salesforce

SOLVE PROBLEMS FASTER

4 WAYS TO EMPOWER YOUR IT SERVICE MANAGEMENT

Introduction
THE IT OPPORTUNITY

Technology is driving much of the innovation in business today. As a result, the potential for IT departments to make a major impact is bigger than ever.

Yet challenges abound. As businesses and their customers rely more and more heavily on technology to do their jobs, the pressure is mounting for IT to solve more and more complex problems in less time.

IT Service Management (ITSM) systems exist to bring order to an overwhelmed department, but not all of them are optimized to move IT departments into the future. Cloud-based systems designed with the needs of ITSM in mind can not only make IT's job easier, but also empower IT to innovate and move the company forward.

There are four critical elements that each system should offer:
- Self-Service Options
- Low-Friction Communication
- Reporting and Dashboards
- Future-Ready Platform

On the following pages, we will explore the features and advantages of each. Keep reading to learn about the tremendous opportunity that now exists for a modernized IT department to play a crucial role in every company's success.

Table of Contents

Chapter 1

SELF-SERVICE OPTIONS

At the forefront of innovation is the ability to search, share, and gain insight from existing information — particularly in today's data-rich business environment. Consumers do this every day, and many leading companies have built their business on it.

In the enterprise, unfortunately, information hasn't always been made readily available — to users or even to IT departments — but self-service options can change that. Self-service options can empower users to quickly find the information that is most relevant to them. At the same time, IT is better equipped to help, with the ability to quickly and accurately find and share information and solutions.

In order to provide the right information to the right people at the right time, and ensure user adoption and satisfaction, companies must offer relevant information consistently, on whichever channel their users prefer.

Self-service options should include:
- Multi-client support on mobile, tablet, and desktop devices
- Social communities, where users can help each other solve issues
- Knowledge articles covering everything from FAQ's to "How To's"
- Accurate search capability that cuts through the clutter to find solutions

Each of the above can bring numerous benefits to both IT and its customers.

Advantages of Self-Service

Cost Savings
Providing a live person to speak directly with every client can mean higher costs and often leads to longer wait times. When people are empowered to find answers themselves, IT can spend less time addressing simpler issues — and users can quickly find the right solutions for their situation. Self-service options lower IT's operational budget, help IT departments spend money more efficiently, and make for happier customers.

IT Innovation
Self-service options don't just free up budget for new projects — they also enable IT to spend less time answering simple and redundant questions and more time innovating. This gives IT the time, bandwidth, and even funding to undertake the kinds of inventive, important projects that move the company forward.

Collaboration
Self-service portals, such as communities, give employees the chance to share solutions and best practices without ever having to contact IT. Mature solutions enable IT to capture this "tribal knowledge" and make it available for quick reference in the future.

Adoption
Adoption is one of IT's key success metrics, and collaboration helps IT departments get there. Once a core group of users begin sharing knowledge with each other, the rest of the company tends to get on board faster. And as knowledge communities grow, there are more users to add value and increase utility.

The four advantages of self-service:

1. **Cost Savings.** Lower IT's operational budget via the increased efficiency of self-service.

2. **IT Innovation.** Self-service also enables IT to spend more time innovating.

3. **Collaboration.** Self-service gives employees the chance to share solutions and best practices.

4. **Adoption.** Communities add more value and increase utility for users.

Chapter 2

LOW-FRICTION COMMUNICATION

Today's IT customers are more tech-savvy than ever before. They are also social, mobile, and always connected. Accustomed to instantaneous communication and frictionless service, they want answers, in context, wherever they are, on whichever device they happen to be using. The more multi-channel support IT provides, the better the chance users will have a smooth and positive service experience — and the better chance IT can focus on adding value where it is most needed.

Modern support channels should include phone, intranet, email, live chat, and mobile apps — along with the self-service portals mentioned in the previous chapter. Users should also experience consistency across every channel. If an employee on the road starts with an email, loses wireless access, and then switches to a phone connection, the information she already shared should move with her.

Connected support means more than just coordinating customer information across

channels and devices. It also means anticipating your users' needs by delivering salient information and relevant assistance quickly, making the IT service process effortless for everyone. The advantages are many; we've listed a few examples below.

