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eSupport Tools for Help Desks

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Agenda

- Industry Trends
- What is eSupport?
- Influx of eSupport Tools
- eSupport Benefits
- Impact to the Help Desk
- The future with eSupport
- Bottom Line

Industry Trends

- Workforce is growing more mobile
  - Cellular phones
  - Personal Digital Assistants (PDA)
  - Laptop Computers
- Customers are lacking patience, and have a higher sense of urgency in today's environment
- Users want "anywhere, anytime" access

Industry Trends

- In 2001, 80% of workers in major corporations required remote access capability

- 50% worked remotely full-time

- There has been an increased reliance on technology in business and the home

Source: Gartner Group

Industry Trends

- In 2001, 530 million people had Internet access worldwide

- By 2005, that number should increase to 1.12 billion worldwide

- The top 15 countries will account for nearly 82% of the worldwide Internet users (including business, educational, and home users)
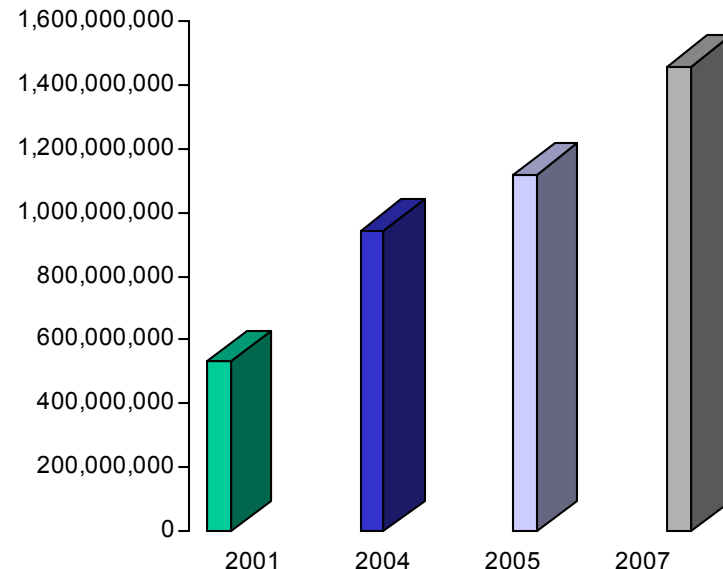
Source: Computer Industry Almanac

Industry Trends

Industry Trends

- Help Desk call volumes increasing at a rate of 20% per year projected through 2003

- Most common Help Desk calls typically involves configuration management

- 80% of Help Desk time is spent in diagnosing problems

Source: Customer Support Management, Gartner, IDC

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Industry Trends

- Help Desk calls growing from an average 1.75 calls per end-user per month in 1999 to 3 calls per end-user per month in 2003

- At this rate of growth, the ratio of Help Desk professionals to end users will change:
    - Today: One per 350 to 400 end-users
    - 2003: One per 250 to 300 end-users

Source: META Group

Industry Trends

- Rising costs of dedicated phone and desk-side support

- The increased expense and recurring issues associated with hiring and retaining qualified support professionals

