Any Time Any Place
Support:
The Ultimate
Customer Experience

Jeff Rumburg, Managing Partner at MetricNet
The Origins of Any Time, Any Place

“...This unique and well-tested voice consistently arrives in the future much earlier than anyone else.” —Nicholas Negroponte, founder of M.I.T. Media Lab, and author of Being Digital

FUTURE
PERFECT

STAN DAVIS

UPDATED AND WITH A NEW INTRODUCTION BY THE AUTHOR

HDI 2017
CONFFERENCE & EXPO

#HDIConf
The Consumerization of Support
What do End Users Want?

- Channel Choice…
- Device Choice…
- Expert Help…
- Fast, Accurate Transactions…
- One Stop Shop…

Any Time, Any Place!
The Three Dimensions of Any Time Any Place Support

- **CHANNEL**
- **DEVICE**
- **ACCESSIBILITY**
Contact Deflection into Lower Cost Channels

% of Ticket Volume

Year

Cost per Ticket

- Voice
- Chat
- Email/Web
- Self Service
- Average Cost per Ticket

HDI 2017
CONFFERENCE & EXPO

#HDIConf
The Rise of MOBILE Support

“Millennials (now over 30% of the American workforce) think faster than anyone older than 34. Millennials process information faster than most of us. They don’t have time for outdated technology.” – Inc.

Millennials want the best answer as quickly as possible!
Many of them now experience Telephobia – a social anxiety based fear of taking or making calls!
The Rise of Social Support

47% Of consumers ages 18 – 34 have used social media to complain about a brand’s customer service (compared to just 29% overall and 12% of consumers ages 55+). – 2016 Microsoft State of Global Customer Service Report

Of global consumers across all age groups expect brands to respond within 24 hours to their customer service questions, complaints or praise on social media. – 2016 Microsoft State of Global Customer Service Report

1/3 Of social media users prefer "social care" to the phone – Neilsen

67% Of consumers have used a company’s social media channels for customer support. J.D. Power survey

HDI 2017 CONFERENCE & EXPO

#HDIConf
Scale Matters

Any Time Any Place

ATAP Maturity

2017
2018
2019
2020
2021
2022

10,000 Tickets per Month
5,000 Tickets per Month
1,000 Tickets per Month
Measuring Success

- Higher Quality -> Middle Quartiles: Effective but not Efficient
- Top Quartile: Efficient and Effective
- Lower Quality -> Lower Quartile: Efficient but not Effective
- Middle Quartiles: Efficient and Effective

Quality (Effectiveness) vs. Cost per Ticket (Efficiency)

- Higher Cost
- Lower Cost

Any Time Any Place Support
Peer Group

HDI 2017

#HDIConf
ROI Through Shift Left

Support Level

-1 0 1 2 3 Field Vendor

$0 $2 $22 $69 $104 $221 $599

Incident Prevention Self Help Service Desk Desktop Support IT Support Field Support Vendor Support
### ROI From Productivity Gains

**Performance Quartile**

- **1 (top)**
- **2**
- **3**
- **4 (bottom)**

<table>
<thead>
<tr>
<th>Support Function</th>
<th>Key Performance Indicator</th>
<th>1 (top)</th>
<th>2</th>
<th>3</th>
<th>4 (bottom)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Desk</td>
<td>Customer Satisfaction</td>
<td>93.5%</td>
<td>84.5%</td>
<td>76.1%</td>
<td>69.3%</td>
</tr>
<tr>
<td></td>
<td>First Contact Resolution Rate</td>
<td>90.1%</td>
<td>83.0%</td>
<td>72.7%</td>
<td>66.4%</td>
</tr>
<tr>
<td></td>
<td>Mean Time to Resolve (hours)</td>
<td>0.8</td>
<td>1.2</td>
<td>3.6</td>
<td>5.0</td>
</tr>
<tr>
<td>Desktop Support</td>
<td>Customer Satisfaction</td>
<td>94.4%</td>
<td>89.2%</td>
<td>79.0%</td>
<td>71.7%</td>
</tr>
<tr>
<td></td>
<td>First Contact Resolution Rate</td>
<td>89.3%</td>
<td>85.6%</td>
<td>80.9%</td>
<td>74.5%</td>
</tr>
<tr>
<td></td>
<td>Mean Time to Resolve (hours)</td>
<td>2.9</td>
<td>4.8</td>
<td>9.4</td>
<td>12.3</td>
</tr>
<tr>
<td>Average Productive Hours Lost per Employee per Year</td>
<td></td>
<td>17.1</td>
<td>25.9</td>
<td>37.4</td>
<td>46.9</td>
</tr>
</tbody>
</table>

