



The State of Service Transformation

easyVISTA™

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In an increasingly digitized world, the choice to transform service with advanced technologies is critical as employee and customer needs continue to evolve.

Seemingly every company is (or at least should be) undergoing some level of digital transformation as part of its 2019 growth strategy. Foundational to any successful and sustainable digital transformation is the inclusion of robust service transformation principles that create better service-oriented experiences for both customers and employees. Without it, digital transformation cannot reach its full potential and will ultimately fall short of the desired business objectives.

Service Transformation:

The use of digital technology to optimize processes and systems to deliver enhanced service experiences to your employees and customers.

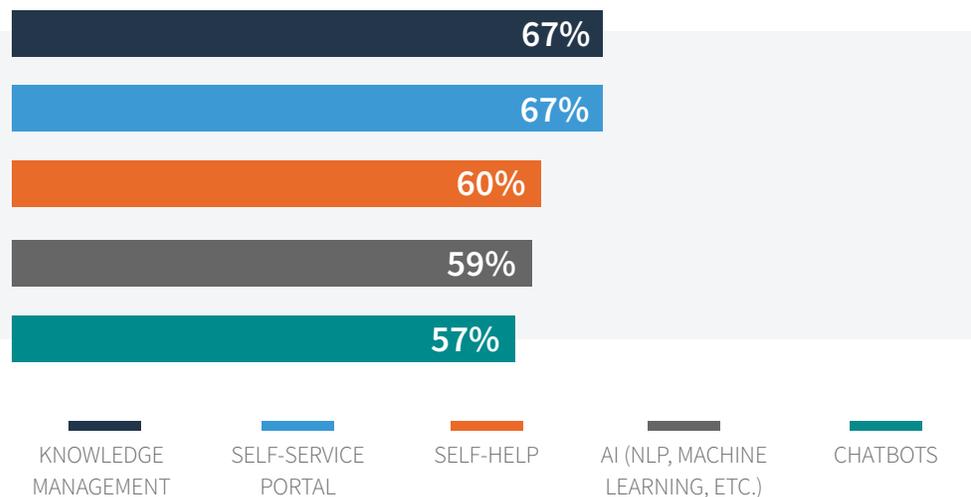
Investments in the modernization of existing IT infrastructure, recruitment of skilled IT workers, and the creation of pilot programs to test out new technologies are all among the critical steps necessary to successfully carry out service transformation.

An effective service transformation strategy can fundamentally change the systems, processes, people, and technology across service delivery organizations to achieve measurable improvements in efficiency and customer and employee satisfaction.

For companies tasking their IT and Support organizations to adapt to the changing service delivery landscape, they must introduce new service models that appeal to a varied end-user base and leverage the appropriate technologies to produce value-based service experiences.

Two core components critical to reaching desired service experience goals are self-help and self-service. Technologies that deliver effective self-service and self-help empower customers and employees to achieve their desired outcomes with the unique and distinct capabilities each provides while at the same time reducing the number of requests support organizations have to manage.

Which technology, as it relates to digital transformation, are you most interested in your organization pursuing to create a better employee/customer experience?



Additionally, service transformation programs that lack vigilance or pace in embracing innovations like artificial intelligence, risk the organization’s viability in both the near- and long-terms to customers and employees.

Fortunately for those trying to navigate the evolving service management landscape proactively, there are opportunities available that can help guide those efforts.

This report aims to share information about how other organizations are approaching digital transformation and to discuss the intricate complexities of service transformation and the solutions organizations can leverage to effectively meet the needs of an increasingly demanding digital audience.

About the Study

The State of Service Transformation report is based on a survey conducted by LEWIS on behalf of EasyVista to better understand the impact digital transformation, self-help and self-service, emerging technologies and customer and employee engagement has on IT managers and their organizations. Unless stated otherwise, the findings detailed in this report are based on data collected in the study which consisted of 350 IT managers who are employed full-time and working within a company of at least 1,000 or more employees, from December 12th to 17th, 2018 with a margin of error of +/- 5.2 percentage points.