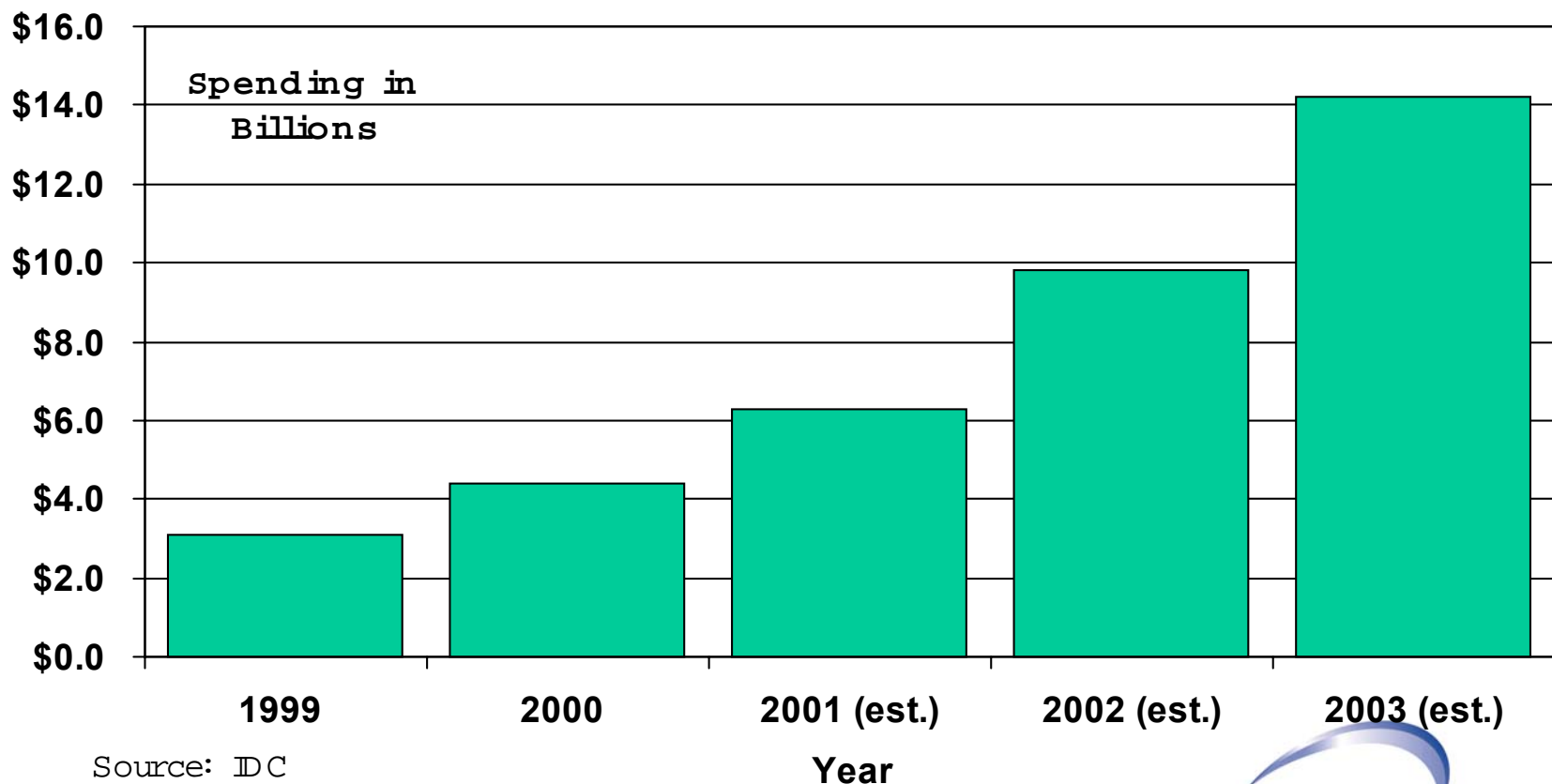- Growing demand for "anywhere, anytime" support

Solution?

- eSupport can help:
  - End-users help themselves "anywhere, anytime"
  - Correct problems without user intervention
  - Lower the cost-per-call
  - Improve Analyst productivity
  - Minimize the amount of costly desk-side visits by technicians
  - Improve customer satisfaction

What is eSupport?

- eSupport, as defined by STI Knowledge, is broken down into 3 main parts:
  - Integrates methods of support, connecting customers directly to the support organization for immediate personalized service
  - Internet-based tools and services that deliver customer care for any client "anywhere, anytime"
  - Automatically eliminates problems and prevents service calls

eSupport Spending Trends

Spending in Billions

| | $16.0 | | | | | |
| $14.0 | | | | | | |

Year

Source: IDC

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eSupport Management Evolution

