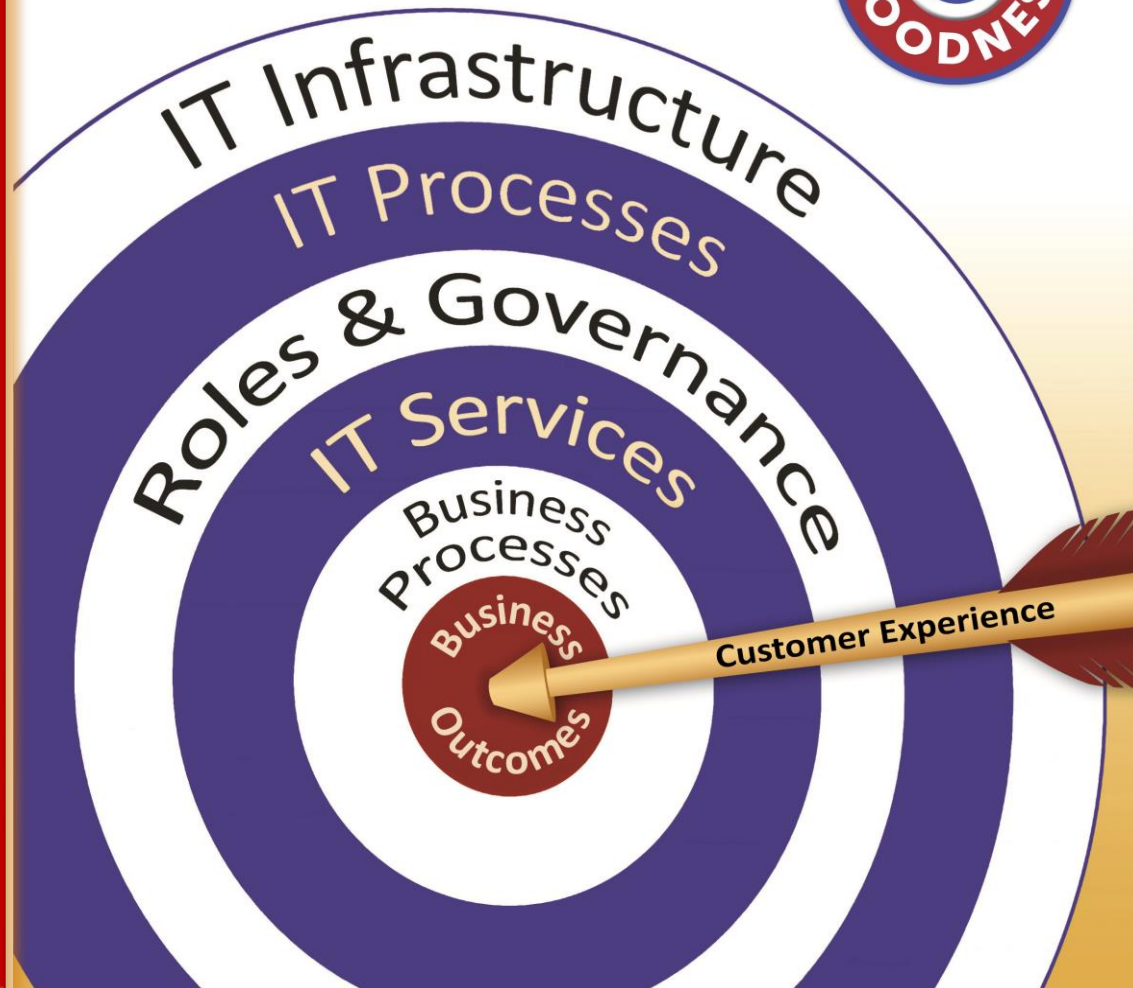




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Respect the Service Desk



SITS14
Presentation
April 2014



Agenda

- Question
- The real issues - holding back service desks
- The Elephant in the Service Desk
- Practical Tips
- Questions

