

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?