

Suspicious of the Consolidated Service Desk

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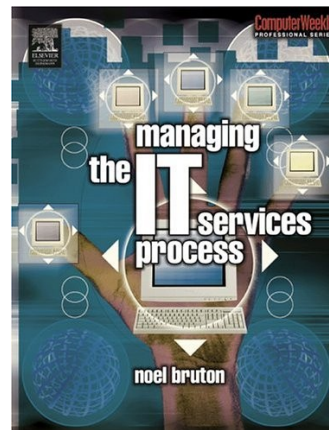
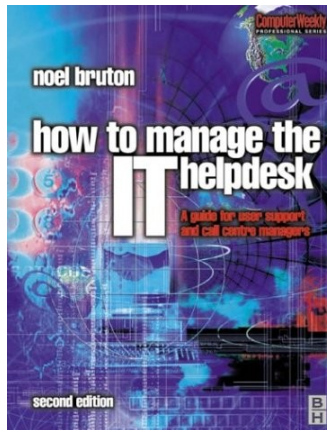
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“I fix IT helpdesks”

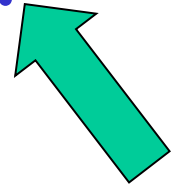


BRUTON CONSULTANCY
IT Support Management Consultancy and Training
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Service Desk & IT Support SHOW 24 - 26 April 2007
National Hall
Olympia, London

Official seminar title:

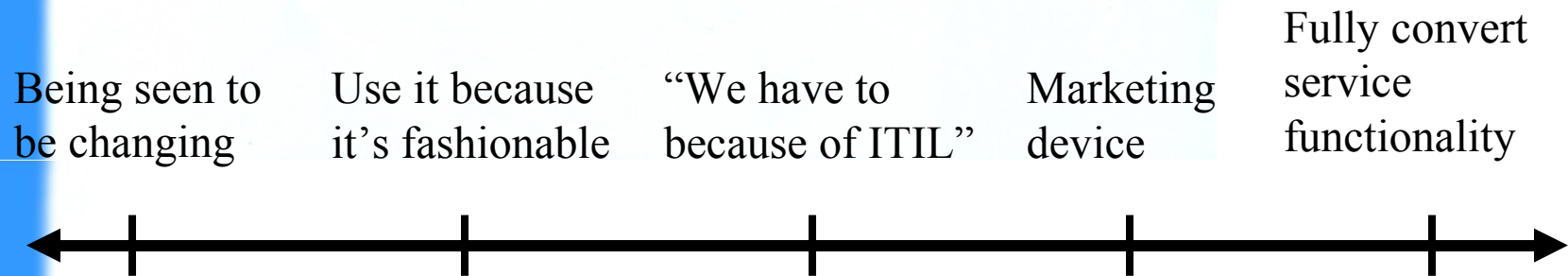
“Suspicious of the
Consolidated Service Desk?”



No question!

(So won't be addressing benefits today)

Range of Use of Terminology



The Received Wisdom

“Of the organisations surveyed, 30% are currently running one or more IT service desks with one or more non-IT service desk and they generally believe that further ‘economies of scale’ can be achieved, this being the justification to explore the wider aspects of consolidating their service desks.”

Source: service management survey sponsored by the HDI and Hornbill Systems, 2007

Service Amalgam

- Helpdesk 'how do I'
- Fault reporting
- Change requests
- Procurement
- Training requests
- End-user communication
- One-stop call centre

Perceived similarities

Helpdesk and Service Desk:

- Receive enquiry
- Log enquiry
- Categorise enquiry
- Assign to resolver
- Use same tool
- Use similar technique
- May include clerical function

Crucial Differences

- Diagnosis
 - Helpdesk: usually necessary
 - Service Desk: usually irrelevant
- First-time fix
 - Helpdesk: 58% - 85% typical
 - Service Desk: necessarily reduced mean
- The Helpdesk was never a call-centre
- Yet the Service-Desk puts call-centre concept at the heart of delivery



Meaning of Differences

- Focus on user productivity
 - £303 per employee per hour if you're Barclays/ABN!
 - Helpdesk actually gets the user working again
 - Service desk can only promise to do that
- Career path
 - Helpdesk: second-line support
 - Service Desk: ?
- Staff quality?
- Service quality?

Wider Range of Enquiries

- Precludes specialisation
- Decreases FTF
- Confuses meaning of statistics
- Over-complicates Category/Type/Item
- Thus, decreases value of MI

Decreased First-line Quality

Corporate and managerial impacts

- Drives users to self-help, thus
- Pushes up hidden support costs
- Hiding true nature of support workload
- Takes support out of support management hands
- Decreases end-user productivity
- Tempts outsourcing

Corporate View or... Departmental Teflon?

*“That’s as may be, but so long
as it’s not on **my** budget.”*

How Have We Got Here?

- Making decisions based on cost alone
- Making decisions based on departmental budgets rather than corporate impact
- Management failure to genuinely understand the helpdesk
- Focusing on delivery rather than consumption
- Persistent lack of cost-benefit analysis
- Virtual absence of productivity measurement
- Training technical staff only
- *Vendor-driven as usual!*

What About the Customers?

- Which do they value more?
 - Single point of contact?
 - Quick resolution where possible & likely?
- What are their business needs?
- Can we afford the old service?
- Power of a name
 - Well managed, a name change can be powerful PR
 - User confidence
 - Impression of hands-on management

If You Must...

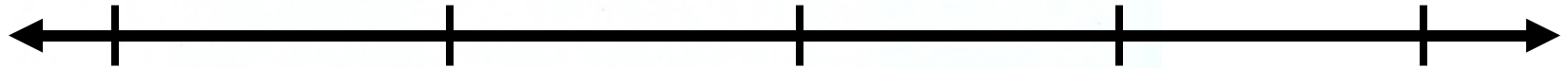
Being seen to
be changing

Use it because
it's fashionable

“We have to
because of ITIL”

Marketing
device

Fully convert
service
functionality



- Pick your spot carefully
- Weigh up everything
 - Especially the stuff ITIL doesn't consider
- Do it honestly
- Don't be scared NOT to do it if that suits your business

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