IT Service Management Blueprint

Consumerize the User Experience

Start

What's the Plan for Improving Your User's Experience?

Let's face it: Users don't want to call or email your department for IT service anymore. It's too slow, too frustrating.

What they really want is a self-service experience that is convenient and easy, just like what they get in their personal lives. Self-service isn't just a boon for your users, though. It helps your IT department be more efficient and productive while saving you money. Despite all the benefits, many companies still haven't consumerized the user experience. In fact, according to an Aberdeen Group report, **74% of IT requests still start as emails.**[1]
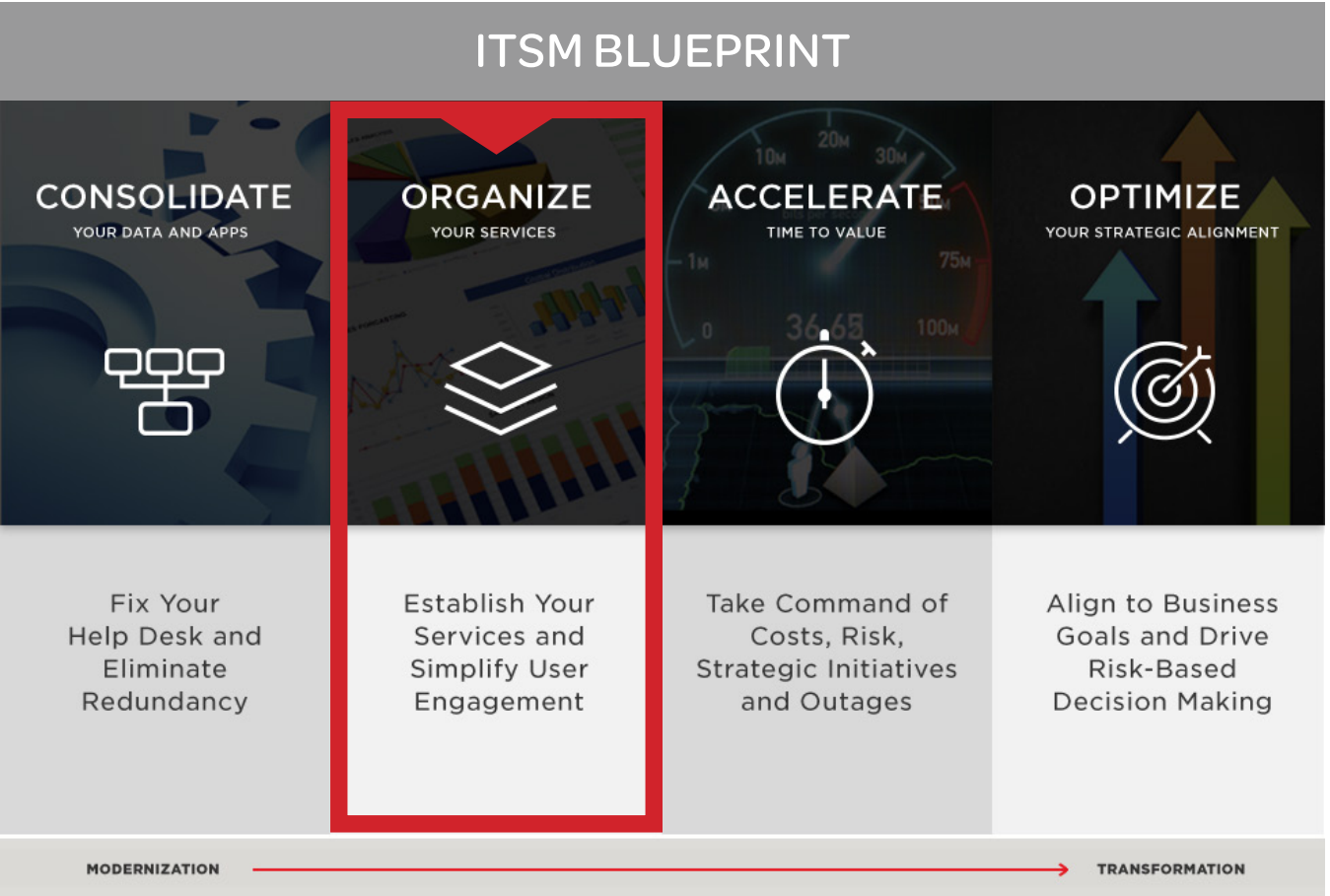
What about your company? What's the plan for improving the user experience and IT efficiency? Do any of these statements describe your current self-service capability?

- Your team has trouble keeping pace with work demand and information requests.

