



— 2014 —

КОСМИЧЕСКАЯ ОДИССЕЯ СЕРВИС-МЕНЕДЖМЕНТА

Путешествие в процессах и функциях

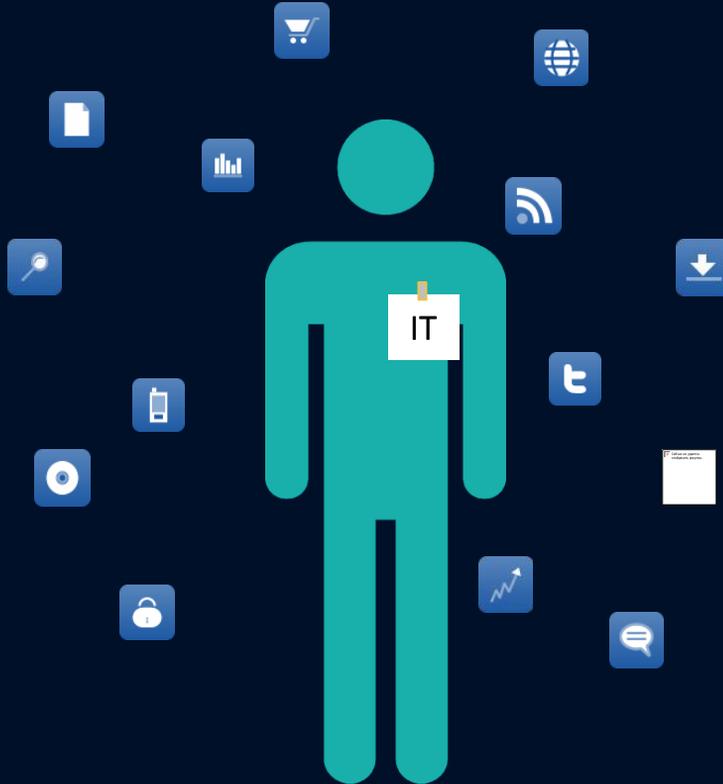


Клиент-ориентированная поддержка: уроки от титанов клиентского обслуживания

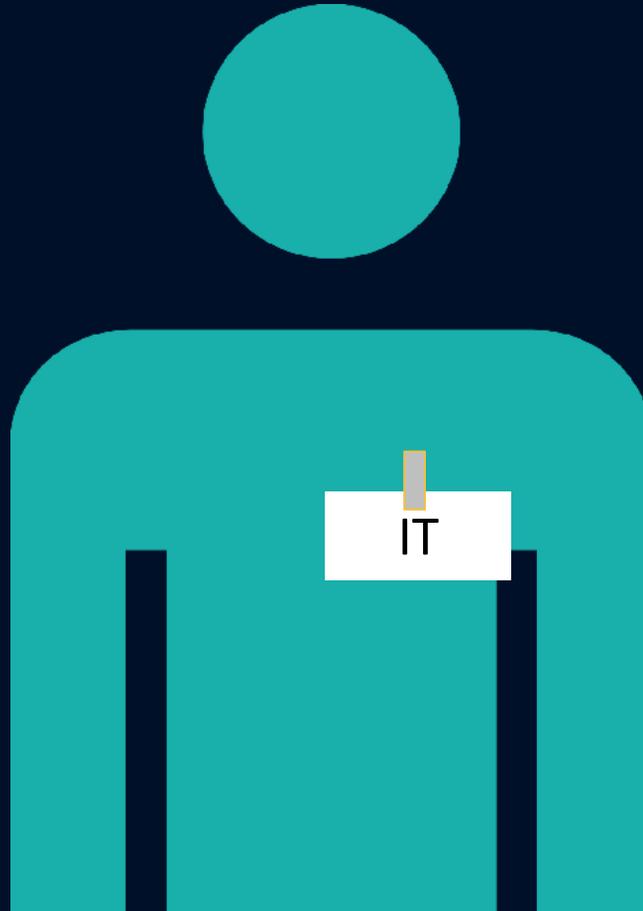


Chris Rixon
Executive Advisor

You own the modern workplace



Just let that sink in...



Insomnia!



