

# Service desk VS Call Center

# Abstract

- **Title:**
- I.T. Transformers: Transitioning Call Centers into Service Desks
- **Target:**
- I.T. Service Management
- **Abstract:**
- It is incredibly common for service desks in government laboratories to be metrics-based service desks in hopes of delivering a faster mean time to resolution. However, we can easily begin to obsess over metrics and lose focus on what our customers value. In creating metrics-based SLAs, our help desks can even turn into call centers, with an environment that rewards the ticket creator instead of the failure eliminator. Answering the phone becomes a higher priority than resolving customer's issues. This presentation will emphasize **putting the “service” back into the service desk** by finding the sweet spot that balances what the IT experts believe customers need with the customer's perspective of what they require to be successful.

# Problem

## **Customer point of view**

- Hate calling
- Takes forever to get through
- Don't fix issue
- Don't understand my issue
- Don't get a timely response
- I feel like a number

## **Help Desk Tech's point of view**

- I hate taking calls
- There are too many calls
- Customer doesn't know what their issue is
- They don't understand my SLA's
- Customer never there when I call them
- I feel like a #

# Service Vs Utility

## **Service**

- MVD
- CCHD
- Call Center

## **Utility**

- HEN- Fil- A
- Payroll
- Service Desk

How do we get from call center

# How do we get from Call center to service desk ?

## Call Center

- Neither customer or employee want to be there
- Antiquated services “no online- must bring phone bill”
- Difficult to find information
- “NO”

## Service Desk

- Both want to be there
- Proactive Delivery
  - Drive through has multiple people taking orders
  - Expediting orders
- Clean understanding menu
- “sure!”

# Similarities between bar tender, call center agents

## **Bar Tender**

- Wait to get served
- Neither give you full attention
- Have to help

## **Call Center agent**

# Similarities between bar tender, call center agents

- Wait to get served
- Neither give you full attention
- Have to help
- Both need to deliver bad news
- Limited time to help you
- Don't want to hang out with you after work
- Both have set deliverables

# Differences

## Bartender

- Willing to accept bad news
- We give what we're charged plus tip
- Helps us destress
- Consistency
- Relate
- Connect with you
- Inherent trust
- Check up on you

## Call Center

- Complaints go to president
- Never get positive feedback
- Root of our stress
- condescending

# Whats the Bridge?

## **Good things about Bartender?**

- Connects with customers
- Simplicity in Service
- Excellent Customer Service

## **Good things about *HEN* Fil A?**

- Connects with customer
- Simplicity in Service
- Utilizes problem Management Principles
- Excellent Customer Service

# How do we apply these common principles?

- Connect with your customers
- Simplicity in service
- Proactive Check in
- Problem Management
  - Created a tool,
- Customer service
  - Willingness to help & greet”
  - Tool available to customers directly

How can we be proactive?

- Problem management – Already have metric ton of data
  - We know what the call drivers are
  - DO SOMETHING ABOUT THEM!
  - Found the issue of what tickets are going to the field that could be fixed at the desk, created a tool that addresses these issues
  - Future state: Have the desk use this tool on every call with every customer
  - Future Future State: Have the customers do this by themselves
- Customer Service –
  - CFA thinking about the customer interaction from beginning.
  - Customer wants to be able to fix their own issue without having to go back 10 years in time to get help from the helpdesk
  - They want to talk to one person
- Proactive Check
  - “You good bro?”
  - Measure Re-work, identify what customers need their issues addressed differently by a tech that can have a more complete view.
  - Utilize a tool to help us find the customers who hung up before reaching a rep.

# CHAT NINJA

- Eliminates 2nd contact
- Allows us to cut down the TTF

# Simplicity

- “menu” is simple and easy to interpret
  - Customers AND technicians can understand easily
- Fluid service offerings (can I get Swiss instead of cheddar?)
  - Adaptable to changing customer needs
- Confidence in service provided
  - You know what you’re getting
  - No surprises
- Made an audible request to restructure the service and standardize

# Connect with your customer!

- The bartender connects with you

Thank you~!

- Questions?