- Your service desk is not delivering a consumer-like experience, leading to poor user satisfaction.

- You've deployed a self-service portal, but usage is less than desired.

- Knowledge-based information and self-help are not being used effectively or at all.

- You would like your self-service portal to reflect your company brand.

[1]*"Bring ITSM into the Modern Age with End User Self-Service Support,"* Aberdeen Group, November 2015.

If any of these statements ring true, read on for guidance—including action plans, best practices, and success metrics—for creating the kind of self-service IT experience your users want and expect.

ITSM BLUEPRINT

CONSOLIDATE YOUR DATA AND APPS — Fix Your Help Desk and Eliminate Redundancy

ORGANIZE YOUR SERVICES — Establish Your Services and Simplify User Engagement

ACCELERATE TIME TO VALUE — Take Command of Costs, Risk, Strategic Initiatives and Outages

OPTIMIZE YOUR STRATEGIC ALIGNMENT — Align to Business Goals and Drive Risk-Based Decision Making

MODERNIZATION → TRANSFORMATION

In this eBook, we focus on how to deliver a consumer-like, end-user experience. Once you've defined and organized your IT services, the task at hand is to simplify user engagement.

servicenow

Creating the Ideal
Self-Service Experience

Replace a frustrating and slow user experience with a single, efficient, consumer-like portal that enables convenient self-service for your users. For this, a cloud-based platform is your best option. The ServiceNow Enterprise Cloud is architected to adapt to the varying needs of any department— whether it's providing self-service portals, automating request workflows, or managing complex projects. ServiceNow was designed as the cloud platform companies use to get work done across the enterprise.

To empower your customers and give them the same people-friendly experience at work that they have with their consumer apps, you'll need the right platform and a comprehensive plan. Consider the following guidelines as the foundation for implementing or improving self-service IT.

Self-Service Portal
Provide a self-service portal as the single point of engagement for your users, enabling them to report issues, make requests, ask questions, and determine status.

Service Catalog
Define the service catalog to accurately reflect the current details of all supported services, including: scope, costs, service level agreements (SLAs), dependencies, and other specifics. Make sure your service catalog supports the evolving needs of all other service management processes, keeping interfaces and dependencies in mind (e.g., request fulfillment processes and capacity constraints).

Knowledge Base
Automate knowledge sharing for more efficient and higher quality service while reducing the need to rediscover information. Tailor it to different personas, levels, departments, and roles so it's easier for users to contribute and learn.

servicenow
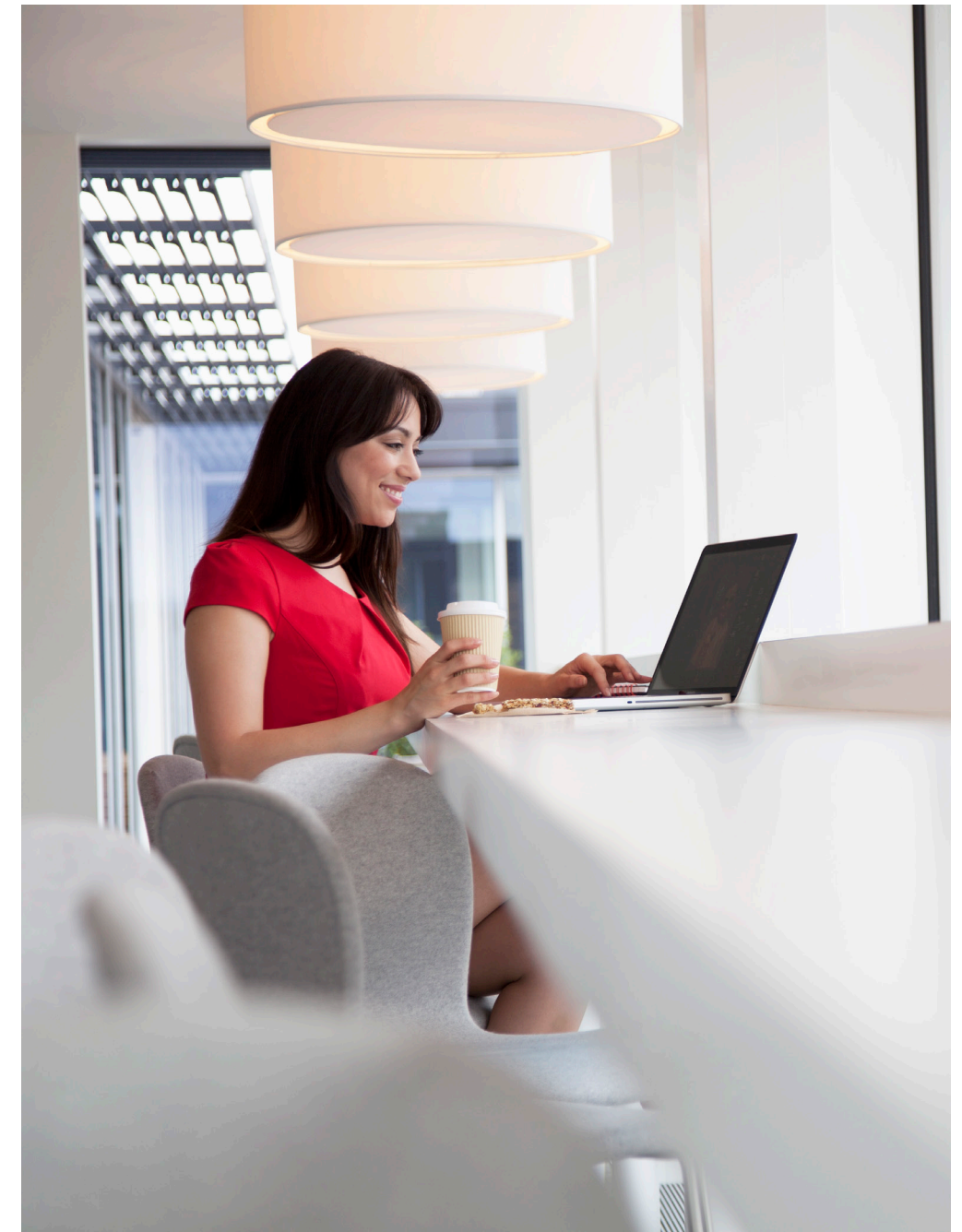
Get It Right with Proven Best Practices