Self-Help vs. Self-Service:

Self Service Success is Critical for Service Transformation

In understanding the growing emergence of service transformation, there is the need to recognize human inclination to first help ourselves. A Gartner study found that 84 percent of organizations expect to increase investments in customer experience technology to address this fact and enable a more self-help and self-service environment.¹ It is no surprise that we found that IT managers are developing self-service strategies with a focus on self-help technology to enable employees and customers to solve their own problems through effective delivery of knowledge.



Self-Service

The organizational strategy and technology to provide employees and customers one place – usually in a portal – to get updated information, request support, and engage the support organization.



Self-Help

The processes and technology to deliver user-facing knowledge that can guide employees and customers to get the answers or help they need, including frequently asked questions, problem resolution, requesting assets and services, and automation of common work tasks.

¹2017 Gartner Research Circle Survey

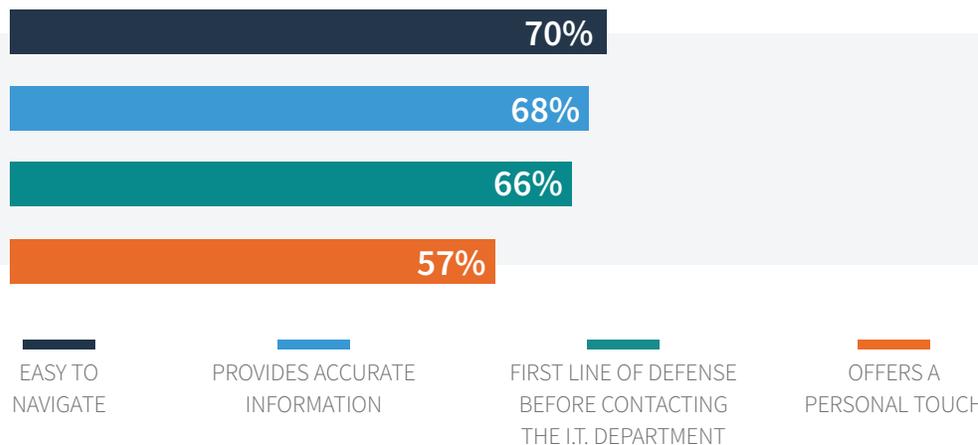
Knowledge management, self-service, self-help, and AI all serve as key building blocks to the next wave of successor technologies that enable enterprises to embrace and transform how they serve employees and customers.

As enterprises develop their service transformation strategies, a common priority is the need to reduce tier-1 service calls and increase an IT professionals' availability to address higher-level tasks. Increasingly, more IT leaders and their respective companies are achieving success in this area by improving the self-service experience by embracing the use of self-help technology to effectively reduce tier 1 service calls.

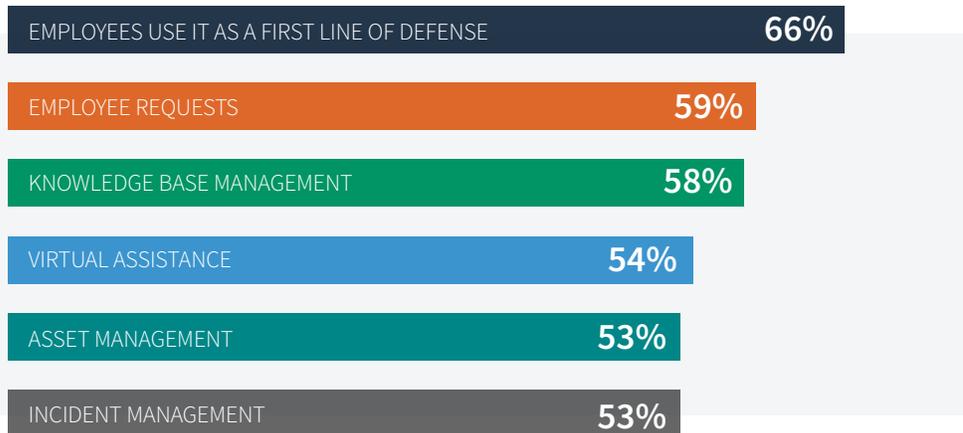
When asked how their own organizations use these technologies, two-thirds (66%) and half (51%) say that a self-service portal with self-help have been adopted to help reduce Tier 1 calls, respectively.

