



— 2014 —

## КОСМИЧЕСКАЯ ОДИССЕЯ СЕРВИС-МЕНЕДЖМЕНТА

Путешествие в процессах и функциях

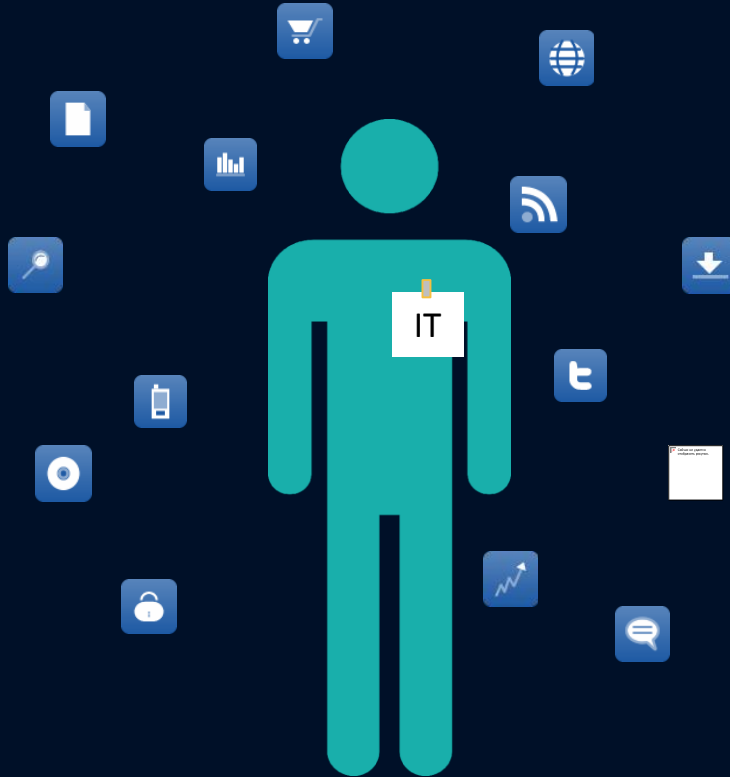


### *Клиент-ориентированная поддержка: уроки от титанов клиентского обслуживания*

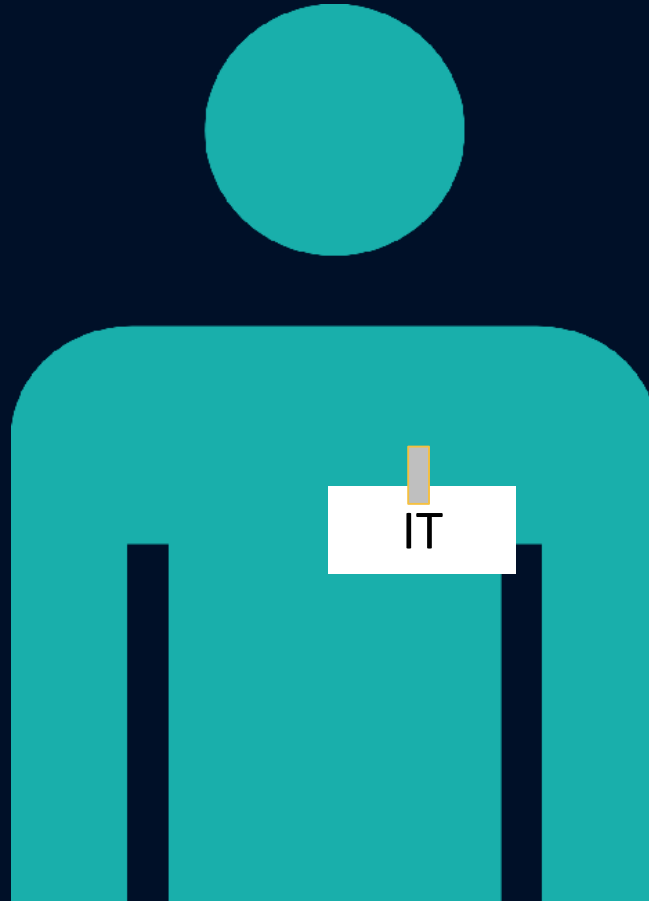


*Chris Rixon*  
*Executive Advisor*

# You own the modern workplace



# Just let that sink in...



Insomnia!