Welcome to life as the primary service provider



✓ **Give great service (every time)**

✓ Provide an amazing experience

✓ Make everything easy

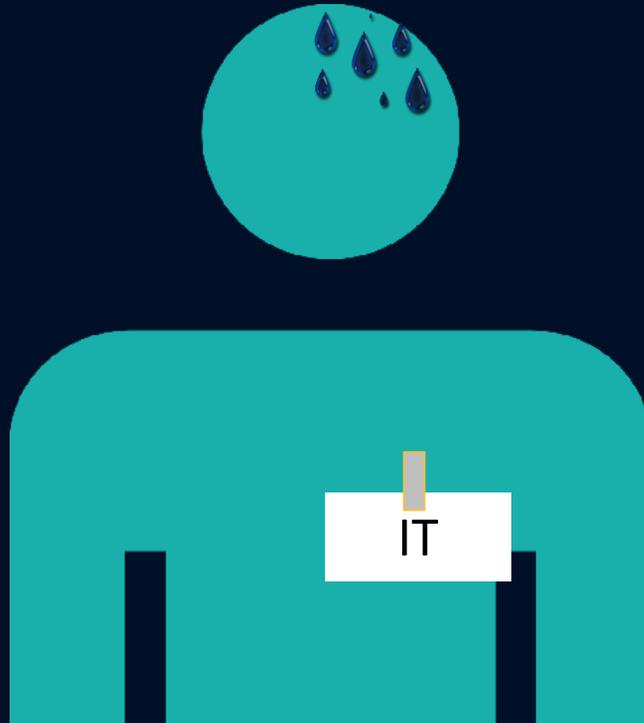
✓ Guarantee total transparency

✓ Offer instant communication



(in case you missed it)

GREAT SERVICE EVERY TIME



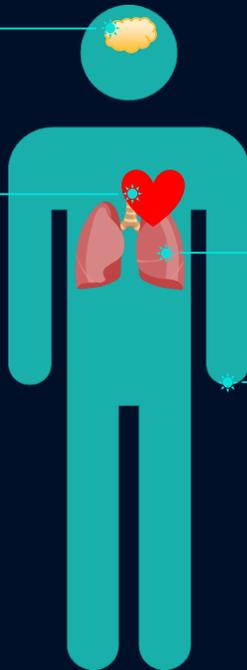
Luckily giving great service feels good !

Same
neurochemistry as
love and pleasure

Heart rate
increases as
excitement builds

Breathing slows
as stress levels
reduce

Slight blood
pressure increase



Uncomfortable reading?

85%

Said IT response times were too slow

Said things take too long to resolve

82%

Said this had a material impact on business productivity

87%

Ok, so there are two sides to this story

Ticket Number:

29237845675786

Priority:

Max

Urgency:

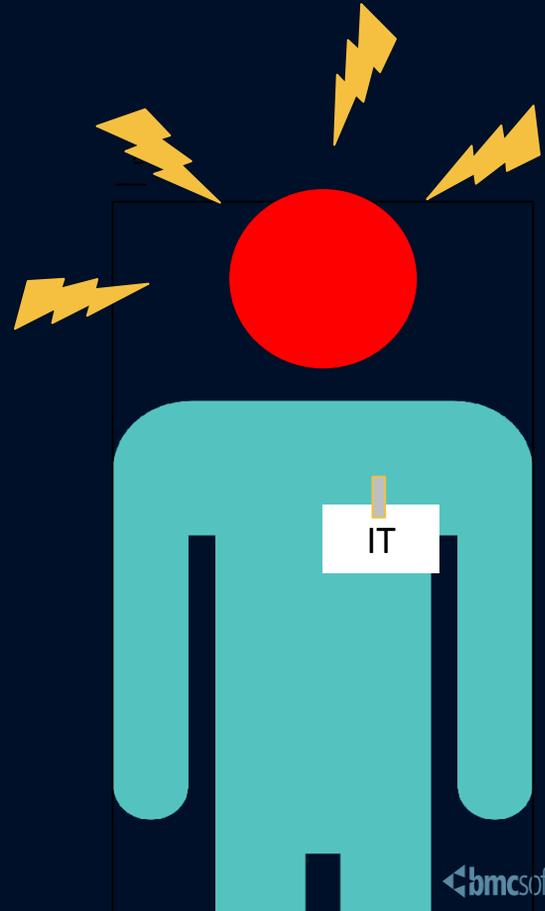
Now!

