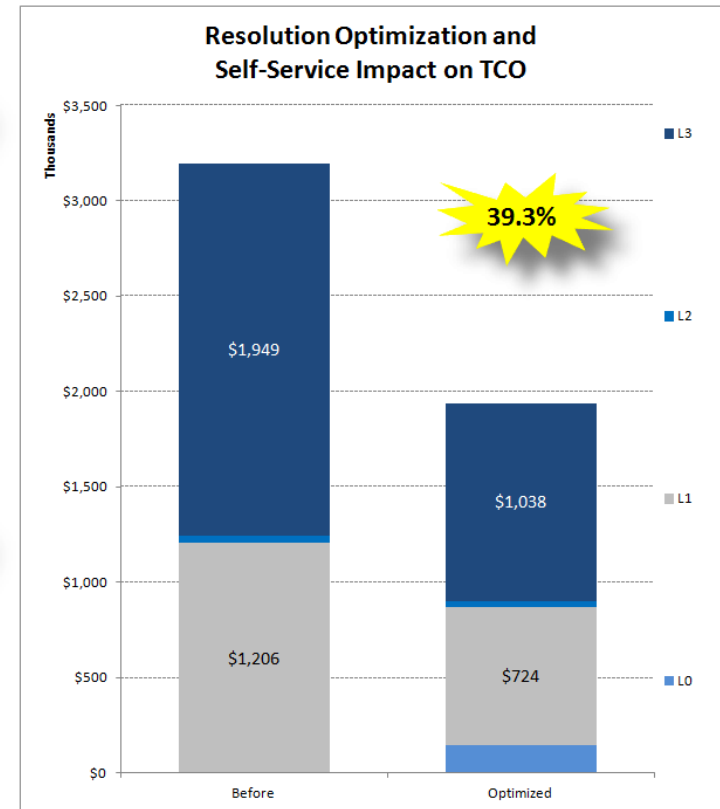
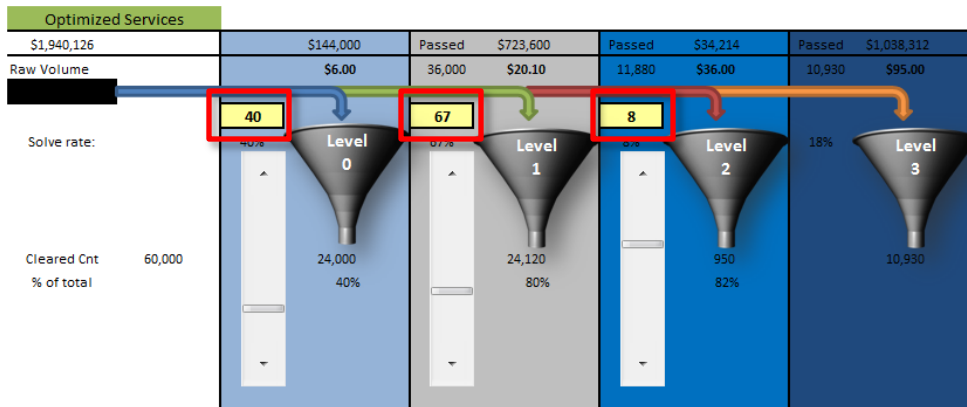
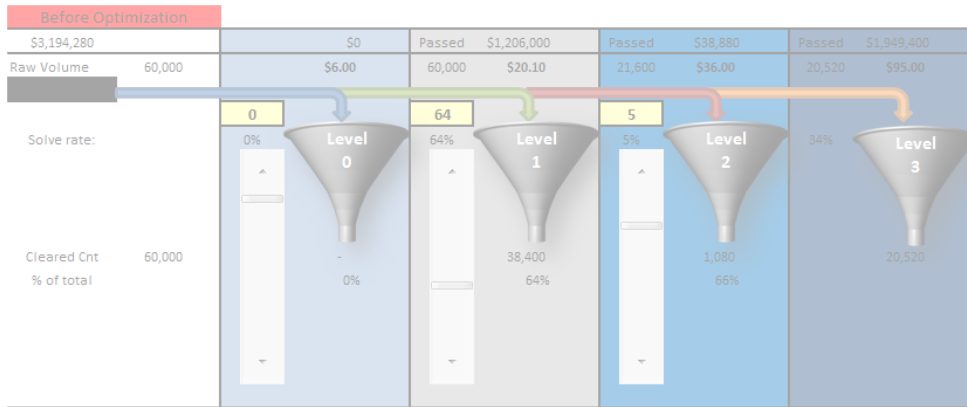
# Scenario 2

