



From Stone Age to Space Age

5 Simple Steps to Modernize Your Service Desk

Times are changing, but trends are intensifying.

Pre-pandemic, **61% of organizations saw an increase in the volume of support cases**, trending up year-over-year.¹

Post-pandemic, the same trends intensified and those struggling with digital transformation and ticket volume struggled further.²

At the same time, a recent digital workplace survey indicated that **22% of respondents were dissatisfied with the applications provided by their workplace**.³



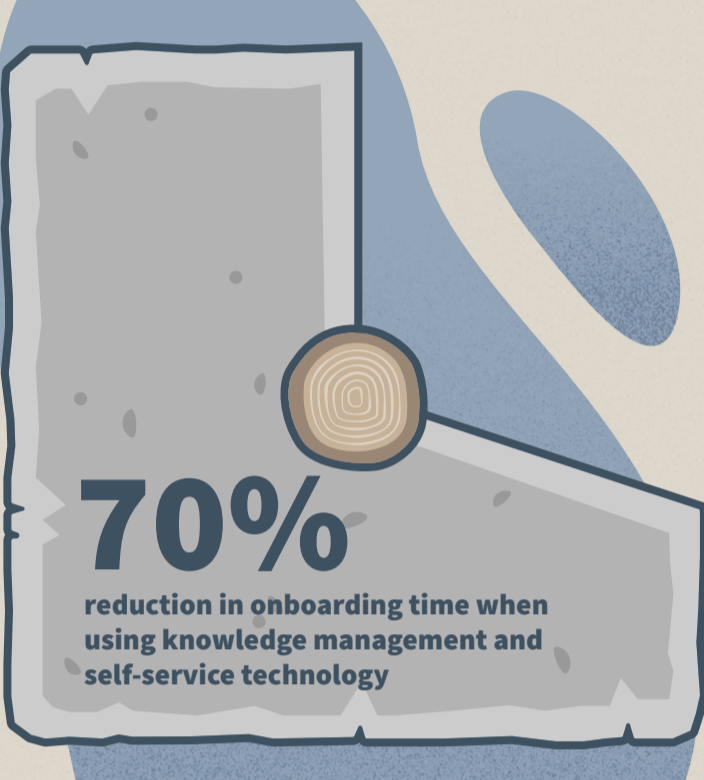
How do you combat the increasing volume of support cases while simultaneously boosting digital adoption – all while giving employees a stellar experience?

By modernizing your service desk.

These 5 basic steps will get you on the road to modernization.

Step 1: Don't reinvent the wheel. Take it back to basics, get to know your customer, and give them the tools they need.

Know your customer inside and out. Enlist the help of service desk employees and other stakeholders to create customer personas, then create knowledge for those specific personas. Giving customers access to knowledge specific to their needs can **reduce onboarding time by 70%** and support a greater shift-left initiative.



Step 2: Get started with automation.