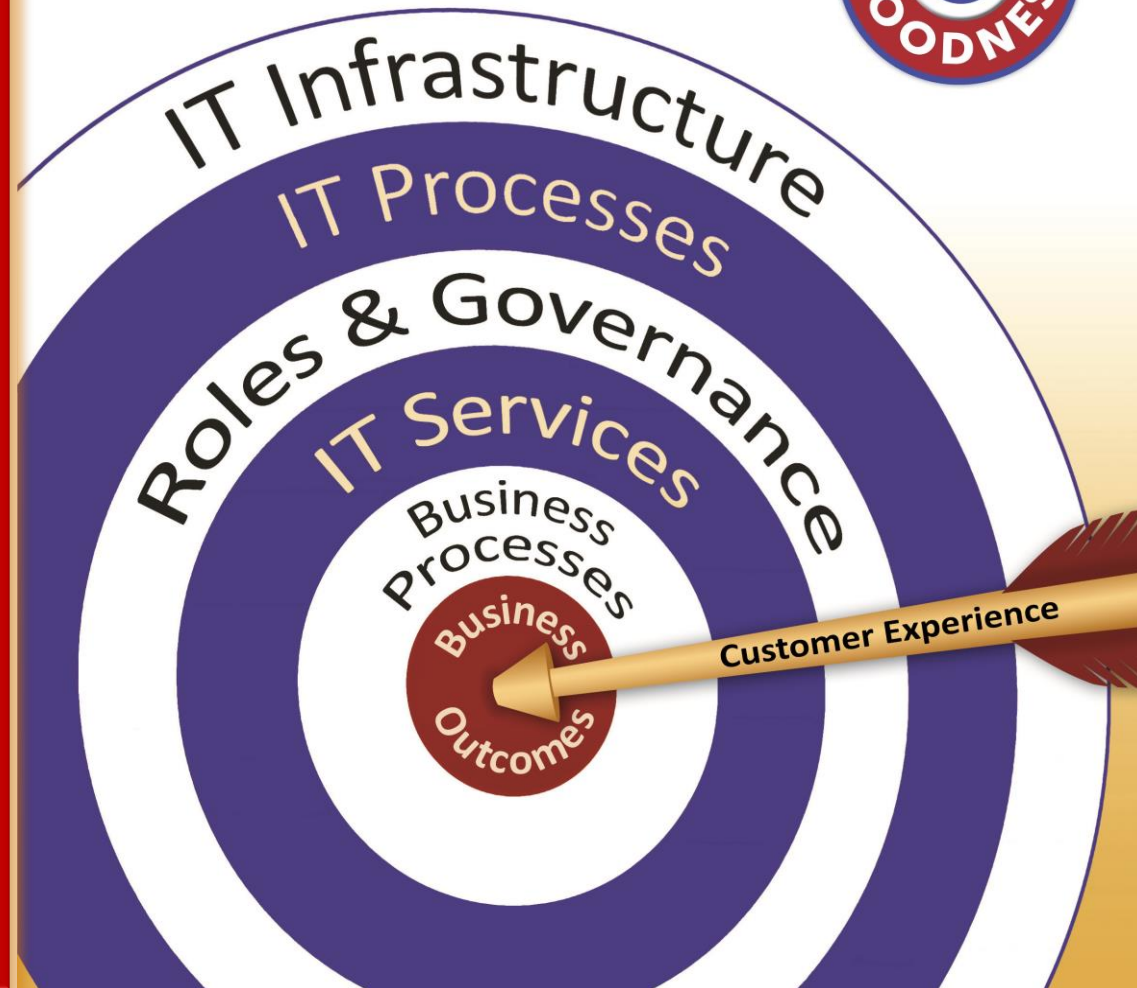


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Question

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??

Is your Service Desk given the respect it deserves?

If not why not?



A Service Desk valued...

