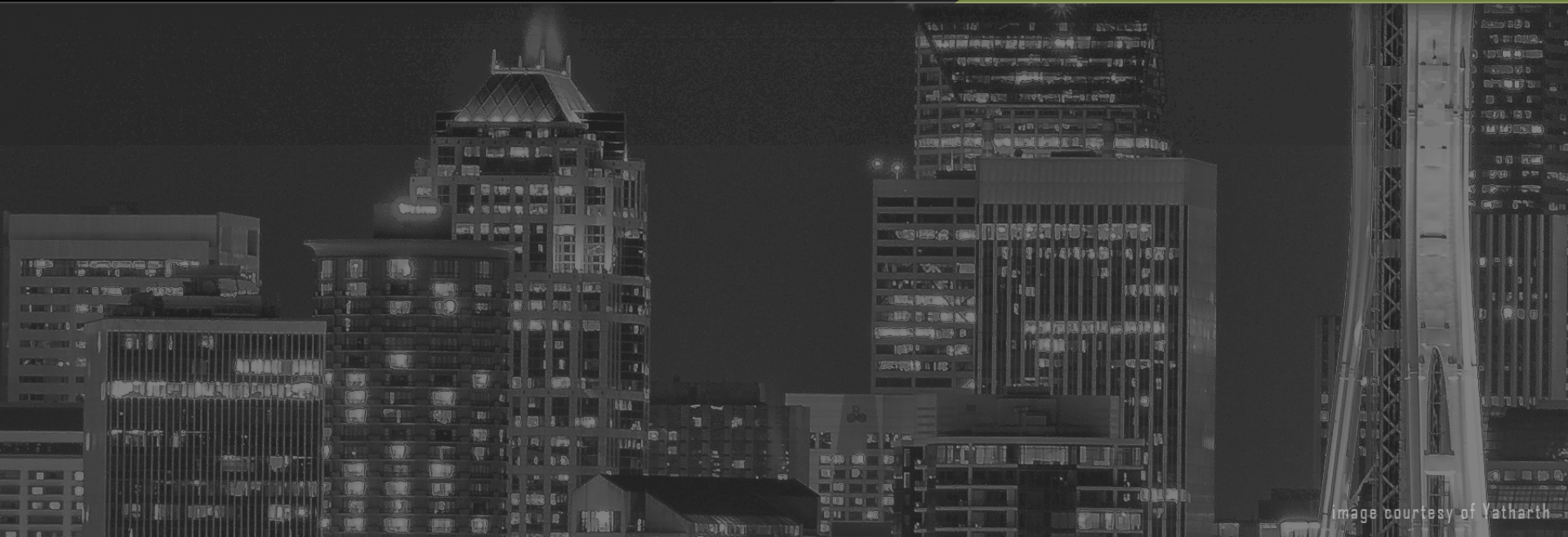




Use the Shift Left Strategy to Power Your Service Desk

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The Kemptah Group
Sandia National Labs
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KEMTAH



Our Agenda Today

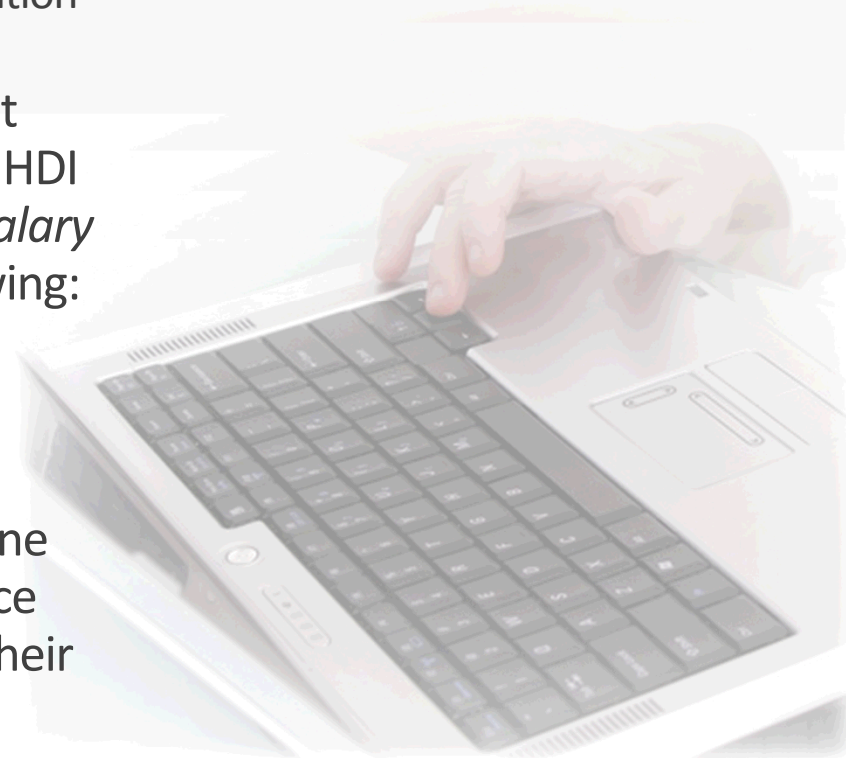
- A little about me ...
- Knowledge Truths
- Knowledge Centered Support (KCS)
- Shift-Left Strategy
- UFFA
- Benefits
- Q&A

