

Working With Support Teams Beyond the Help Desk

Char LaBounty
LaBounty & Associates, Inc.



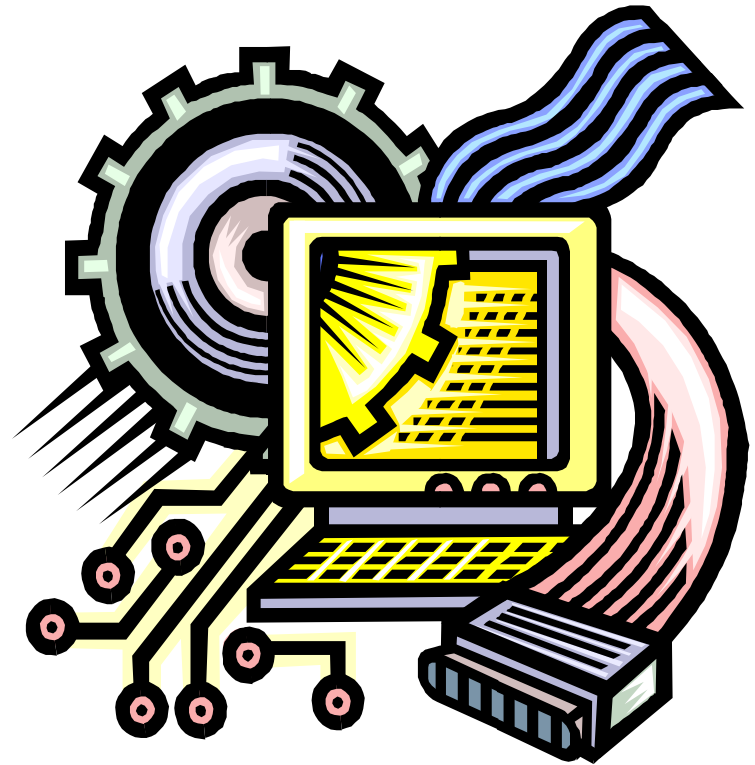


Outline

- What do customers want?
- How do you get there?
- What is Service Level Management?
- Reasons to Implement SLM
- Elements of an IT Enterprise Service Model
- Definition of OLA/SLA
- What do you need?
- Benefits

What do customers want?

- Respect
- Responsiveness
- Resolution



Fragmented Service Delivery



- IT Organization made up of individual units
 - ✓ Each experiencing the same:
 - Challenges
 - Problems
 - ✓ Each taking time to find the same solutions
- No formalized feedback on product/service performance

Imagine.....

- IT Organization working together with a SPOC
- Working as a team
 - ✓ Sharing information
 - ✓ Supporting each other
- Common objective to serve the customer



How do you get there?

- Commit to a journey of Service Level Management (SLM)
- Establish an IT Enterprise wide service model
- Develop & execute OLAs
- Baseline performance
- Embed in performance metrics throughout IT
- Develop & execute SLAs





What is Service Level Management (SLM)?

- Provides a framework for introducing and implementing Operational Level Agreements (OLAs) and Service Level Agreements (SLAs) between the customer community and your IT Enterprise ensuring accountability for IT service delivery
- Acts as guide for establishing reasonable expectations for both parties
- Establishes specific and concrete expectations for the performance of the technology support services provided to your customers



What is Service Level Management?

continued

- Facilitates balancing business requirements, customer needs and staff aspirations
- Provides a framework for measuring and evaluating performance in a reasonable and consistent way
- Provides a framework for focusing on continuous improvement of IT products & services
- Formalizes the process for enhancing, changing or expanding the scope of services provided
- An initiative that outlives the people that build it

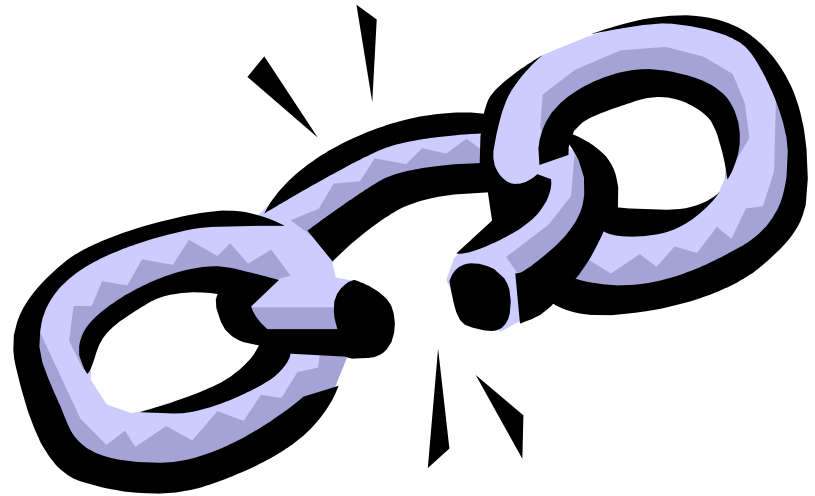


Reasons to Implement SLM

- Improves Customer Satisfaction
- Resource regulation
- Internal Marketing of IT Services
- Cost Control
- Defensive Strategy

#1 Service Level Management Pitfall

- Attempts to implement customer SLAs before establishing internal OLAs





Elements of an IT Enterprise Service Model

- Common IT Mission for technology service & support
- Established contact ownership philosophy
- Clear Severity Code definitions
- Responsiveness & Resolution criteria
- Common service metrics



Definition of an OLA

- Unifies the IT Enterprise
- Defines support requirements internally
- Defines the relationship between Service Desk and internal support groups
- Ensures SLA targets can be delivered to customer



Definition of a SLA

- Contract between a provider of service and a consumer of service
- Establishes measurable agreed-to targets of performance
- Provides a pre-defined process for identifying and resolving problems or problem areas
- Defines how new products and services are incorporated



What do you need?

- Sr. Management commitment & support
- Organizational buy-in
- Communication tools
- Service Tracking System
- Product/service inventory
- Well defined workflows & processes
- SLM compliance management reporting
- Customer Satisfaction survey tool



Overall Benefits

- Establishes & manages customer expectations
- Measures for adherence and improvement
- Increases employee morale & job satisfaction
- Prioritizes work in a consistent fashion
- Provides focus on continuous improvement
- Fosters good relations between IT and other departments
- Improves customer satisfaction



Productivity Benefits

- Clearly defines roles & responsibilities
- Provides a SPOC for customers
- Provides customers with response & resolution times
- Promotes use of common tools & processes throughout the entire IT organization
- Tracks all problems & requests in centralized STS database
 - Provides management with workload driver information
 - Provides information on continuous improvement
- Streamlines the solution process
- Provides automatic escalation & management notification



Fundamental Laws of Customer Service

- Other things being equal, customers' expectations of service quality will rise over time
- The best level of service a customer ever received becomes the minimum level of service they are willing to accept

Either customer expectations are managed, or they will manage you!



LaBounty & Associates, Inc.

Service Management Consultants

Copyright © 2004 LaBounty & Associates, Inc.

No part of this publication can be reproduced without the expressed written consent of LaBounty & Associates, Inc.

303-660-5994

www.labountyassociates.com

email: char@labountyassociates.com