- Is the shop front / flagship for your organisation
- Is an engine for service quality and improvement
- Manages customer experience, expectations and service improvement
- Shows that customer experience is understood and valued



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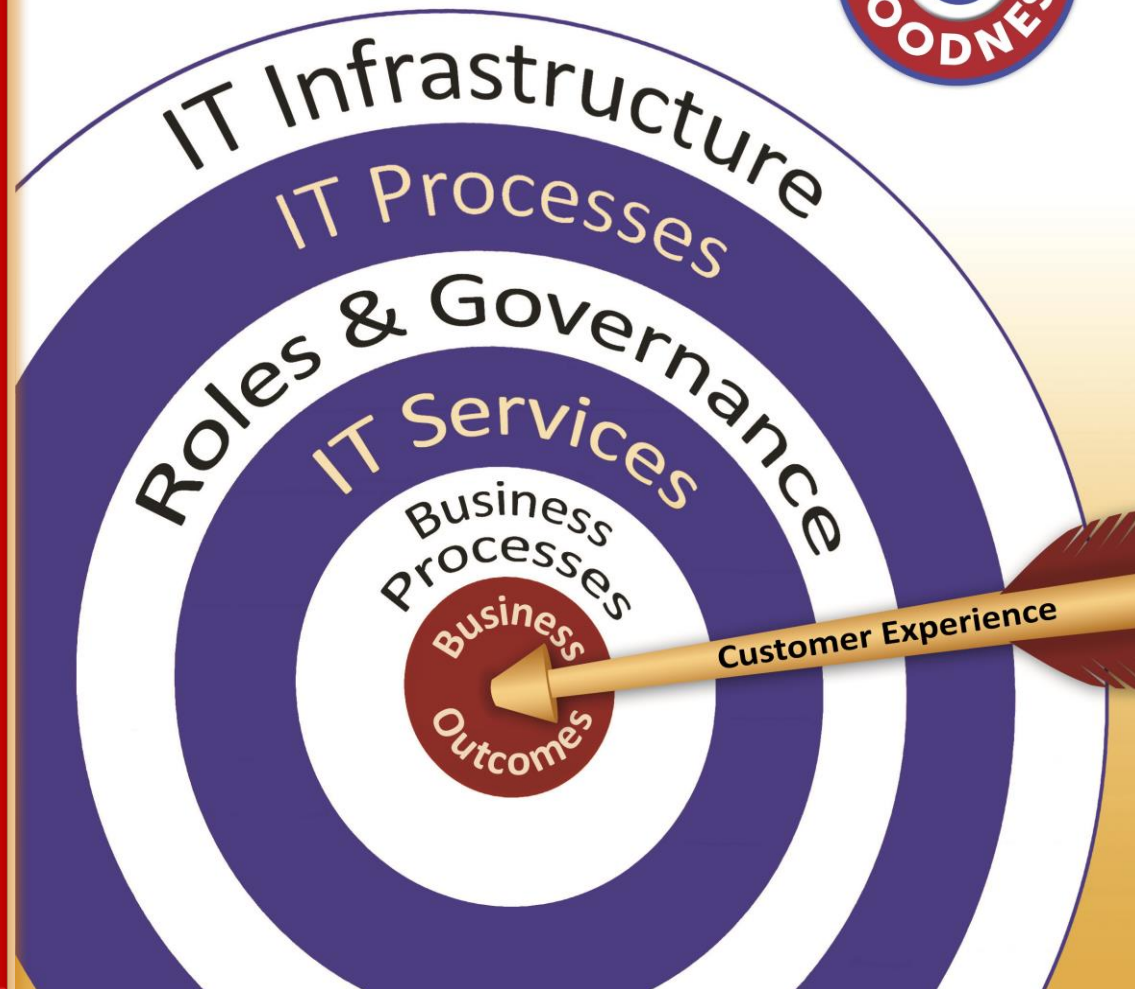


The real issues

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So

What's stopping you...
What's holding you back?





Service Desks...Failing

- Not joined up to the organisation they work for
- Focussed on incident processing rather than customer experience
- Over-focussed on SLAs and KPIs – or the wrong ones
- Offering single approach for all
- Over-formal and process driven
- Not embracing new technologies and ways of working



Invest in the Service Desk

The 7 Steps to **ITSM Goodness**

1 Engage and listen to customers

Start by trying to understand the customer experience and expectation of IT

2 Build a service structure based on business outcomes

Services trump SLAs, so build a picture of what you are delivering across IT

3 Invest in the service desk, the focal point and flagship of IT

It needs quality and investment to make it work for the whole of IT

4 Get Problem Management working

This is the game changer that most organizations still struggle with. It requires the right person more than a good process