My Background

- 38 years in technical customer service
- 20 years in IT management with The Kemtah Group
- 17 years as a contractor at Sandia National Labs
 - 14 years as Desktop Support Manager
 - Now Senior Manager over the Corporate Computing Help Desk

Knowledge Truths

- “On average, knowledge workers spend 20% of their time—an entire day every week—searching for information.”
 - 2013 conference of the International Federation for Information Processing
- The Top 5 reasons for a decrease in tickets at support centers across the country listed by HDI in their *2014 Support Center Practices and Salary Report* include implementation of the following:
 - Customer competency
 - Self-service
 - Knowledge management
- A total of 82% of survey respondents used one or more of these three mechanisms to reduce the number of service tickets submitted to their support centers.

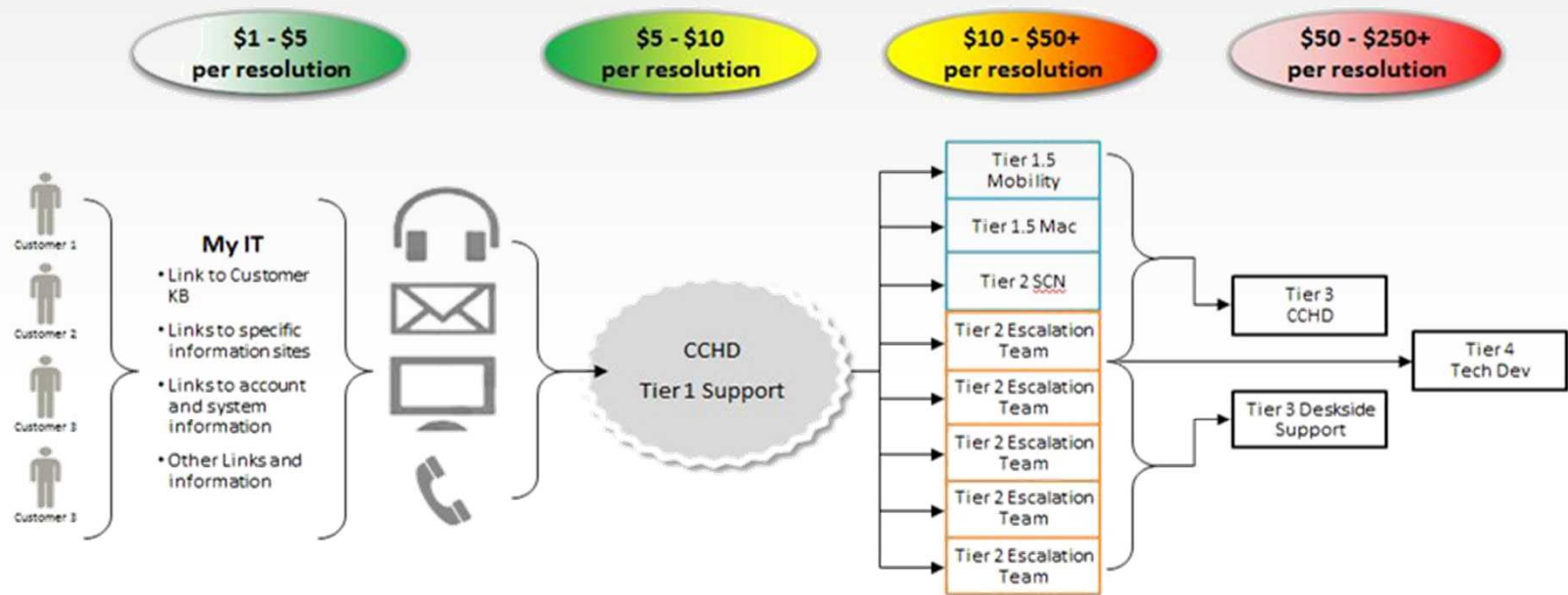


An Overview of Service Desk Optimization

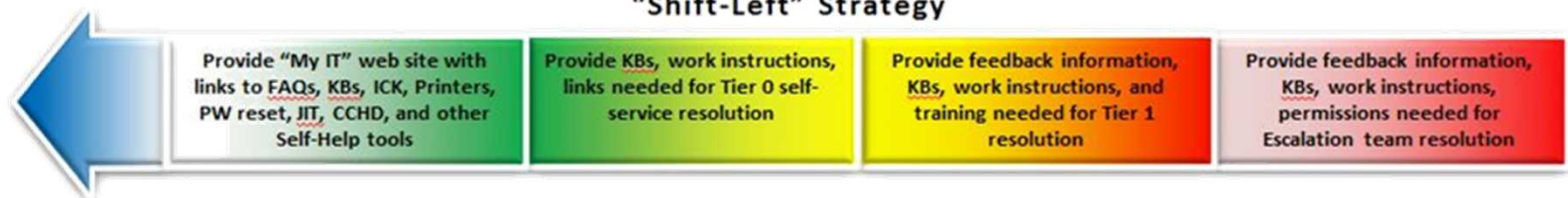
- Shift Left Strategy
 - Shifting resolution of incidents to the lowest possible tier
 - Significantly reduces your cost of support
 - Empowering your end users and staff while increasing satisfaction with Tier 0 (customer self-help) support
- Knowledge Centered Support
 - Provides a process and structure for knowledge to fuel the Shift-Left Strategy
 - Allows knowledge to be available immediately *and* at multiple tiers
 - Resolve problems faster
 - Increase the confidence and morale of your support staff
- UFFA
 - **U**se your Knowledge Base early and often
 - **F**ix or update knowledge on a timely basis (if you can)
 - **F**lag it for further correction or updating (if you can't)
 - **A**dd it if no knowledge exist to resolve the incident