Customer Service Centers

IT Help Desk

ESM and Service Center Tool Integration

Consolidated Service Desk

1990 → **1995** → **2000** → **2005**

ESM Tools

Self-Healing Tools

Knowledgebases

Automating Tools Diagnosing Tools

Employee Self-Service / Self-Healing Support Portals

Knowledge Authoring Self- to Assisted-Service Tools

Source: META Group

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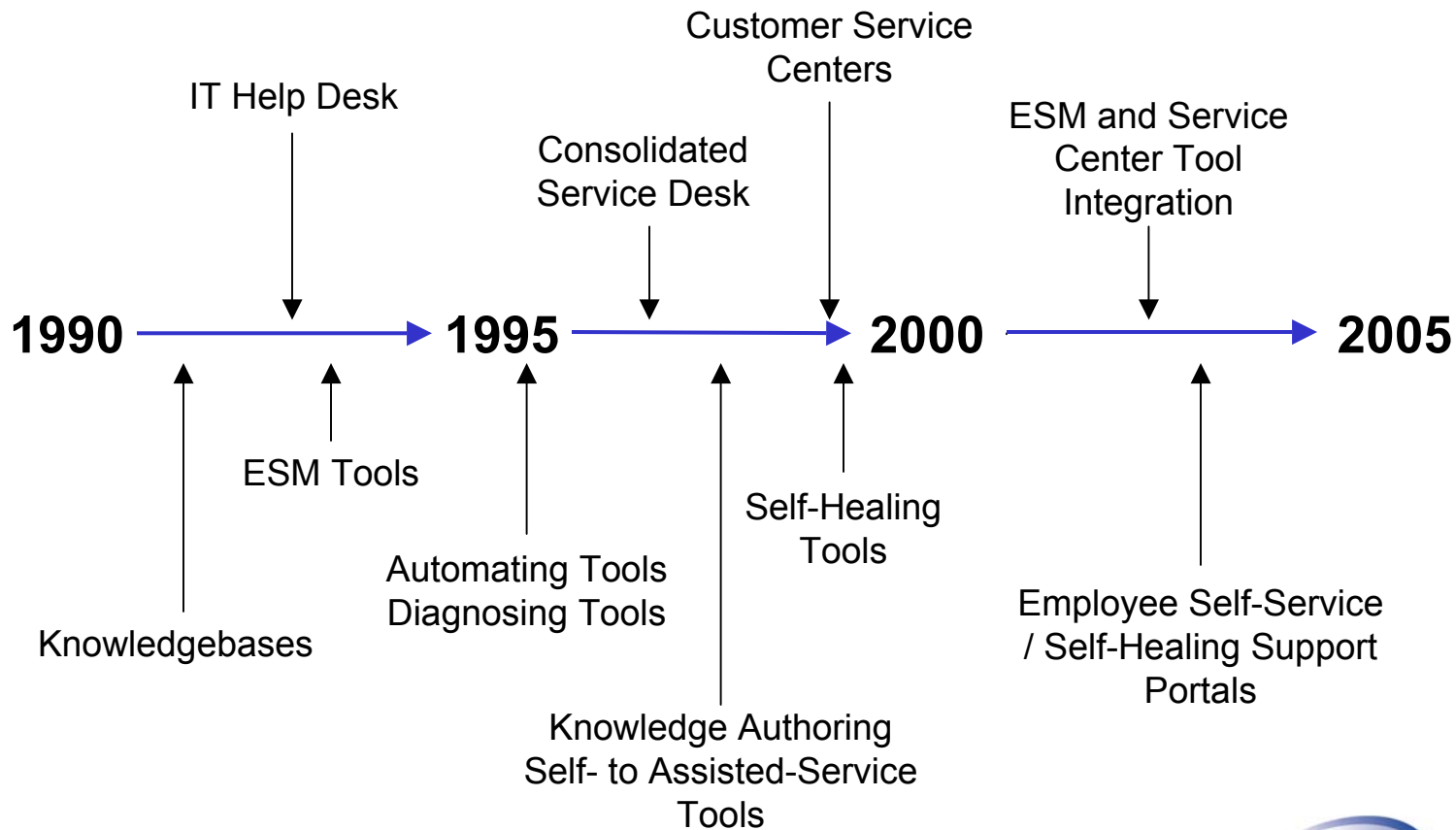
eSupport Tools

- eMail
- Live text chat
- Voice over Internet Protocol (VoIP)
- Self-healing technology
- Frequently Asked Questions (FAQs)
- Knowledge Bases
- Self-service Tools
- Others…

eSupport Tools

- eMail
  - Allows minimal interaction between end-user and Analyst
  - Information provided to end-user is typically more comprehensive
  - New technology will allow automated responses without involving an Analyst
  - Leading Companies – eGain, Genesys, eshare and Stream International