5 Report on the useful stuff

Stop producing piles of reports; report on services and on what's important for the customer and business (not what IT does)

6 Get all of IT working together

It's not just about the service desk; everyone must play a part and this needs to be made clear and managed with governance

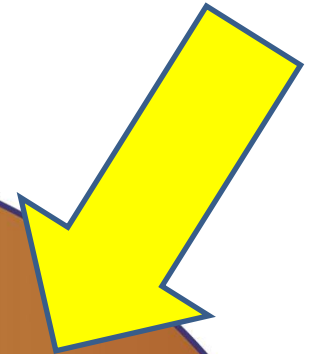
7 Change and sell the pitch

Success needs to be communicated and marketed – continuously

Invest in the Service Desk



The 7 Steps to **ITSM Goodness**



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If you don't 'invest' in SD...

In people, skills, resources, empowerment. management time, quality control, training, tools, communications, marketing – then you are:

- Missing a huge opportunity to manage your customers expectations and the view of your service
- Missing huge opportunities to optimise the quality and efficiency of your overall IT services, and
- Basically demonstrating that you don't understand how to manage a customer service, or simply don't care about it



??

But, there's another thing...





RESPECT



RESPECT





RESPECT





Sorry to say, but...

Too often the Service Desk is:

- Ignored, forgotten, excluded
- By-passed
- Undervalued
- Patronised
- Brought in too late
- Not seen as a real part of IT – all by IT!





Sorry to say, but...

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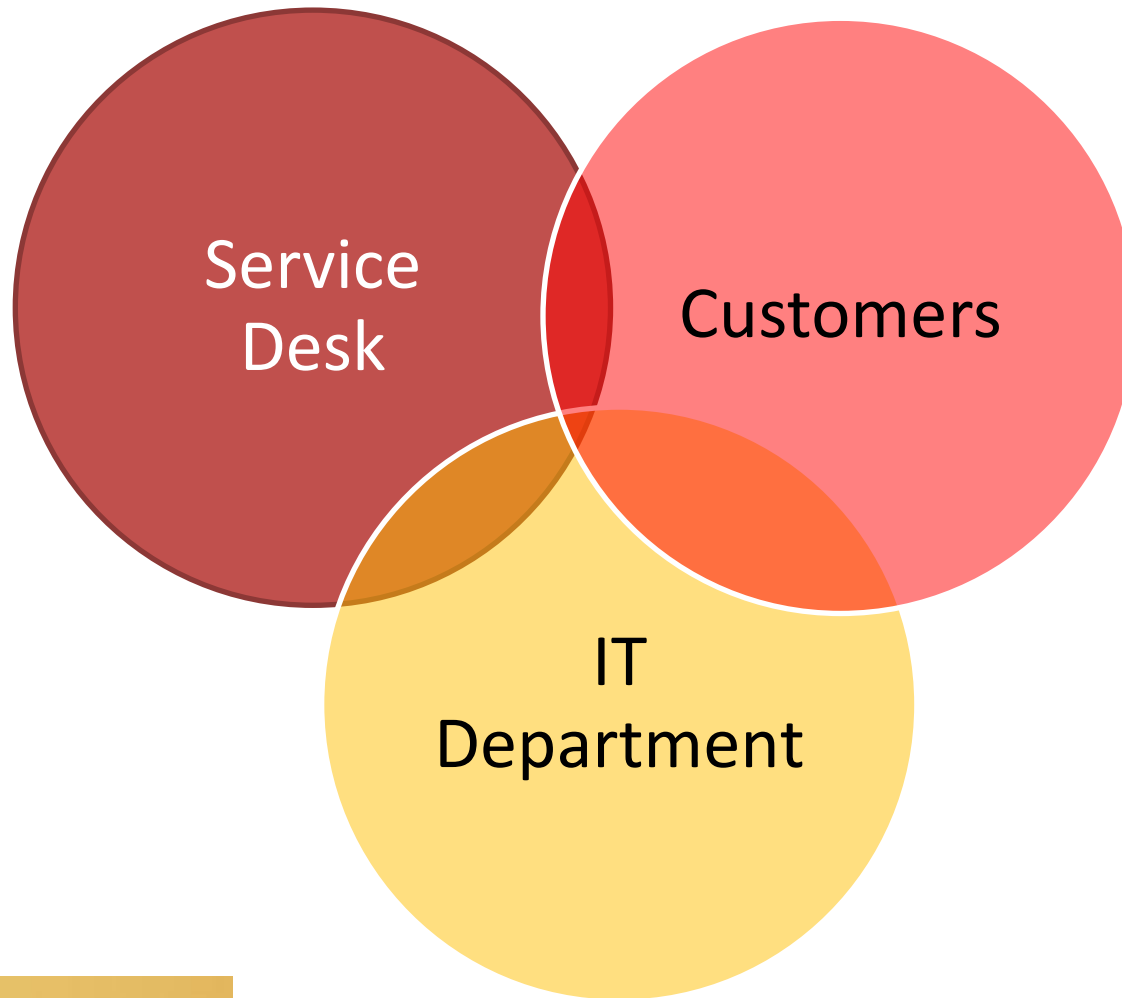


