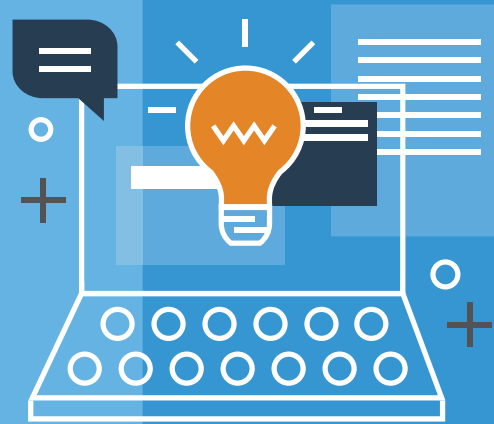


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Ways to Deliver a Better Self-Service Experience

Today, IT organizations know that self-service is key to delivering a support experience that both improves employee satisfaction and reduces costs. But many organizations have implemented self-service that results in low adoption. Employees have been conditioned to expect more due to the superior service experiences offered by leading consumer brands. IT should follow suit. Here are 4 actionable ways to design and deliver self-service experiences that work!

PROVIDE SELF-SERVICE CAPABILITIES THAT WORK



Improving your self-service offering is a business project, not a technology project. It's not just about saving money, it's about people and changing the way they work.

Involve the people that will use self-service. Ask end users of their wants, needs, expectations, and make sure it caters to their preferred ways of working.

Properly invest in organizational change management. Right from the start, explain the "what's in it for me" and what end users need to do to benefit from self-service.

Focus on delivering a better customer experience, not cost savings. Self-service needs to be better and easier for people to use than any existing channel, not just cheaper.

Realize knowledge management plays a big part in self-service success. Effective knowledge management encourages users to adopt and reuse self-service.

BUILD KNOWLEDGE MANAGEMENT

Reinforce that knowledge management really does need behavioral change to work. Use organizational change management techniques to change the way employee performance is recognized and rewarded.

Make knowledge management a business-as-usual activity. Embed knowledge management within existing business processes (or ways of working), so it's not viewed as an add-on activity – the thing that's done after the real work is complete.

Use Level Zero Solvable (LZS)². Assess the volume, focus, and quality of knowledge articles. Starting with a fit-for-purpose knowledge base ultimately increases the chances of any new self-help capability being adopted.

Leverage machine learning for knowledge management. It can make the knowledge management "hard stuff" so much easier.



MAKE SLAs MATTER

Determine what your SLA targets are based upon. SLA targets should not be based on what's achievable in today's processes, but rather what's best for business (not IT) operations.

Make sure your SLAs are still relevant. Much has probably changed – on both the supplier and customer side – since they were originally set.

Involve customers and end users when setting SLA targets. Have your SLAs reflect customer expectations, wants, and needs; and avoid setting your targets based solely on "industry best practice."

Report on real customer and end user satisfaction/feedback. Make sure you're getting the full picture, and don't just report on whether SLAs are being met.

Review SLA targets often. IT should collaborate with the business to establish SLA targets based on acceptable costs and performance requirements.

LEARN FROM CUSTOMER SERVICE

Closely follow customer service use cases and their relative levels of success. This could be companies such as Apple, Amazon, and IKEA, or even your own company's capabilities.

Work together with your customer service organization to learn from their successes. Bring their successes not only into IT support, but also into other lines of business such as HR and facilities (through enterprise service management).

Understand how AI is already being used across your organization. You could invest now in a niche machine learning capability, but it might be better to use the rest of 2017 to better understand the "art of AI."

Keep a lookout on available technologies, specifically for IT support and wider ITSM applications. Look out for advanced technologies and any AI capabilities (chatbots, virtual assistants, etc.) added by your ITSM tool vendor.