Source: Support Technologies

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eSupport Tools

- ## Text Chat
  - Instantly connect end-user to an Analyst for real-time communication
  - End-user gains instant feedback
  - Allows Analyst to "push" topically-specific Web links to end-user
  - Analyst can handle up to 5 simultaneous chat sessions
  - Leading Companies – StartCall, InstantService and Click Interconnect

eSupport Tools

- Voice over Internet Protocol (VoIP)
  - Turn text chat session into a live conversation
  - End-user gains instant feedback
  - Need for additional equipment by end-users may slow growth projections
  - Leading Companies – NetDive, eStara and Sideware

Source: Support Technologies

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eSupport Tools

- ## Self-healing technology
  - Software that will "find and fix" personal computer problems
  - Software that addresses hardware, software, anti-virus, data recovery and software updates
  - Minimize the need for costly technician visits
  - Leading Companies – CONNeCTED, Support.com and MetaQuest Software

Source: Support Technologies

eSupport Tools

- Frequently Asked Questions (FAQ)
  - One of the first self-service tools in the Internet age
  - Typically outline general problem / issue
  - Provide a broad response for resolution
  - Published on a support-providers Web site

Source: Support Technologies

eSupport Tools

- ## Knowledge Bases
  - Provides vast array of multi-vendor support content for Analyst
  - Time-tested solutions for a multitude of problems, products and services
  - Administrative intensive
  - Leading Companies – RightAnswer.com, eGain, ServiceWare and FrontRange Solutions

Source: Support Technologies

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eSupport Tools

- ## Self-Service Tools
  - Allows end-user to leverage established problem resolution information
  - Gaining acceptance for the savvy end-user
  - On-line links to both supplier-proprietary and manufacturer knowledge
  - Automated answers to more basic "how to" questions
  - Leading Companies – ServiceWare and eGain

Source: Support Technologies

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eSupport Tools

- ## Automated Diagnostics
  - Enables technicians to "read" individual PC configurations
  - Automatically "pushes" new fixes or upgrades
  - Enables Support Center to spend time resolving, rather than diagnosing problems

eSupport Benefits

- eSupport is "cool"
- Allow customers to assist themselves
- eSupport initiative extends across enterprise
- Can be integrated with existing Help Desk
- Based on open architecture
- "Anywhere, anytime" support
- End-users can participate in process
- Foundation for the future

eSupport Risks

- Combining telephone contact with web contact - longer to complete - more expensive
- Agents skills do not always transfer well between the channel mediums
- Specific customer segments may not be interested/capable to use the medium provided
- Impact on infrastructure