Athazagoraphobia

(noun)

Fear of being forgotten, ignored, or replaced.

Service Desk Triangle





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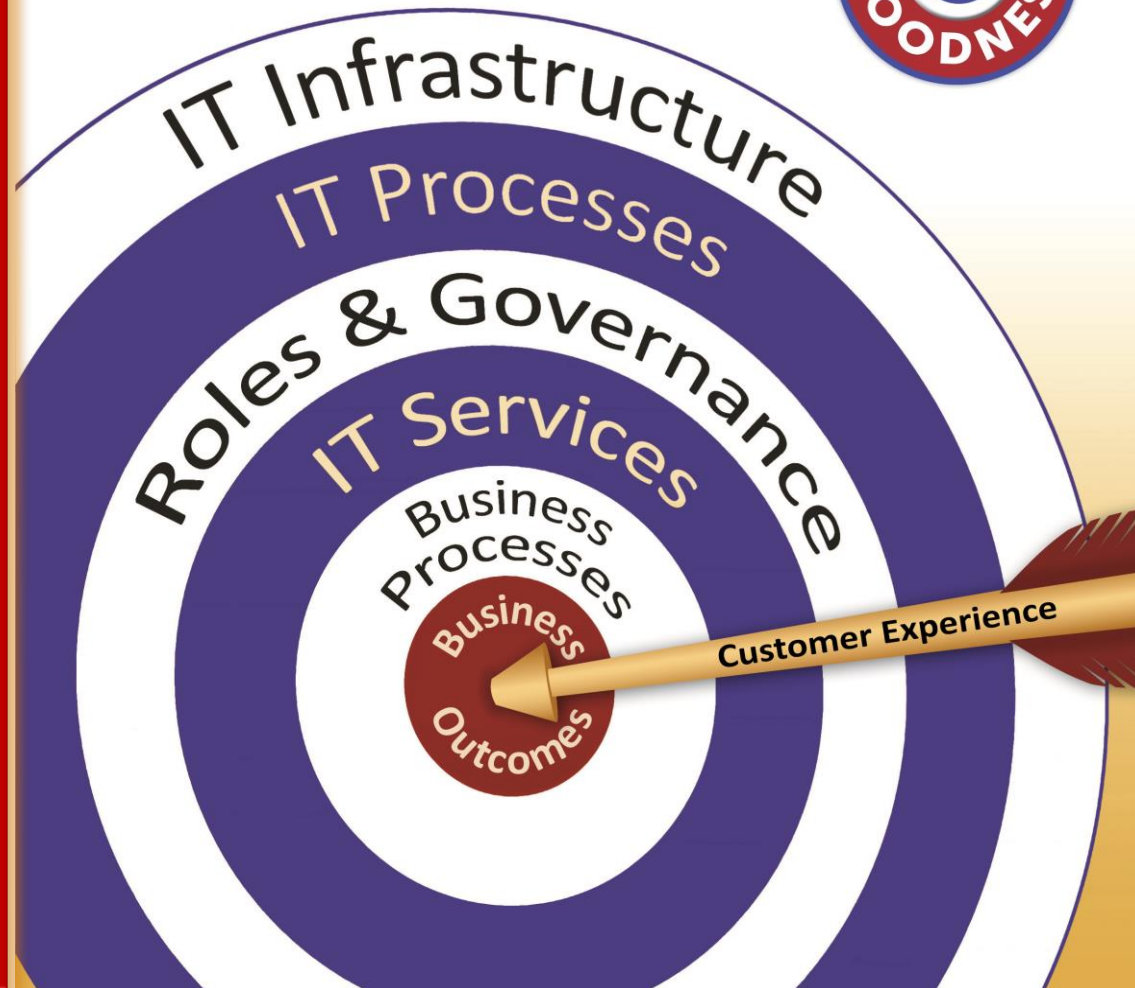