# Welcome to life as the primary service provider

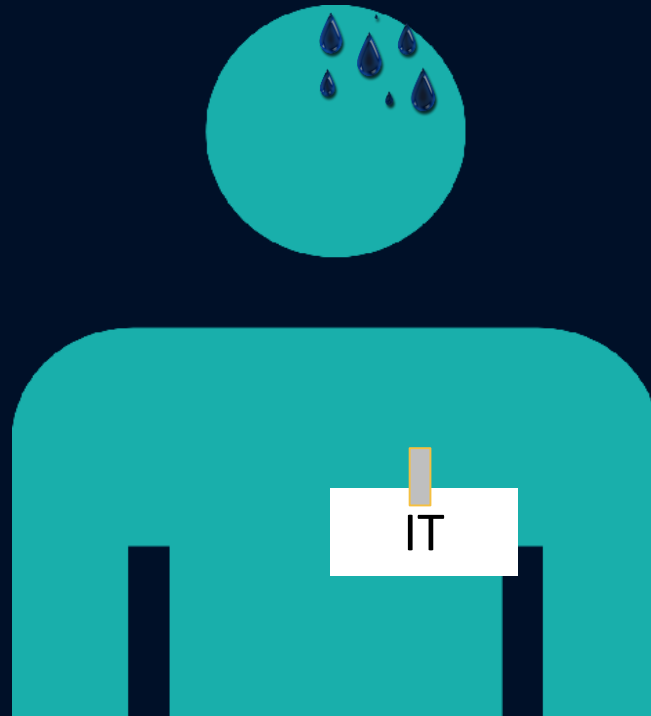


- ✓ **Give great service (every time)**
- ✓ Provide an amazing experience
- ✓ Make everything easy
- ✓ Guarantee total transparency
- ✓ Offer instant communication



(in case you missed it)

**GREAT SERVICE EVERY TIME**



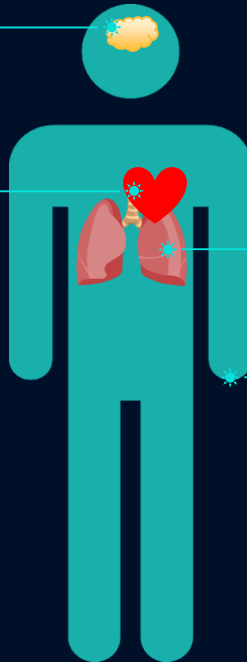
# Luckily giving great service feels good !

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  
to long too  
resolve

82%

87%

Said this had a material  
impact on business  
productivity

# Ok, so there are two sides to this story

**Ticket Number:**

29237845675786

**Priority:**

Max

**Urgency:**

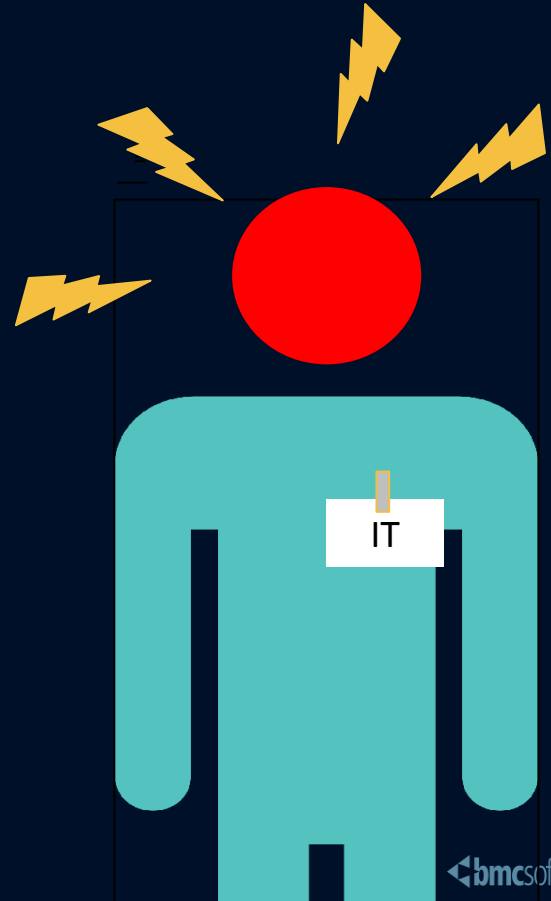
Now!