In a broader context, organizations report adopting self-service (83%) and self-help (72%) frequently as part of their service transformation with positive results being reaped from it: nearly all (99%) of those whom have adopted it say that their adoption of self-service has been successful (extremely/very).

Why has your organization had success with its self-service components?



It's also evident that the majority of surveyed IT leaders agree that self-help provides integral value to other service management areas, including:



Despite the effectiveness of self-service technology to support an improved customer experience, self-help is the preferred technology by IT managers for increasing use and effectiveness of reducing calls.

Among those surveyed, self-help is preferred (63% v. 11%) to traditional self-service portal because it provides employees with a better overall experience. Similarly, when asked why they think a majority of IT professionals believe that self-help provides a better employee experience compared to self-service, the most common response is that IT professionals can quickly and efficiently address critical employee questions or concerns (31%) using the technology.

In analyzing their approach for resolving IT issues in the next two years, self-help and self-service are again recognized as the top option by surveyed IT managers, with nearly half (45%) citing that they want to encourage their customers to primarily use their self-help and self-service components.

Similarly, the vast majority (83%) of IT managers plan to increase their use of self-help solutions as a component of their service transformation program in the next 12 months.

Key Barriers to Service Transformation

Implementing a robust service strategy demands applying innovative systems like self-help, self-service portals, AI, and analytics to various operations that are interrelated. With this, there also comes an inherent need to integrate these systems in order to ensure that service offerings are meeting industry standards.

This presents a major problem for many IT managers, as over half (54%) of those surveyed stated that integration issues have contributed to their organization's struggle to embrace service transformation.

Our research indicates that lack of consensus (40%), organizational resistance to change (39%), and lack of support among C-suite (38%) as other hurdles facing IT leaders.

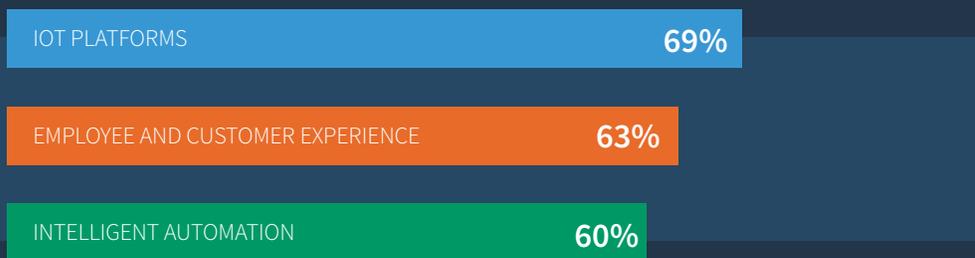
What do you believe contributed to your organization's struggle to embrace digital transformation?



Additionally, a common barrier for enterprises is the constant uphill battle to modernize legacy service technologies in order to meet employee and customer demand. Despite more than four-in-five (82%) of those surveyed reporting that their company has invested in modernizing existing IT service infrastructure, half (50%) believe that legacy IT infrastructure remains a top-three barrier to digital transformation initiatives within their organization.

Aging IT Infrastructure is not the only obstacle facing service transformation, but also dated attitudes towards embracing changes. Among issues facing advancing service platforms, employees circumventing the process by going directly to IT members with issues and requests (53%) and lack of support from management (47%) are named among top internal stumbling blocks.

What services or initiatives is your organization implementing as part of its digital transformation goals?



These barriers, in turn, have led many organizations to fall behind when it comes to implementing many standard components of a healthy service transformation process.

These figures all point to one thing: Many organizations are at severe risk of hindering their service transformation goals, a downward trend that can be difficult to reverse — ultimately placing the enterprise at greater risk of having dissatisfied and unengaged employees and customers.