## IMPROVE RESOLUTION PROFILE; PLUS ADD SELF-SERVICE



# Scenario 3

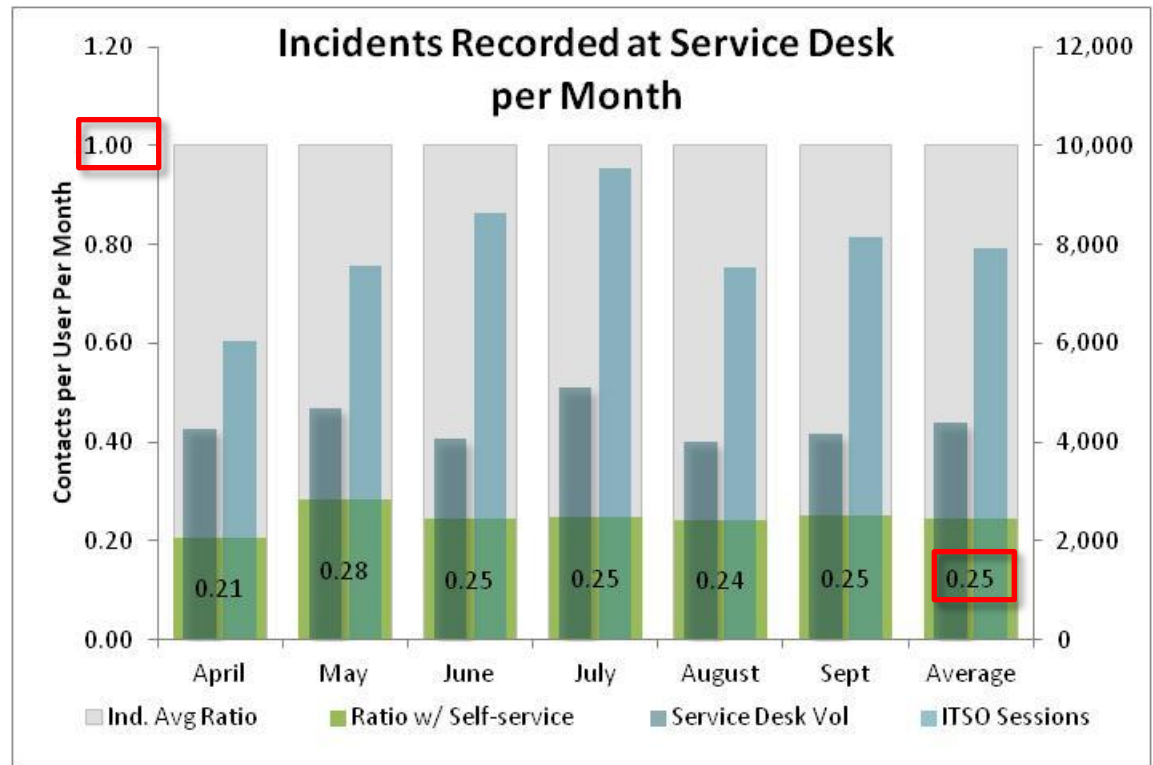
## IMPROVE RESOLUTION PROFILE MORE; PLUS ADD MORE SELF-SERVICE



# What can happen if you don't ignore it

## GLOBAL INDUSTRIAL CHEMICAL MANUFACTURING AND DISTRIBUTION

- 16,500 end users
- Committed self-service strategy
- 4+ years
- More visits for self-service per MONTH than contacts to Service Desk!
- Each visit has multiple transactions
- Mix of Repeat and Unique users
- Reduced from 24 to 8 Help Desk agents



# Summary

- Resolution optimization is the catalyst for successful IT self-service strategy
  - Don't try self-service without it
  
- Impact of IT self-service strategy goes beyond Service Desk cost savings
  - You will see benefits across the whole services infrastructure and end user productivity
  - Even modest gains create echo benefits
  
- Resolution optimization cost savings can contribute toward the investment needed to implement self-service
  - Apply savings toward creating the long-term self-service platform
  
- Effectively engaging your customer in your support model builds customer loyalty
  - Listening and responding to customers is still the best strategy for business growth

**GO AHEAD, HELP YOURSELF.™**