Service Desk – challenges & solutions for both IT and non-IT

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Help Desk vs. Service Desk
After launching JIRA Service Desk, a new service management tool that IT and business teams actually like to use, we toured around the world and talked with over 1,000 customers. In the process we collected some data about how everyone uses their service desk. Here are our findings:
Help Desk vs. Service Desk

Service Desk Trends around the World

Getting started with Service Desk Software
Help Desk vs. Service Desk

- Help Desk
- Service Desk
- ITSSM
- ITSM
Help Desk vs. Service Desk
Useless definitions

Cambridge dictionary
Help desk

noun [ˈhelp ˌdesk] UK /ˈhelp ˌdesk/ US /ˈhelp ˌdesk/
a service that provides information and help to people especially those using a computer network
Help Desk vs. Service Desk
Useless definitions

Service Desk

“The single point of contact between the service provider and the users. A typical service desk manages incidents and service requests, and also handles communication with the users.”

Source: ITIL 2011 glossary
Help Desk vs. Service Desk
The origins

• The help desk was an IT support capability born in the late 1980s to fix IT issues, focused on the IT rather than end user, usually with no targets for fixes, and immediate fixes were infrequent.

• The service desk was an evolution of the help desk, born out of the ITSM best practice framework ITIL (formerly known as the IT Infrastructure Library), and based on the underlying concept of “managing IT as a service.”
Help Desk vs. Service Desk

More differences

• Help desk provides help, Service desk provides service
• Help desk provides break fix, Service desk assists also with service requests (e.g. new services) and information requests (how do I do “this”)
• Help desk is an add-on to existing IT activities, Service desk is part of IT service delivery
• Help desk is tactical, Service desk is strategical
• Help desk < Service desk
Help Desk vs. Service Desk

More names

The support center is referred to as...

Respondents were asked to select the closest match to their support center’s title.

- Service Desk: 36%
- Help Desk: 23%
- Technical Support: 9%
- IT/IS Support: 9%
- Support Center: 7%
- Customer Support Center: 5%
- Customer Service Center: 5%
- Call Center: 3%
- Contact Center: 3%

Percentage of support centers

Help Desk vs. Service Desk

Enter ITSM

• “The implementation and management of quality IT services that meet the needs of the business. IT service management is performed by IT service providers through an appropriate mix of people, process and information technology.”

Source: ITIL 2011 glossary
Help Desk vs. Service Desk

Enter ITSM

• “A discipline for managing information technology (IT) systems, philosophically centered on the customer's perspective of IT's contribution to the business. ITSM stands in deliberate contrast to technology-centered approaches to IT management and business interaction.”

Help Desk vs. Service Desk

ITIL – best practices framework for ITSM

• ITIL - a set of detailed practices for IT service management (ITSM) that focuses on aligning IT services with the needs of business.
• Started in early 90’s
• 2007 – ITIL v3 released
• Widely adopted in IT, especially in large organizations
Help Desk vs. Service Desk

ITSSM?

- ITSSM – IT Service Support Management (Gartner)
- ITSSM = ITIL v2?

- Incident and problem management
- Change, configuration, and release management
- Service request management and self-service
- Knowledge management
Help Desk vs. Service Desk

Conclusion

Service desk is a subset of ITSSM (and thus ITSM) and usually includes:

• Incident management
• Service request management
• Knowledge management
• Self-service
• Strong links to problem and change management in particular
• Reporting capabilities
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Service Desk trends around the World

Australia and Europe love ITIL

The "Information Technology Infrastructure Library," or ITIL, is a standardized set of information technology practices created by the UK government in 1980. Overall, Australia and the EU believe ITIL is more important than the US:

- **69% Australia**
- **68% Europe**
- **40% USA**

% who think ITIL is a "must have"

"USA is an outlier in its culture of "rugged individualism" and reduced costs. Europe and Australia are more focused on quality, longer term outcomes, and risk management."

Rob England, "The IT Skeptic"
Service Desk trends around the World

Larger companies were represented

60% were over 1,000 employees

Service management: not just for IT

In United States and Australia, more than half use their service desk outside of IT

<table>
<thead>
<tr>
<th>Europe</th>
<th>USA &amp; Australia</th>
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<tbody>
<tr>
<td>27% 1-100</td>
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<td>30% 101-1,000</td>
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<td>29% 1,000-10,000</td>
<td>46% 1,000-10,000</td>
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<td>14% 10,000+</td>
<td>26% 10,000+</td>
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64% USA & Australia

36% Europe
Service Desk trends around the World

The three most popular ways to get service outside of IT

Human Resources  Finance  Sales
Service Desk trends around the World

Human Resources
HR is the most popular use case of service outside of IT across the world.
40% of those who use service outside of IT use it for HR.
Examples of how HR uses a service desk:
- New employee onboarding
- Benefits