**Category:**

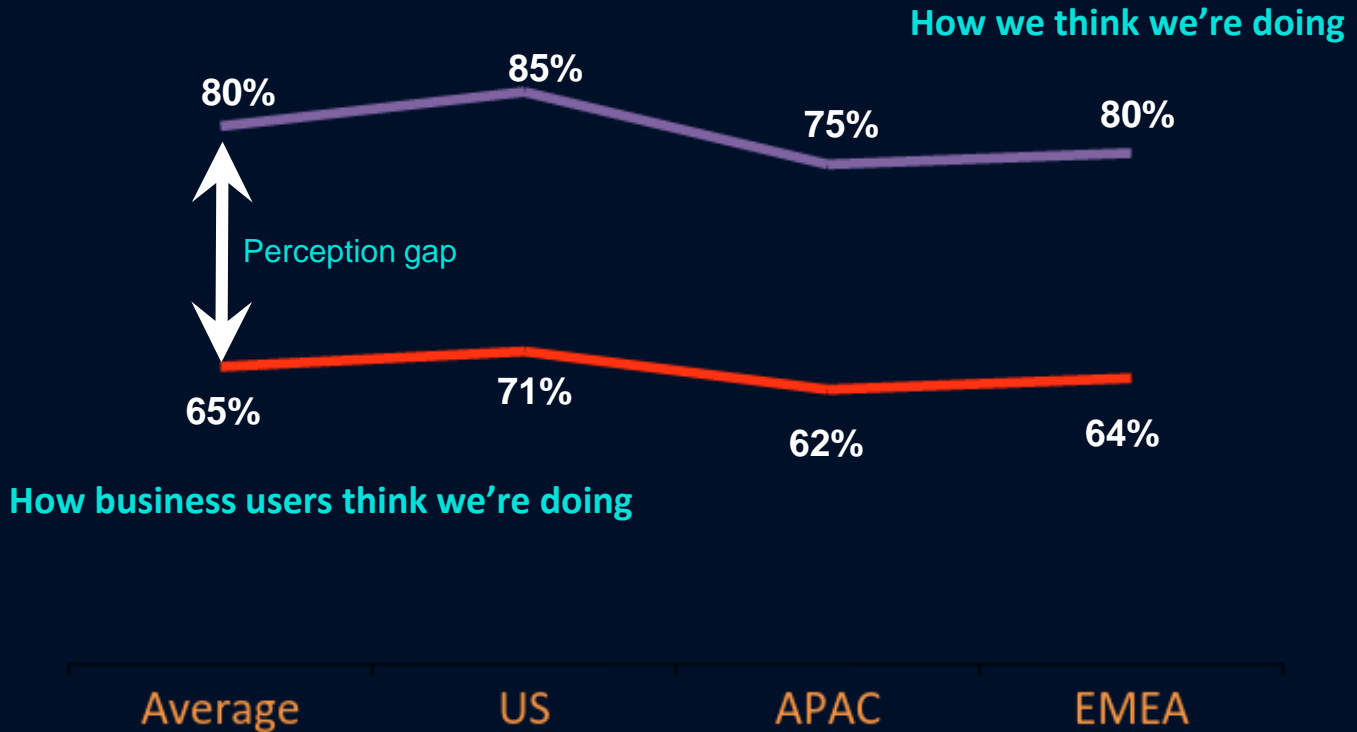
????