While creating a self-service experience that lives up to your users' expectations shouldn't be rocket science, you'd be wise to take advantage of proven best practices available from the large and diverse ServiceNow user community. These can help your team accelerate and streamline deployment of your self-service portal while maximizing your short-, medium-, and long-term benefits.

Self-Service Portal

- Design the service experience from the outside in, focusing on the customer perspective first (best practice courtesy of Forrester Research[2])
- Tailor the customer-facing elements of your service management portfolio—such as your service catalog and knowledge base—to align with personas and roles
- Over-communicate to your user base to help drive adoption with tools such as regular newsletters, updates with quick tips, and "how-to" information for the new portal

Service Catalog and Requests

- Establish clear ownership for each service and identify an overall service catalog owner
- Periodically analyze models for request fulfillment to identify opportunities for consolidation or process improvement, or to adjust service level targets
- Confirm all standard requests are supported by predefined approval and qualification processes
- Involve users in catalog design to ensure wording is clear and the portal is easy to use

Knowledge Management

- Assign a knowledge manager who is responsible for encouraging knowledge base contribution, usage, and continuous quality improvement
- Match fact patterns of new incidents automatically to the knowledge base to quickly provide resolution information
- Provide multiple methods of access to the knowledge base through search, the self-service portal, and intranet links
- Keep community and subject matter experts engaged to create and identify the best content with collaborative Q&A, scoring, and recognition capabilities including peer ratings and award badges
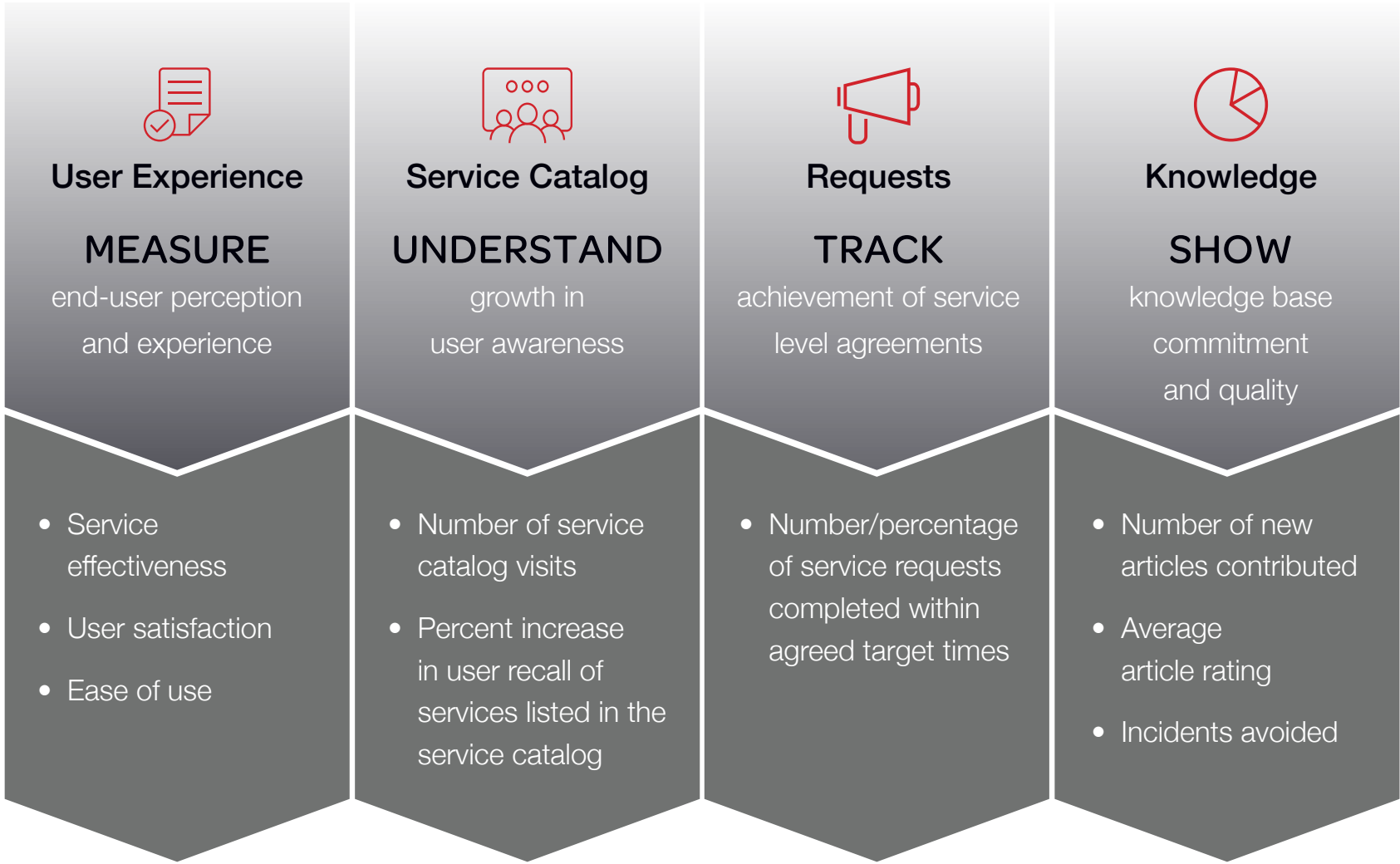
Check out these tips from Forrester Research on "Wowing Your Workforce"

[2]"*Webinar: Forrester Getting it Done! How IT Can Accelerate Employee Productivity Across the Business,*" Eveline Oehrlich, September 2015.

servicenow

Track It
and Manage It