Category:

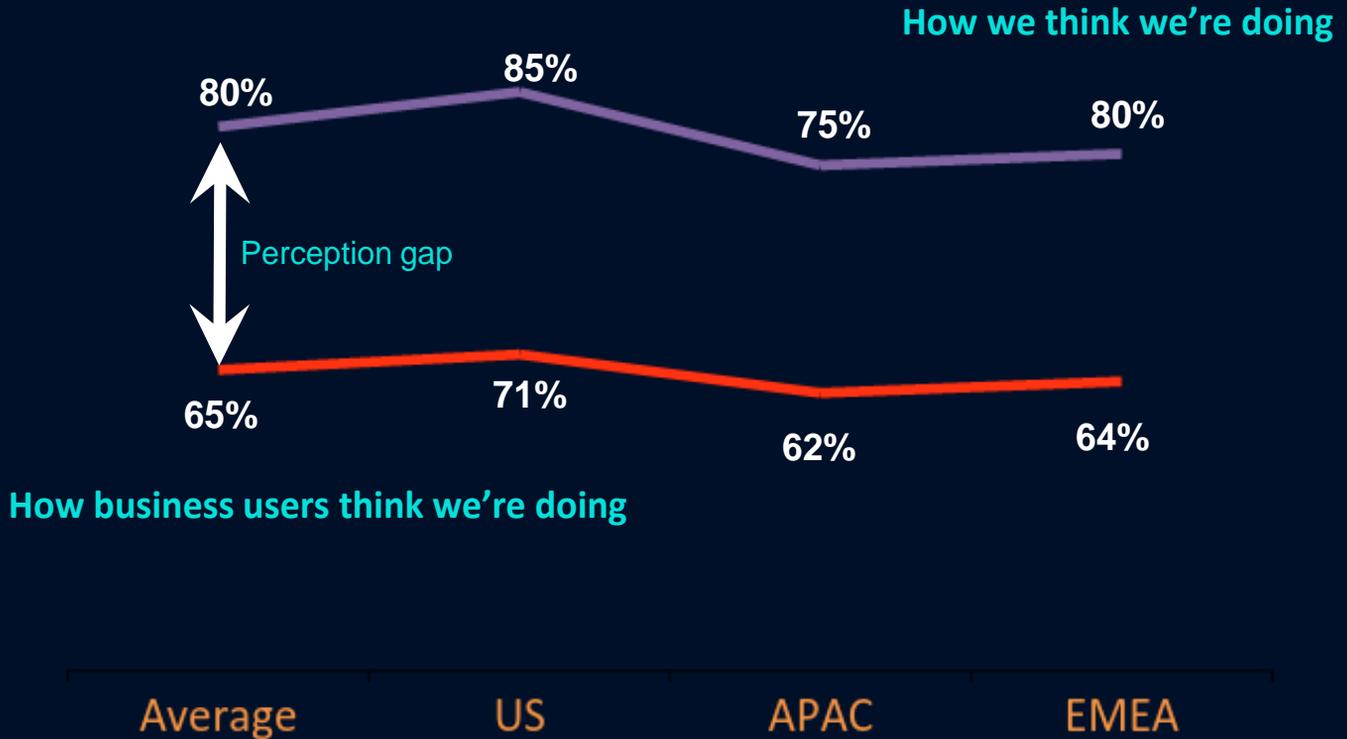
???

Description:

Just fix it



But there *is* a measurable perception gap



So who gets it right?



Lesson 1: The art of the service ethic.