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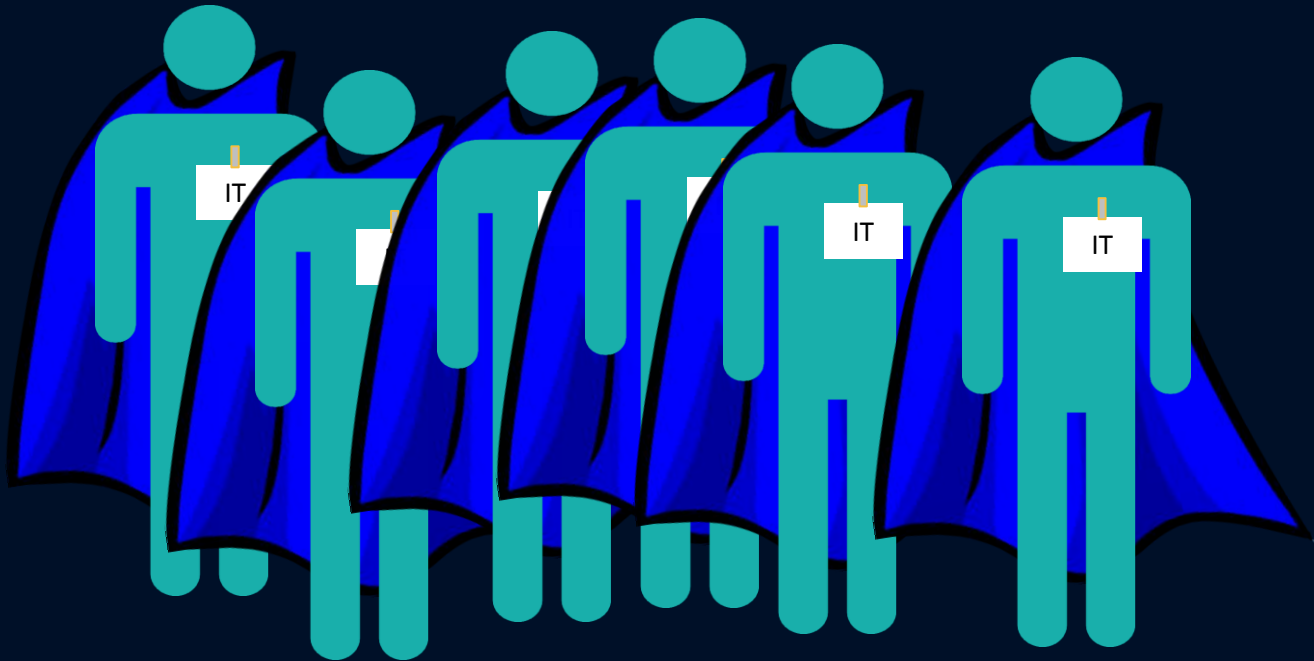
Make sure it doesn't matter who your customers  
talk to.