Elephants

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The Elephant in the Service Desk



The real and obvious issue that nobody talks about...

RESPECT



The ITSM Herd of Elephants

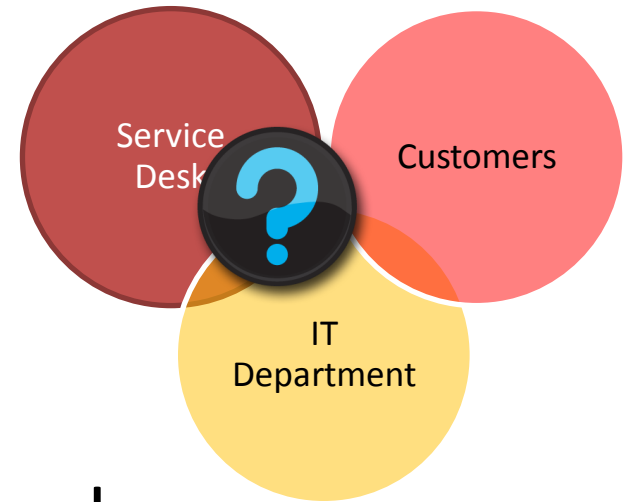




Service Desk Manager Elephant

Managing the triangle...

- Key Role
- Management, delegation,
- Communications, marketing, sales,
- Negotiation, facilitation, diplomacy, consensus
- Operational control and
- People skills





The ITIL Elephant

- Silver bullet expectations
- Processes and documentation will sort it
- Governance and enforcement of working practises
- Training will change the organisation?
- Acceptance across teams?
- Practical guidance?
- Process silos





The Software Elephant

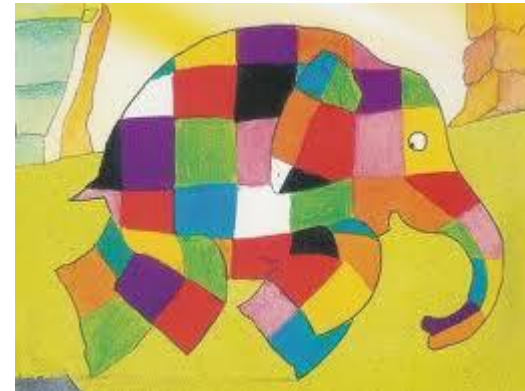
- Expectations
- Being realistic about planning
- Clarity on objectives
- The tool gives us 'ITIL', right?
- Rip and replace ...?
- Start with Services – please!





The Culture Elephant

- Acceptance of working practises
- Acceptance of the value of other roles and functions in IT
- Governance? management!
- Teamwork
- Not just the Service Desk
- Respect





Living with the Elephants

- The right manager
- The right team
- Customer Experience
- Code of conduct
- Teamwork and Cultural acceptance
- Management and Leadership
- Open and positive culture