Shift-Left Strategy

The “Shift-Left” Supporting Structure

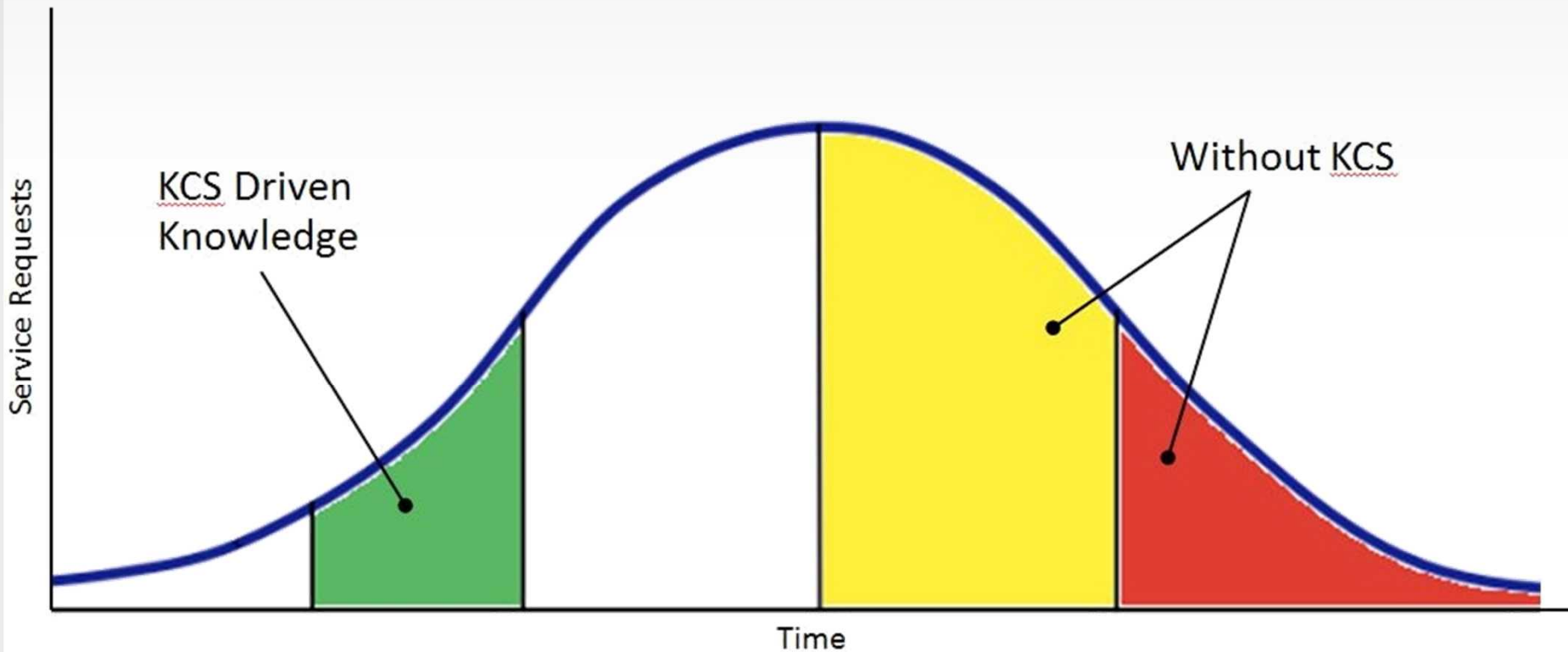


“Shift-Left” Strategy



Fueling the Shift-Left Strategy with KCS

Typical knowledge process delivers knowledge after demand has peaked (Yellow/Red Zones)
KCS delivers knowledge on the leading edge of demand (Green Zone)
Increase FLR with KCS and Shift-Left Strategy



UFFA

- **Use your Knowledge Base early and often**
 - Start searching your KB immediately
- **Fix or update knowledge on a timely basis**
 - If you have the permissions to do so
- **Flag it for further correction or updating**
 - If you are restrained by time or permissions
- **Add it if no knowledge exist to resolve the incident**
 - Create immediately on the fly or forward to knowledge staff to create

Shift-Left and KCS Benefits

■ Shift-Left Strategy

- Empowered and confident support staff
 - Improved morale
- Improved customer satisfaction
 - Shorten Mean Time to Repair (MTTR)
 - Customers can DIY on their schedule
 - More confidence in support staff
- Increased FLR
 - Knowledge is available at peak demand
 - Increased knowledge articles
 - Knowledge available to all tiers of support
 - Customer Self-Help (Tier 0)
 - Tier 1 and all subsequent tiers
- Reduced service transaction costs
 - Customer Self-Help
 - Minimal cost
 - Transaction costs *go down* with increased use
 - Tier 1
 - Lowest live call support
 - Higher tiers go up in cost exponentially