# Does this mean no more heroes ?

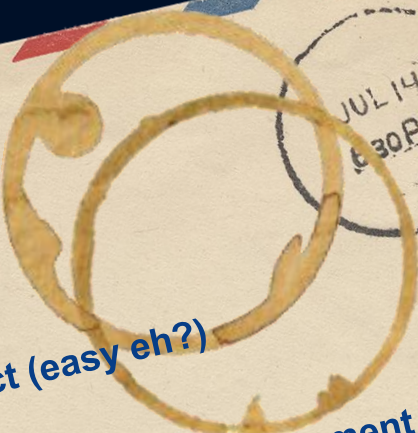




# Or is everyone a hero?



# 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.

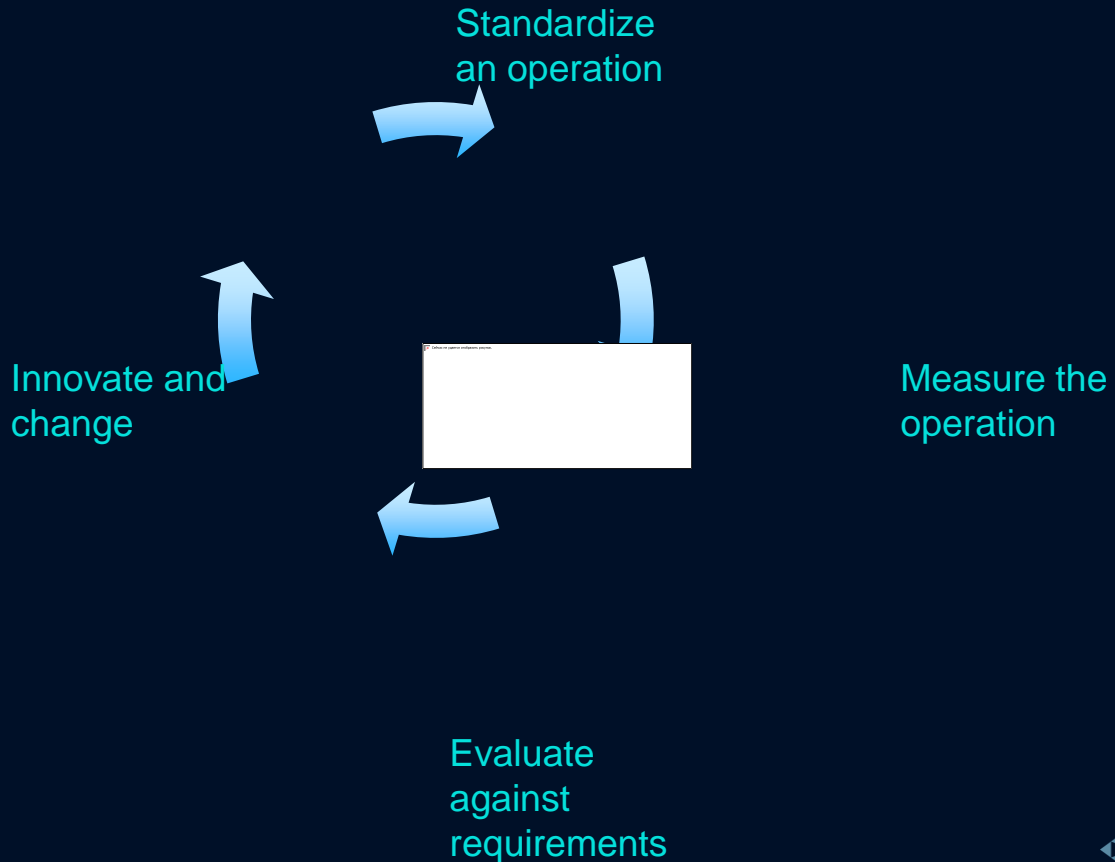


Lesson 2: How to get better all the time.

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

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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. \_\_\_\_\_

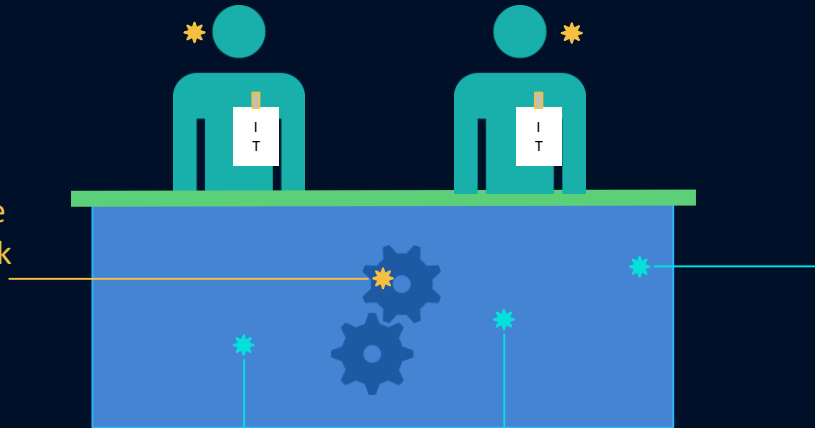
Remember, this is a different skills set to a first line analyst \_\_\_\_\_

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](http://www.bmc.com/itsm)*