Finance
Europe has the highest usage of Finance as a service desk.
30% of those who use service outside of IT use it for Finance.
Examples of how Finance uses a service desk:
- Accounting
- Procurement
- Payroll

Sales
Sales is the third most popular use case.
Examples of how Sales uses a service desk:
- Account information
- Competitive intel on other products
- Feedback from customers
Service Desk trends around the World

**Europe**
In Europe, customer satisfaction is the top priority, followed by self-service and SLA compliance.

- Customer satisfaction: 48%
- Implementing self-service: 47%
- SLA compliance: 46%
- Knowledge management: 37%
- Responsiveness to requests: 25%
- Automation: 25%

**United States**
For the US, knowledge management, self-service, and customer satisfaction are equally important.

- Knowledge management: 51%
- Implementing self-service: 46%
- Customer satisfaction: 45%
- Automation: 26%
- Responsiveness to requests: 22%
- SLA compliance: 21%

**Australia**
Self-service is the most important for Australia, followed by knowledge management and customer satisfaction.

- Implementing self-service: 51%
- Knowledge management: 43%
- Customer satisfaction: 40%
- Automation: 30%
- SLA compliance: 29%
- Setting up a 'one stop shop' for employees: 28%
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And the verdict is... the top priorities across the world are the same!

- Self service
- Knowledge management
- Customer satisfaction
Welcome to the Help Center

What do you need help with?

Which of the following best describes what you need help with?

- Административни услуги
- Немечек ИТ
- Офис мениджмънт
- Повреди, аварии, предложения за подобряне на офиса
- Финансово-административни услуги

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Getting started with Service Desk Software
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Figure 1. Magic Quadrant for IT Service Management Tools

Source: Gartner (August 2017)
Service Desk Functions

**Provide a single point of contact.** Customers will always know where to go when they need help via a user portal.

**Answer questions.** Customers get answers from a help desk agent or through self-service.

**Help an agent be more productive.** Agents get workflow and knowledge to answer customer issues efficiently.

**Measure customer satisfaction.** Customers have a way of rating their help desk service.
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Types of Service Desks

**IT support help desk:** An IT help desk ensures internal staff is supported, and their problems are solved, whether it be a password reset or the whole network going down.

**Customer service help desk:** A customer service help desk focuses on external customers who might have questions regarding the products and services they buy from your company.

**Business help desk:** Teams outside of IT like HR, finance and legal can adopt a business help desk.
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Top 4 Reasons why you need it

1. Email is a lousy tool for tracking work
2. Help customers help themselves
3. Prioritize important tickets
4. Monitor the health of customer support
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Most important features

Email support
Knowledge base
Self-service portal
Community forums
Reporting and analytics
Help desk automation
SLA management
Customizations
• Which channels do you need to offer support (web, email, social, mobile etc.)?
• How many agents will use the help desk?
• Does your company need a self-service solution?
• Does your company need automation of repetitive help desk tasks?
• What depth of reporting does your help desk team need?
• What are your timeline and budget for help desk software?
• How many resources will your company invest in a help desk software setup?
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How to implement Service desk software

• Get buy-in
  • Define goals, research benefits, get buy-in from management

• Map processes & Workflows
  • Identify processes with roles and capabilities, build workflows, define metrics

• Install and Setup solution
  • Install software, import contacts, add agents and admins, define tickets types, setup queues and automation rules, set e-mail filters, …

• Add advanced configuration
  • Integrate with other applications, define SLAs, setup reports and notifications, configure approvals, import documentation into knowledge base
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A Service desk is not only the tool

- A real desire to help people.
- Works ‘with’ and not ‘for’ the customers.
- Positive and optimistic approach to problem-solving.
- Creates and cultivates a playful and relaxed work environment.
- Collaborative team spirit.
- Passion for the product.

- All-star communication skills.
- Advocates for the customer – with balance.
- Real respect for the customer.
- Detective-like troubleshooting skills.
- Analytical and process-oriented approach.
- Care for quality over quantity.
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So how to choose?

- Consider what you really need – a help desk, a service desk or a full fledged ITSM solution
- Define the most important functionalities needed
- Consider your hosting options
- Consider the costs, including:
  - License costs per agent
  - Renewals costs (long term costs)
  - Initial setup costs
  - Training costs
  - Support costs
  - ROI
Help Desk vs. Service Desk

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THE TOP 20 MOST POPULAR IT Service Management Software

Organizations use ITSM software to track all business-related IT information, from making changes to website code to staying on top of hardware malfunctions. With more and more organizations relying on technology (like the Internet) to conduct business every day, the need for a system that tracks everything related to IT is increasingly important. Below is a look at the most popular options as measured by a combination of their total number of customers, users, and social presence. To see a comprehensive list, please visit our ITSM Software Directory.