Advantages of Low-Friction Communication

Knowledge Capture

With omnichannel service options, contextual intranet threads are saved and can be accessed for easy reference at any time. These are especially useful if the same IT case surfaces repeatedly or another employee has a similar question or issue. Ongoing knowledge capture ensures that IT continues to improve service management operations, while giving users information that is progressively more useful and more contextual, each time they reach out.

Faster Resolution

Low-friction communication on as many channels as possible results in faster resolution times. In this tech-savvy world, IT customers expect to get in touch with you when they need to, regardless of where they are or which device they're using — and they expect their issues resolved as easily and quickly as possible. When IT delivers fast and adept problem resolution, it typically leads to a better service experience for IT's customers and an improved trust relationship between IT and the rest of the organization.

Business Value

As with self-service portals, low-friction communication options take care of the most time-consuming and costly IT tasks. This allows the department to refocus their expertise on more innovative projects that can make a big impact. In refocusing on these major value adds, IT has a better opportunity to show its value to the rest of the organization.

> " Ongoing knowledge capture ensures that IT continues to improve service management operations. "

Chapter 3

REPORTING AND DASHBOARDS

In business, the importance of a solid measurement and reporting strategy is well-known — but often under-prioritized. When it comes to how IT helps businesses solve their most important problems, effective reporting and user-friendly dashboards are crucial to success, because this is how decisions are effectively made.

The more information companies have regarding what is and isn't working across departments, and especially in IT, the better they can implement more of the good and eliminate more of the bad. At the very heart of reporting and dashboards is the ability to make better decisions around data. Improved decision-making is a major contributor to innovation and helps keep your business moving forward.

Cloud platforms (read more about them in Chapter 4) that offer reporting tools and real-time analytics put IT's most valuable and relevant data at its fingertips. Reporting should work out of the box, with no coding

required and easy configuration, to ensure that teams can begin solving problems immediately.

Reporting should be so simple that your business analysts can set it up without any expert IT help. It should also be easy to copy and modify with "What You See Is What You Get" (WYSIWYG) editors, so you can get the reports you need in only a few minutes and easily share this information with the business. See more of the many advantages of reporting and dashboards below.

Advantages of Reporting and Dashboards:

Visibility
Reporting gives managers insight into housekeeping issues that can arise. For instance, if one area is overwhelmed with service calls or if the latest push of code is causing issues and needs to be rolled back, reports can empower managers to take action immediately.

Strategic Planning
In some organizations, IT can be viewed as being wasteful or not allocating company resources properly.

Reporting helps IT regularly measure whether it's delivering results over time and meeting department goals — and empowers IT to effectively tell that story to the rest of the organization. In addition, reports and dashboards enable IT to assess its overall impact on the organization — and to use that insight to build a plan for the future.

Return on Investment
The real reason IT exists is to add value to the business. Reporting helps IT not only run more effectively, but also deliver that value efficiently. Frequent reports and user-friendly dashboards also help IT make improvements on a continuous basis and work toward long-term goals that align with the rest of the organization's success metrics.

The three advantages of Reporting and Dashboards:

1. **Visibility.** Reporting gives managers insight into housekeeping issues that can arise.

2. **Strategic Planning.** Reporting helps IT regularly measure whether it's meeting goals.

3. **Return on Investment.** Reporting helps IT to deliver value to the company efficiently.

Chapter 4

FUTURE-READY PLATFORM

An enterprise cloud platform is the foundation on which self-service functionality, low-friction communication, and reporting are built. Next-generation Platform-as-a-Service (PaaS), such as the Salesforce1 Platform, helps manage the very time-consuming core IT competencies, such as hardware, software, infrastructure maintenance, upgrades, and disaster recovery.

With a future-ready platform like Salesfore, IT is able to quickly build or tailor applications, freeing up time to focus on creating innovative business solutions. Custom enterprise applications can be built, tested, and deployed on a cloud platform, where they can almost instantly be mobile and social. This is a huge plus, especially when you recognize that most employees are already using mobile and social tools in their everyday lives. They now expect the same at work — and with a future-ready platform, IT can deliver.