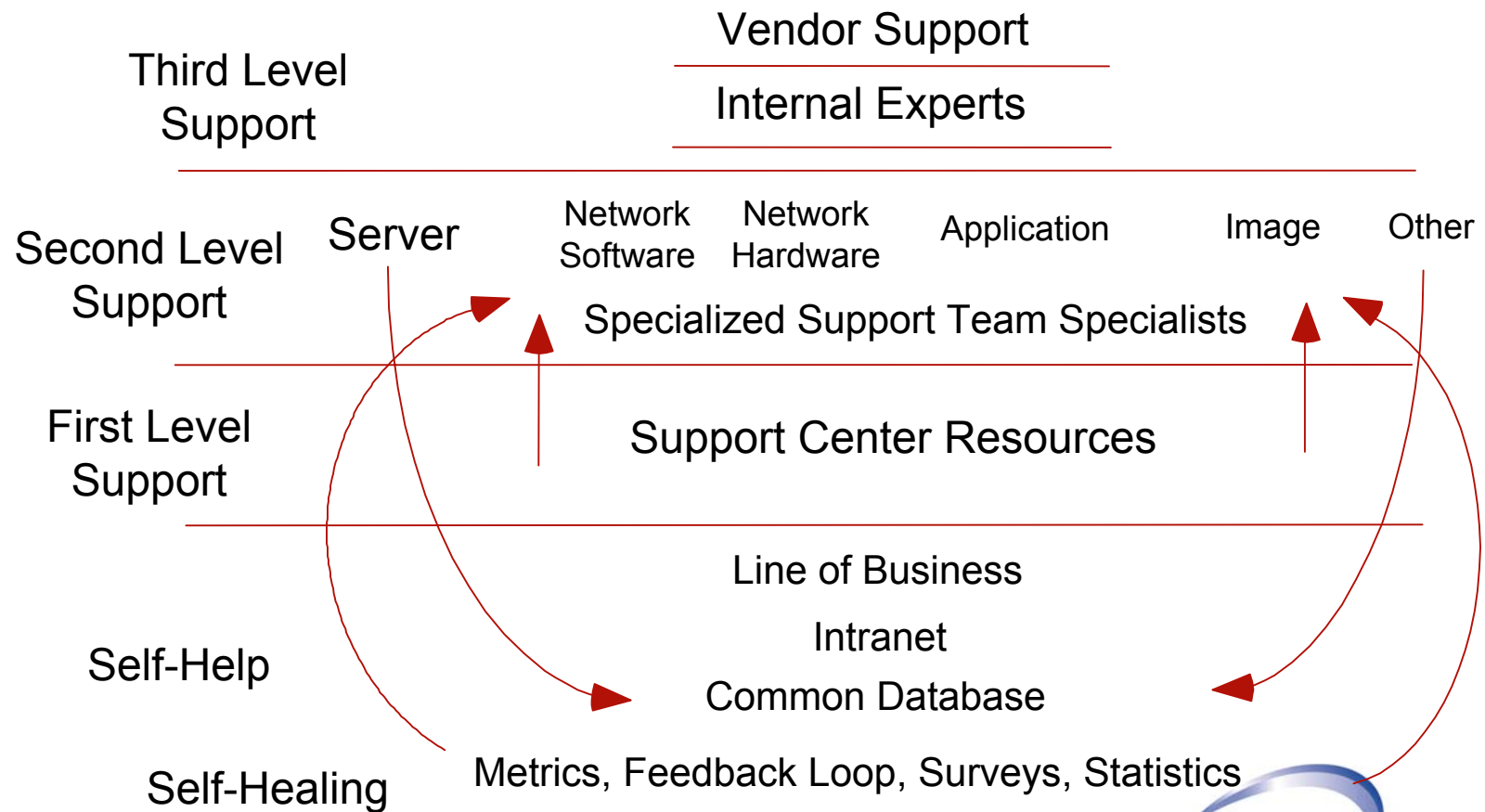# Traditional Support Model

```
┌─────────────────────────────────┐
│   Incoming Call to Support       │
│            Center                │
└─────────────────────────────────┘
                │
                ▼
┌─────────────────────────────────────────┐
│         First Level Support              │
│  Mainframe / Legacy & PC Applications    │
└─────────────────────────────────────────┘
                │
     ┌──────────┴──────────┐
     ▼                     ▼
┌──────────────┐    ┌──────────────┐
│  Level II    │    │  Level II    │
│  Mainframe / │    │  PC          │
│  Legacy      │    │  Applications│
└──────────────┘    └──────────────┘
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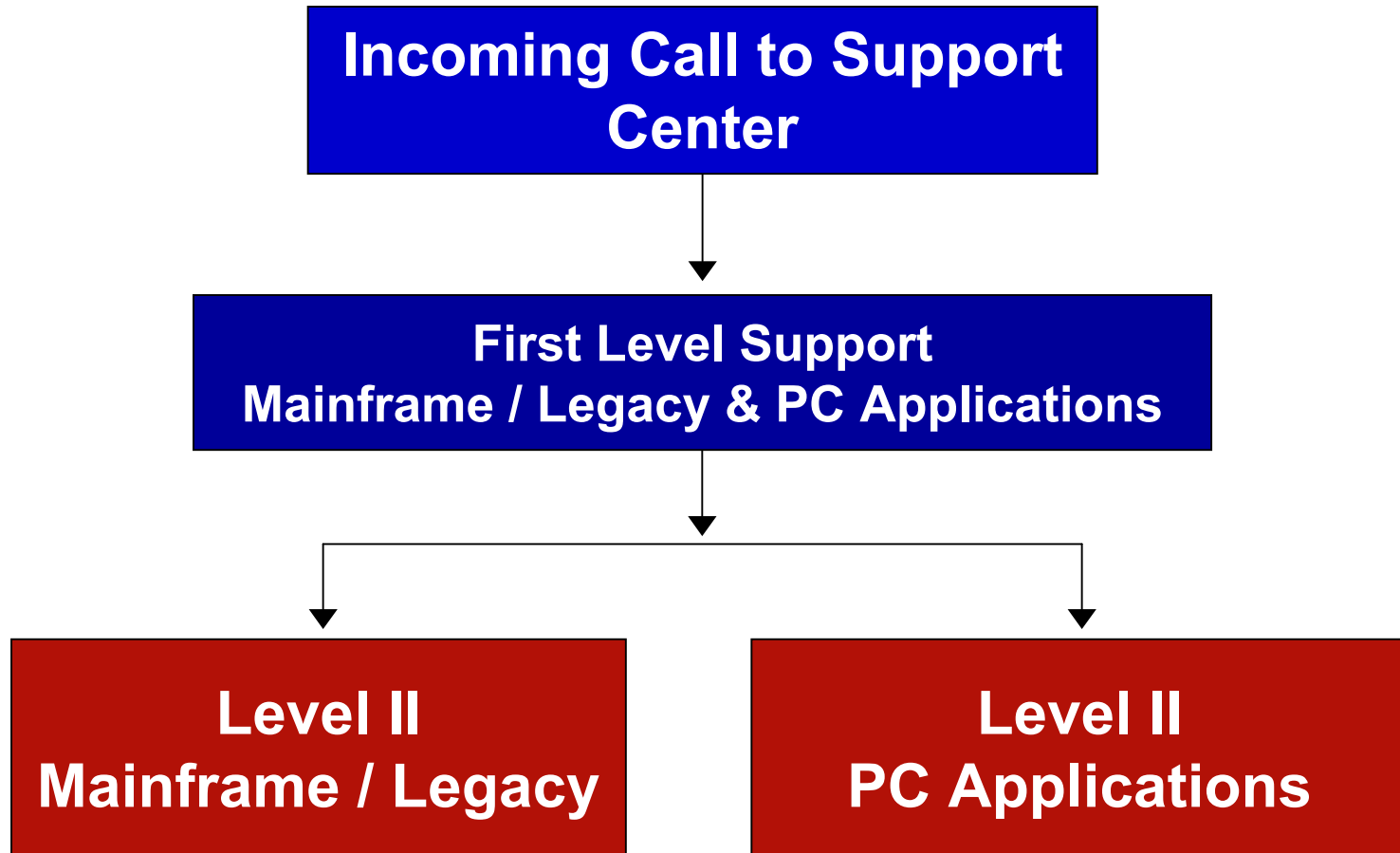
eSupport Contact Center Support Model

Vendor Support

Internal Experts

Third Level Support

Second Level Support

Server   Network Software   Network Hardware   Application   Image   Other

Specialized Support Team Specialists

First Level Support

Support Center Resources

Line of Business

Intranet

Self-Help

Common Database