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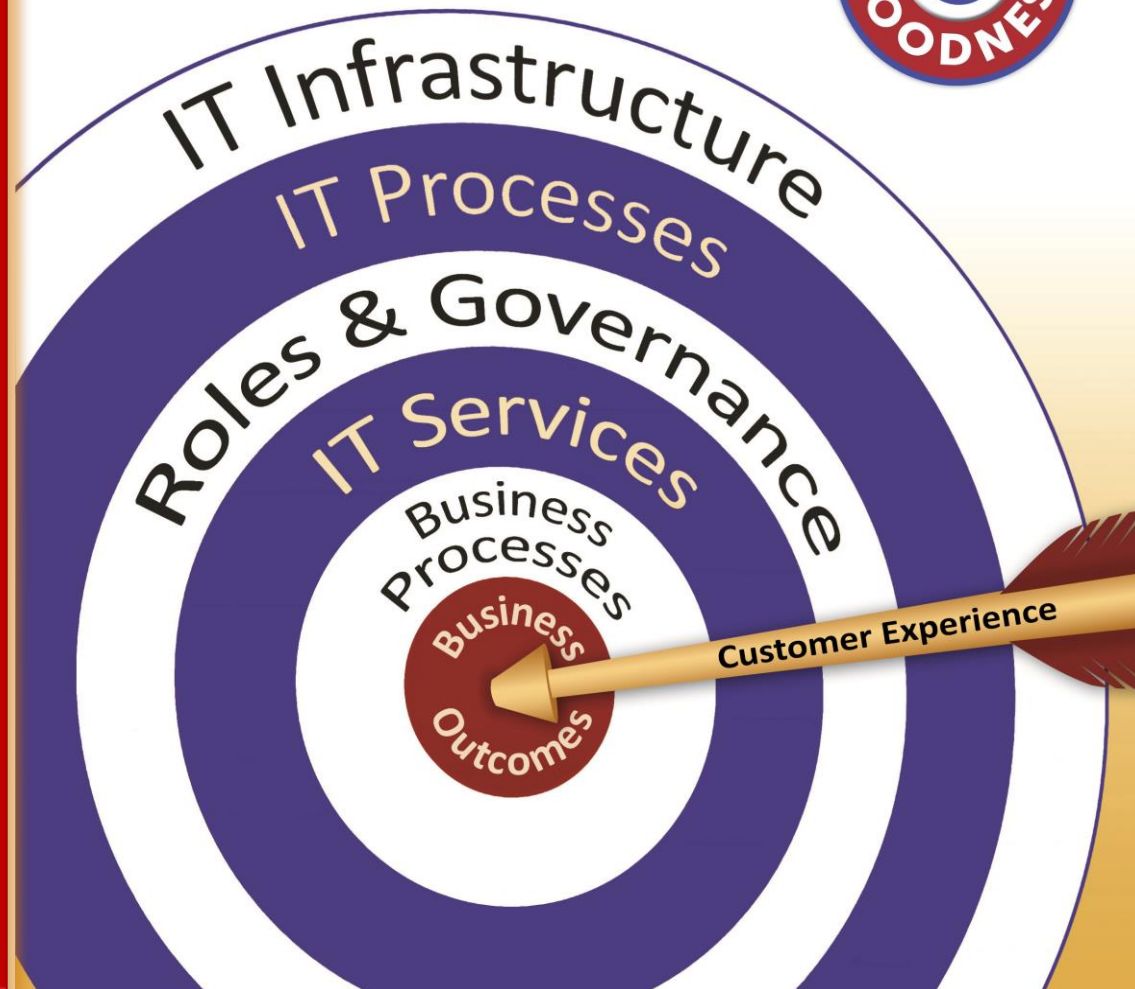


Practical tips

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Tips

- Build a SD code of conduct
- Get in control of statistics
- Make SD an aspirational team
- Spread the 'Customer Experience' message
- Be clear on basic rules and goals - give people flexibility to excel
- Show the Service Desk the bigger picture

BE SO GOOD
THEY CAN'T
IGNORE YOU

~STEVE MARTIN



Tips

- Get the department on-side get or take authority
- Get the CIO to spend time on the Service Desk
- Avoid all temptation to factionalise/blame
- Communicate and promote success
- Make tools + processes work for you
- Be positive and constructive





Summary

Leadership

Influence, example, communications, facts,
relationships

Customer Experience

Business Outcomes

Outcomes over output

Principles over process





BARCLAYRAE
Independent Management Consultant



**Thank you for
listening!**

www.barclayrae.com

Itsmgoodness.com

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BrightTALK CH 9885

@barclayrae

bjr@barclayrae.com