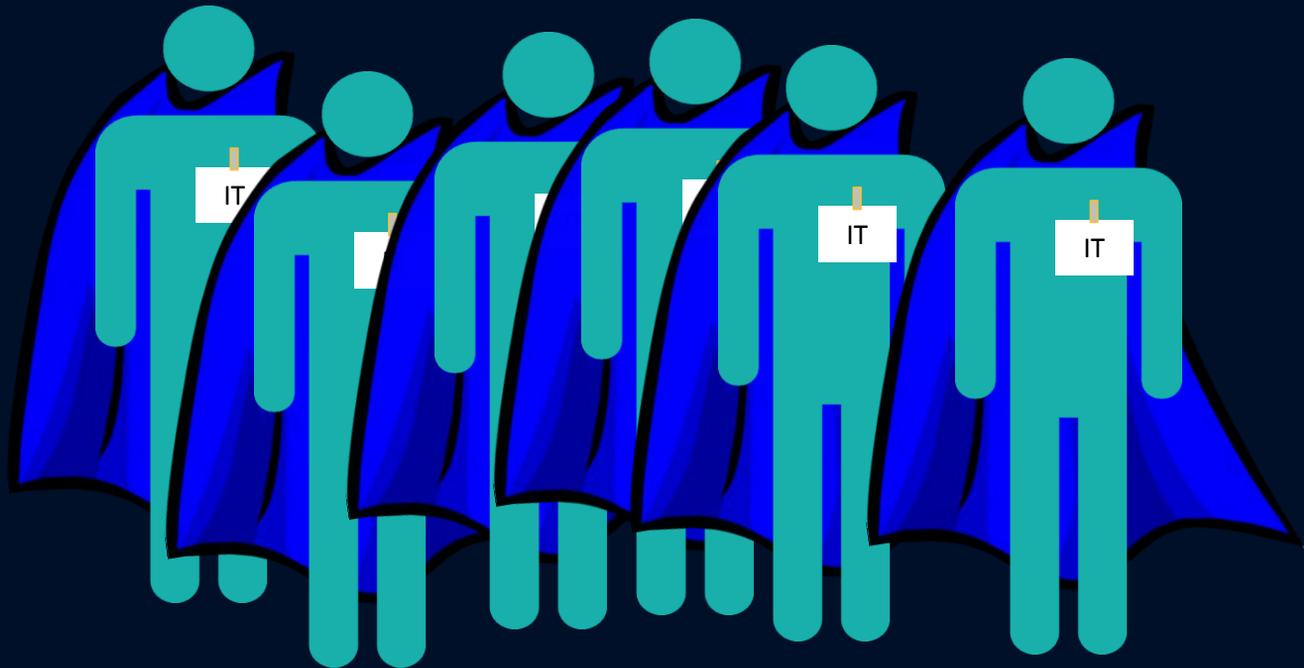
Consistency Consistency Consistency
Consistency Consistency Consistency

Make sure it doesn't matter who your customers
talk to.

Does this mean no more heroes ?



Or is everyone a hero?



How it's done

Step 1: Have a great product (easy eh?)

Step 2: Provide the same training and assessment worldwide.
Relentlessly.

Step 3: Facilitate consistency with process, technology and measurement.