With the right ITSM platform, you can measure and track key performance indicators (KPIs) that document the success of your initiative to simplify and improve user engagement. In addition to tracking success metrics, you can use the insight gained to further improve your self-service portal. Here are some KPIs to consider:

User Experience	Service Catalog	Requests	Knowledge
MEASURE	**UNDERSTAND**	**TRACK**	**SHOW**
end-user perception and experience	growth in user awareness	achievement of service level agreements	knowledge base commitment and quality

- **User Experience**
  - Service effectiveness
  - User satisfaction
  - Ease of use

- **Service Catalog**
  - Number of service catalog visits
  - Percent increase in user recall of services listed in the service catalog

- **Requests**
  - Number/percentage of service requests completed within agreed target times

- **Knowledge**
  - Number of new articles contributed
  - Average article rating
  - Incidents avoided

servicenow

Real-World Self-Service Success with ServiceNow

Standard Life

Standard Life uses ServiceNow to provide employee self-service portals, helping to accelerate IT service delivery and eliminate manual intervention. The financial services company can now deliver requested software to users in minutes, compared to more than 10 hours previously.

" [The new self-service portal] is astonishingly close to the same experience they would get with a consumerized online shopping site. "

Philip Murray
Process Manager, Standard Life

servicenow

Take the Next Step

When you deliver a consumer-like, efficient, and convenient self-service experience, everybody wins—your users, the IT team, and your company. That's because you gain:

- Greater efficiency and productivity for both users and IT
- A lower cost of service using automation to replace manual efforts
- Increased user satisfaction as they help themselves instead of waiting for IT to respond

What's next? After you've conquered simplifying the user experience, it's time to start accelerating your time to business value by taking command of IT costs, risks, strategic initiatives, and service quality.

Continue Your Journey to IT Transformation

servicenow

< BACK