■ KCS

- Provides a very rigorous structure and process for managing knowledge
 - Flexible and adaptable to your environment
 - Use as little or as much as you need
- Provides the fuel (knowledge) quickly
 - Available to all tiers even in draft stage
 - Most Tier 1 knowledge articles are great candidates for Customer Self-Help
 - Knowledge is power

Implementing Shift-Left and KCS

“Most experts agree that keeping service desk staff on incoming phone calls for more than 60–70% of their total work day is a surefire way to accelerate turnover.”

The Service Doctor, HDI SupportWorld, July–August 2010

Stage 1

- KCS
 - Training
 - Key staff in KCS Principles
 - Supplementary staff in KCS Foundations
 - Train all staff on UFFA
 - Enhance our Knowledge Base

Stage 2

- Shift-Left
 - Give staff at least 10% of their time on shift to work knowledge.
 - Develop a culture of driving resolution to the lowest tier of support
 - Develop a creative, compelling and useful customer self-help site
 - Drive resolution to Tier 0
 - Empower our staff and users

Questions and Discussion

Consortium for Service Innovation (Everything KCS)

<http://www.serviceinnovation.org/kcs/>

Why wouldn't you? Make knowledge management / self-service critical to your success. [White Paper]

http://www.mcgarahan.com/images/mcgarahan2012/Why_Wouldnt_You.pdf

HDI

<http://www.thinkhdi.com/>

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