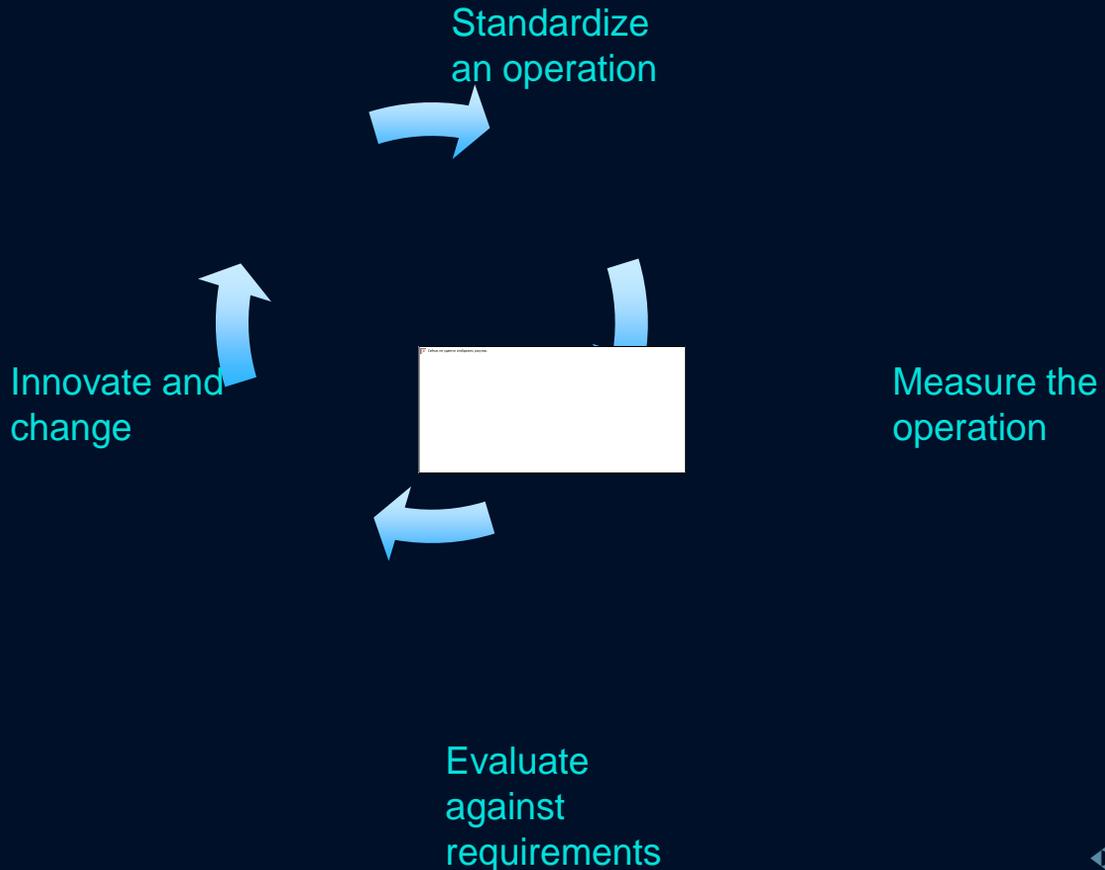


Lesson 2: How to get better all the time.

改善

Kai - zen.

Don't buy the book - Just remember this:



Many have tried. Many have failed.

A couple of watchwords to help...

Restraint



*

Restrain yourselves!

Don't try to implement continuous improvement frameworks everywhere. (This is why most fail)

→ Constraint ←

*

Constrain the problem

Identify the key components within each process that actually matter and focus on those.



Lesson 3: The benefits of listening carefully.

50%

of customers rate

Amazon as excellent (this is an extremely impressive statistic if you're wondering)

The consumer experience is simple and clean



...but the real secret lies in listening carefully



The screenshot displays three book recommendations from Amazon. Each item includes a book cover, a 'LOOK INSIDE!' banner, the title, author, format, price, and a star rating. A red arrow points from the 'See more recommendations' link to the text 'This has cost me a small fortune'.

Book Title	Author	Format	Price	Rating
Herd: How to Change Mass Behaviour by...	Mark Earls	Paperback	£12.00 £9.09	★★★★☆ (21)
Predictably Irrational: The Hidden...	Dan Ariely	Paperback	£8.00 £6.47	★★★★☆ (129)
Clumsy Solutions for a Complex World...	Marco Verweij, Michael Thompson	Paperback	£19.39	Fix this recommendation

[See more recommendations](#) ✨

This has cost me a small fortune

Always be analyzing - Ask yourself:

How do they
behave?

What services do
they use?

What do my customers prefer?



What do they
hate about our
service?

What do they
like about our
service?

How should we
respond to what
we find ?



Lesson 4: Staying relevant.



Great products.

Cool brand.

Understanding your customer's life

Lasting bond from sharing
and resolving a problem in
person



Service exactly when
and where the
customer wants it

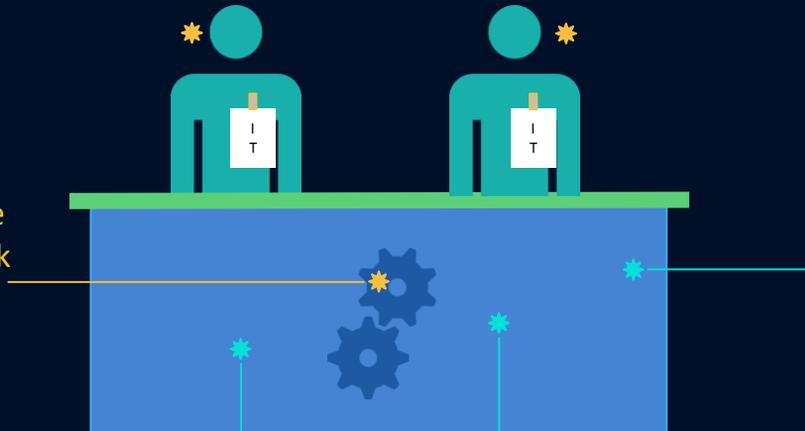
Positive face-to-face
interactions change the
dynamic

Could we use a touch of genius in ITSM ?

Think carefully about **why** before investing. This isn't a low-effort project. _____

Remember, this is a different skills set to a first line analyst _____

Make sure your core ITSM processes work well first



Ideal venue for 'user training' issues

This could be a very effective part of transforming the business/IT relationship

Predictable workloads for you and convenient times for customers

Questions?

Спасибо за внимание!

Keep in touch: @messagemonger

Visit us at: www.bmc.com/itsm