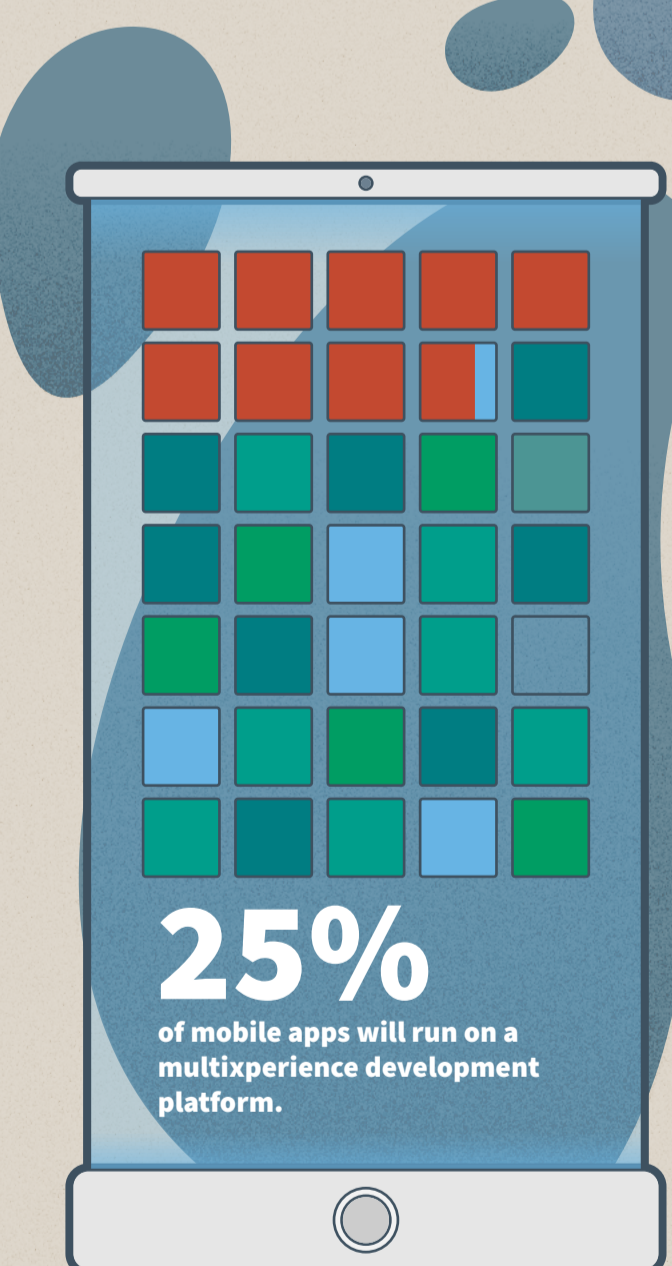
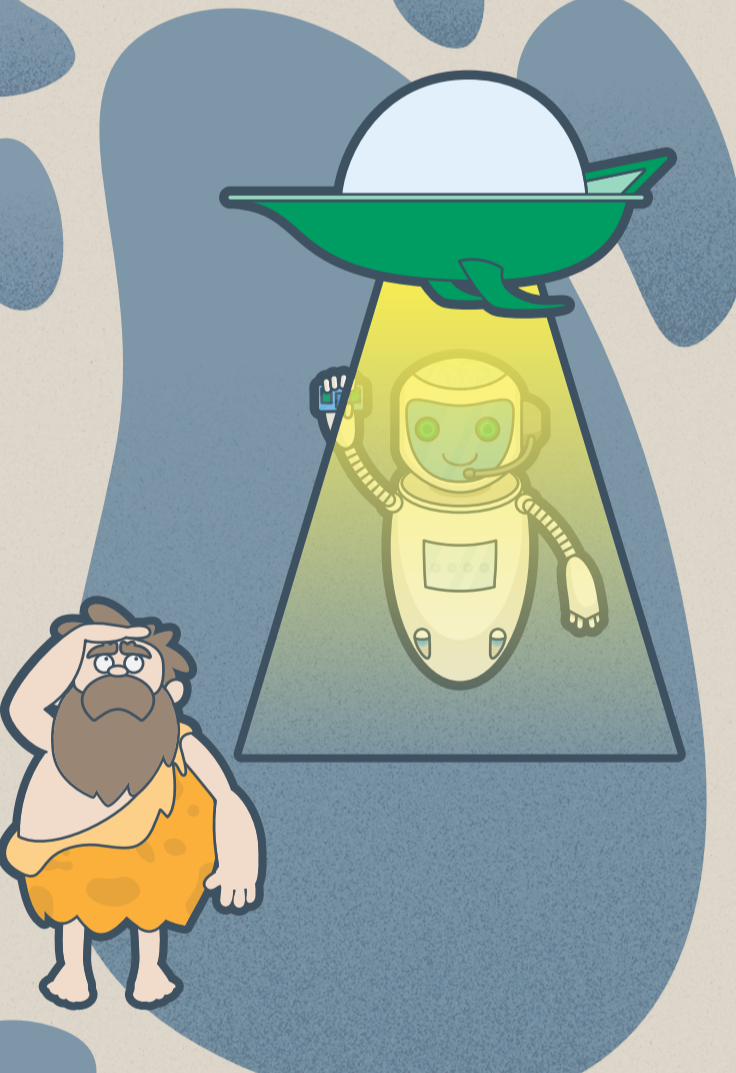
AITSM and other automation efforts can propel your team into the future, increase adoption, reduce costs, and mature IT.

To start, identify and map all current processes and workflows that can be automated. Then, using your knowledge articles and customer journey as a guide, automate specific touchpoints through automated workflows and AITSM.

Step 3: Get chatty and let the robots do the work.