**n = 60**
Characteristics of an Optimized Support Organization
Requirements to Resolve on First Contact

Will the ticket be able to be resolved on first contact? Chat and messenger would be appropriate.

Will the ticket require deskside or remote support? Web Tickets would be most appropriate.

Is the issue able to be resolved through self-service? A knowledge base or peer to peer forum would be most appropriate.
First Contact Resolution Drives Customer Satisfaction

![Graph showing the relationship between First Contact Resolution and Customer Satisfaction]
Managing Expectations Through Service Levels

Messenger – Responses expected in less than 1 minute
Peer to Peer – Moderators are expected to step in when appropriate.
Chat – Responses expected in less than 3 minutes
Voice – Responses expected in less than 15 minutes
Web Ticket – Responses expected in less than 12 hours

Customers who require support during the work day expect support during their business hours.
Customers who require support outside of the workplace require support 24x7x365
Expectations for FCR and MTTR

First Contact Resolution Rate

- 2017: 74%
- 2018
- 2019
- 2020
- 2021
- 2022
- > 95%

Mean Time to Resolve

- 2017: 4 Hours
- 2018
- 2019
- 2020
- 2021
- 2022
- < 15 Mins
Any Time Any Place Priorities

- **Measures of Success**
  - Cost per Ticket
  - Customer Satisfaction
  - First Contact Resolution Rate
  - Mean Time to Resolve
  - ROI

- **Channel Choice**
  - Self Help
  - Chat

- **Device Choice**
  - Mobile Optimized

- **Cycle Time Reduction (MTTR)**
  - Knowledge Centered Support
  - Remote Control
  - Training
  - Performance Targets
Service and Support Drives Customer Satisfaction for All of IT

- 84% cited the service desk as a very important factor in their overall satisfaction with corporate IT
- 47% cited desktop support as a very important factor in their overall satisfaction with corporate IT

Factors Contributing to IT Customer Satisfaction:

- Service Desk: 84%
- Desktop Support: 47%
- Network Outages: 31%
- VPN: 29%
- Training: 22%
- Enterprise Applications: 19%
- Desktop Software: 8%
Thank you for attending this session.

Please complete the short evaluation for this session on your mobile device. It is available in your email or through the conference app.
THANK YOU!

HDI 2017

CONFERENCE & EXPO

CONNECTING THE WORLD OF TECHNICAL SUPPORT

#HDIConf
QUESTIONS?

CONNECTING THE WORLD OF TECHNICAL SUPPORT

#HDIConf
Your Speaker: Jeff Rumburg

- Co Founder and Managing Partner, MetricNet, LLC
- Winner of the 2014 Ron Muns Lifetime Achievement Award
- Former CEO, The Verity Group
- Former Vice President, Gartner
- Founder of the Service Desk Benchmarking Consortium
- Author of *A Hands-On Guide to Competitive Benchmarking*
- Harvard MBA, Stanford MS
Contact MetricNet

www.metricnet.com  703.992.8160  info@metricnet.com
Connect With MetricNet

Use @MetricNet on Twitter to participate.

Share thoughts, key points, questions or just follow along!