Self-Healing

Metrics, Feedback Loop, Surveys, Statistics

Impact to the Help Desk

End-users enjoy the improved service

↑

Call Volumes

Will increase with eSupport

↑
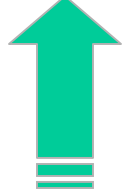
Total Request by Analyst

Call Handle Time

↓

Analysts spend less time gathering information and more time resolving issues

Cost Per Incident

↓

More calls with less handle time

Impact to the Help Desk

**Level II Analyst
Per Employee**

**Impatient end-
users search out
other support
avenues**

Better tools

**End-users are
delighted with the
improved service**

**Call Abandon
Rates**

**First Call
Resolution**

**Customer
Satisfaction**

**More calls are
"pushed down" to
Level I support**

Future of eSupport

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Best Practices For The *eSupport* Model
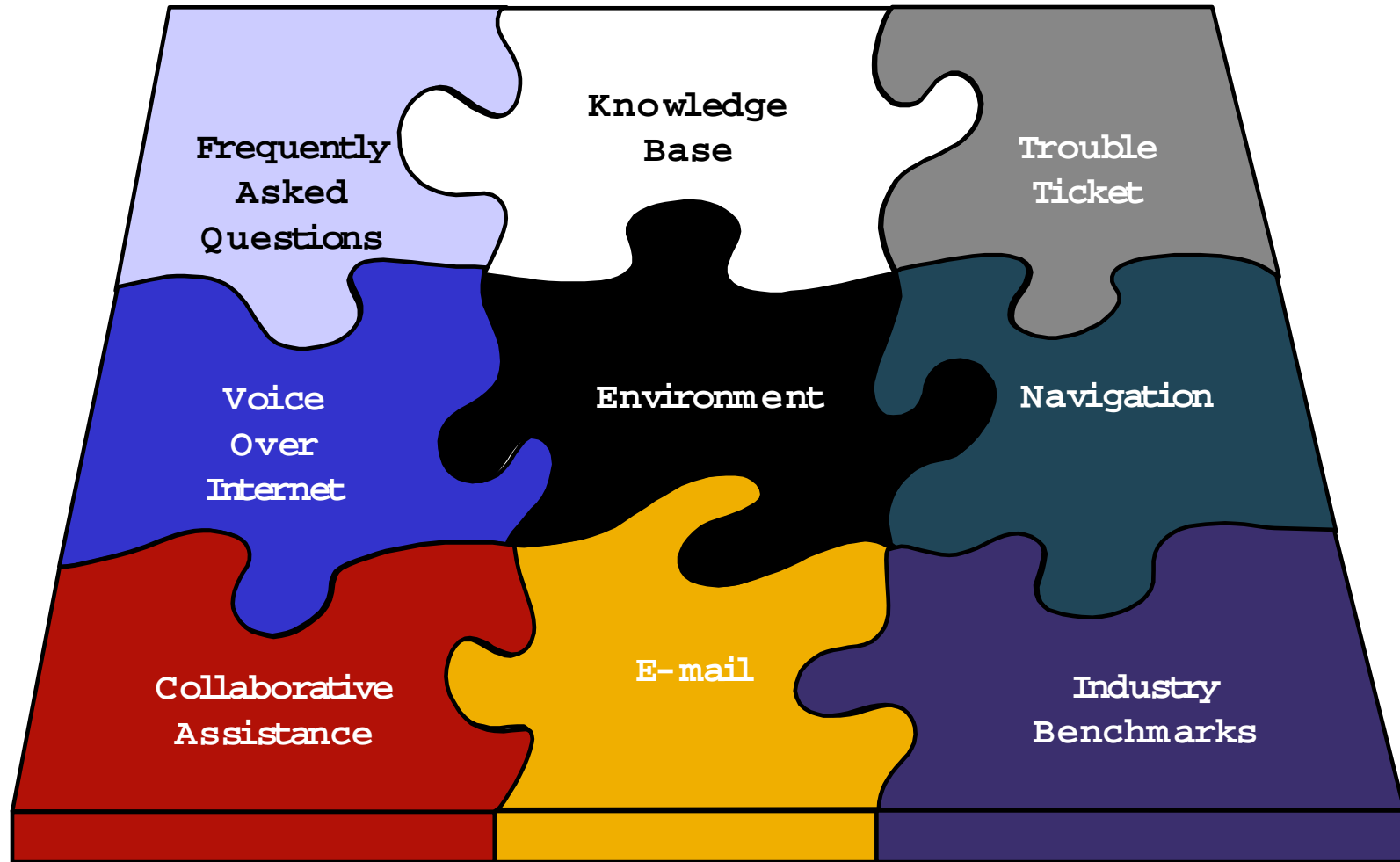
eSupport Assessment Methodology

Solution Delivery

→ Implement the eSupport solution in the Support Center

Develop Solution

→ Create a solution to help achieve objectives, overcome problems, issues and challenges

Analysis

→ Analyze the data gathered

Compilation

→ Gather the data needed for analysis through interviews, observation and data gathering

Definition

→ Define the Support Center's objectives, problems, issues and challenges and prioritize in order of importance

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Bottom Line

- End-users are demanding "anywhere, anytime" support
- End-users lack the patience to wait for support, so they are more willing to help themselves
- Multitude of *e*Support tools and technology
- Telephone-based customer service is not going to be replaced by the Web
- *e*Support model is one that uses a correct mix of tools and technology

Source: Gartner Group CRM 2000, (September 2000)

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Bottom Line (cont'd)

- *e*Support should allow Analysts to handle more with less, decrease the total handle time of each call and resolve more calls
- Complex service requests will require a more knowledgeable, experienced support Analyst
- *e*Support can have a negative impact on the Support Center
- Analysts should be able to delight the end-users with improved service