Gartner predicts that by 2022, **70% of customer interactions will involve emerging technologies such as machine learning (ML) applications, chatbots, and mobile messaging, up from 15% in 2018**.⁴

Service desk customers expect the same experience at work as they get in their personal interactions, so give them what they expect. Take some of the load off your service desk by shifting some tasks to self-service desk with the help of an intelligent chatbot.



Step 4: Do an “interface” lift with multiexperience technology.

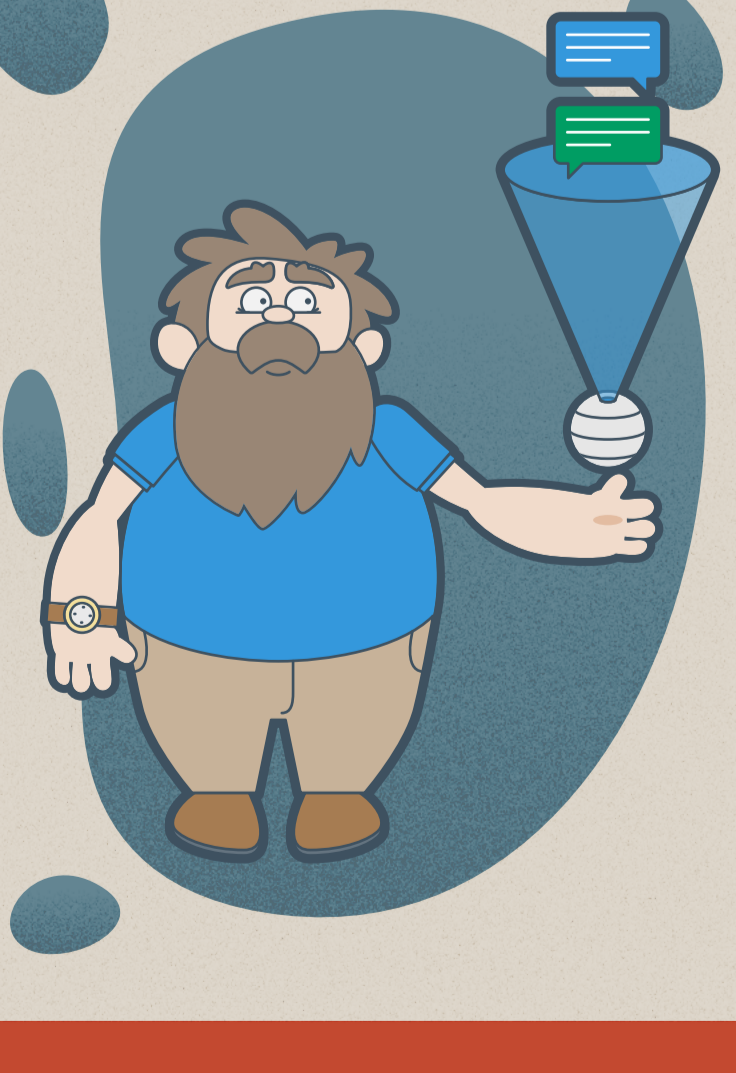
Investing in the interface of your apps is the growing trend of modern service desks, and multiexperience is the way to give your apps better functionality. In fact, Gartner states that **“by 2023, more than 25% of the mobile apps, progressive web apps and conversational apps at large enterprises will be built and/or run through a multiexperience development platform”**.⁵

Think of the user interface on different devices, and meet your service desk team and customers where they are.

Step 5: Be a people-person in a digital world.

Technology is helpful, but without your human agents your service desk will fall flat.

Create an environment that puts people first. Allow service desk agents to expand their knowledge, work on passion projects, and participate in decision making and feedback processes.



Next Step: Take your service desk beyond the new normal.

Download the full guide on modernizing your service desk today!

DOWNLOAD NOW

1 HDI, EasyVista, The ROI of Shift-Left: Optimizing Service Desk Costs with Self Help
 2 McKinsey Research, Organizing for the Future: Nine Keys to Becoming a Future-Ready Company, Aaron De Smet, Chris Gagnon, 11 January 2021
 3 Gartner Digital Workplace 2020 Research Circle Survey, June 2020
 4 Gartner, Top CX Trends for CIOs to Watch, Laurence Goasduff, 27 February 2020
 5 Gartner, Critical Capabilities for Multiexperience Development Platforms, Jason Wong, Van Baker, Mark Driver, Adrian Leow, Paul Vincent, 12 August 2019