In addition, the speed at which these apps can be built on next-generation PaaS allows

IT to partner closely with the business, so employees can do more, faster. Apps can be built specifically for every role and every department. This serves as yet another way for IT not only to prove its value, but also to help the business transform its processes to better compete in today's environment. Additional benefits of building on a future-ready platform are listed in the following paragraphs.

Advantages of a Future-Ready Platform:

Infrastructure Management

Cloud platforms provide elastic, no-hassle infrastructure management optimized for the mobile age. Instead of focusing on "keeping the lights on," IT has extra time to deploy the custom applications their customers demand and need. With a future-ready platform, the ability to deliver the cutting-edge functionality and frictionless service customers want is at IT's fingertips.

Cost Savings

Applications built on a next-generation cloud platform can leverage the same platform functionality and components. This means easy administration and reporting across multiple aspects of the business, and because of the native integration, linking processes together is simple. This helps IT conserve costs and allocate funds where they're needed most.

Future-Ready

The right cloud platform offers seamless, automatic upgrades that never put your customizations or production environment at risk. It is secure, and it offers proven multi-tenant architecture that can support spikes in demand and scale to support your company, no matter how fast it grows or how big it gets. As your company expands and its needs grow more varied and complex, a cloud platform can grow with you and deliver results at scale.

> " The right cloud platform offers seamless, automatic upgrades that never put your customizations or production environment at risk. "

Conclusion

THE END RESULT

Your organization, users, and customers are relying more and more on technology, and expecting more from IT, every day. The great news is that the same innovation that is driving their expectations is also driving what modern ITSM solutions can accomplish on their behalf.

Implementing cloud-based systems, such as Remedyforce, streamlines service delivery and offers capabilities that liberate IT to innovate and put their best ideas into action. These include a full range of self-service options, low-friction, multi-device communication, plus easy reporting and analysis, all powered by the Salesforce1 Platform.

With its most time- and cost-consuming being managed on its behalf, IT is free to focus on innovating and providing value to the company. This results in more productive employees, more satisfied users, and a better relationship with the business.

LIBERATE YOUR BUSINESS TODAY

Take advantage of the only IT Service Management (ITSM) solution that truly liberates your business to be its best, built on the future-ready Salesforce1 platform, with complete ITSM functionality from BMC, and total data privacy.
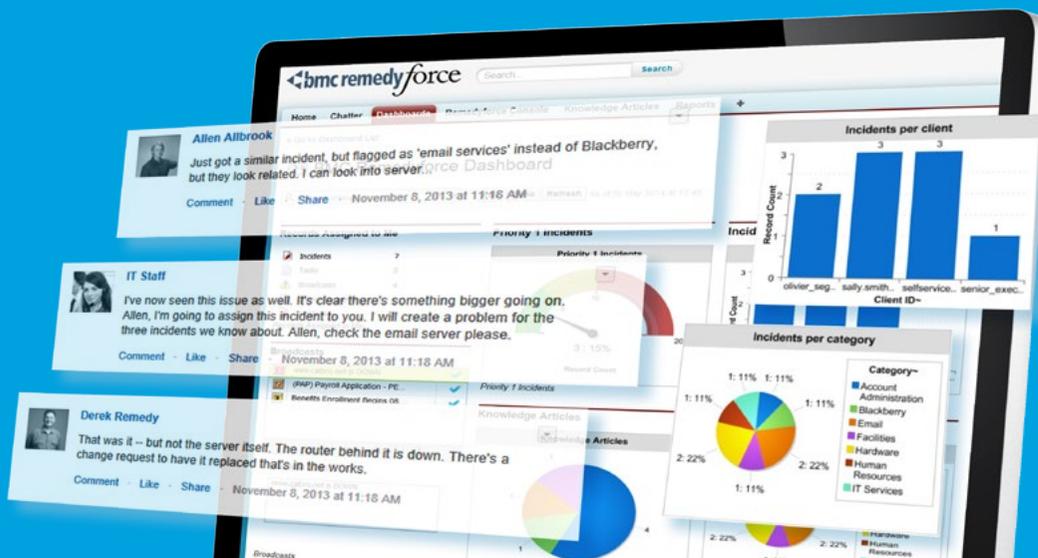
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