Enhancing the Customer Service Experience

Artificial Intelligence Technologies and the Human Touch

Once companies have foundational service technologies in place, enhancing the customer experience with Artificial Intelligence (AI), like machine learning (ML), is a critical next step.

Machine learning and artificial intelligence are terms often used interchangeably, but on a technical level, they support service transformation in different ways.

While many commonalities exist between AI & ML, it's important to understand that ML is a subset of the much broader discipline of AI that includes many subsets including Machine Learning, Natural Language Process, Deep Learning, and more. Machine Learning can be defined as algorithms that enable computers to learn from experience and provide the past support experiences of an employee or customers. However, this distinction and utilization is not yet fully clear among IT executives:

- When asked if their organization considered machine learning and artificial intelligence to be two separate, yet interconnected, types of emerging technologies, nearly one-third (32%) believe that they see them as very similar to each other or use the terms interchangeably.
- Nearly three-quarters (74%) of IT managers say that their organization currently implements machine learning compared to half (50%) who say the same regarding artificial intelligence.

Among these emerging technologies, chatbots, AI powered innovation, are gaining widespread use as part of organizations' efforts to provide intelligent, on-demand customer service and personalized end user engagement. In terms of adopting this technology, three-in-five (59%) say that their organization does not currently have chatbots as part of their service program, indicating further room for improvement when engaging customers.

The successfulness of chatbots helping address IT needs of an organization



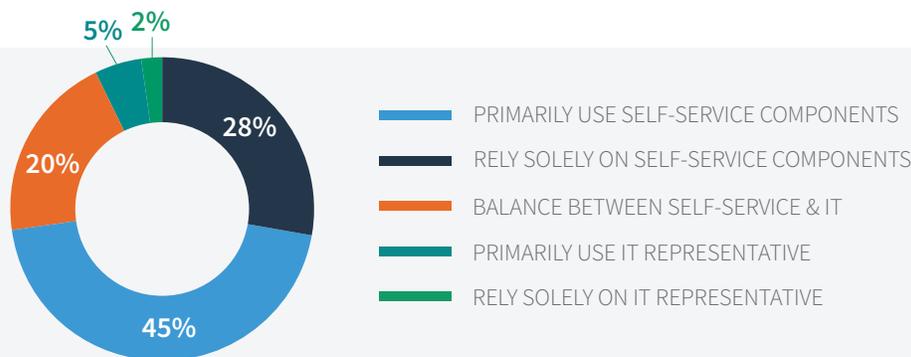
Despite the ever-increasing role these technologies are playing as part of digital and service transformation, there is recognition that the human element is still an important factor in providing quality IT service solutions for customers.

Among those who say that their organization wants an IT representative as part of its service transformation strategy, over half (56%) of IT managers believe human interaction is still important to providing quality IT solutions.

However, the importance of leveraging intelligent technologies cannot be underestimated: nearly three-in-five (58%) of IT managers who stated this opinion say they believe self-help and self-service will proliferate in the coming years.

When asked what best captured their organization’s approach to helping resolve IT issues over the next two years, nearly three-quarters (72%) of IT managers believe that there should be some level of interaction with an IT representative. That’s compared to roughly a quarter (28%) who say that their organization wants customers to rely solely on self-help, self-service and emerging technologies as a means to resolving their IT issues.

The approach organization’s are taking for customers to help resolve IT issues



As companies outline their service transformation journey, it is critical for organizations to understand the different aspects of AI and other emerging technologies and how they can contribute to both immediate and future goals. As revealed, it is imperative for IT managers to also remain diligent in their approach to integrating the human element.

Conclusion

The state of the service landscape is constantly evolving with heightened customer demands, rapidly changing user experiences, and robust technological developments.

In order to meet these demands and provide flexible intelligent service automation to address issues, IT managers must establish a service transformation strategy that incorporates key elements revealed in the report, including:

- The need to solidify self-help and self-service offerings with focus on knowledge
- Embracing the next wave of technologies, like AI
- Striking the balance between technology and the human touch.



Although the obstacles IT managers face are vast and will continue to evolve, now more than ever, it is important to remain acutely aware of each of these challenges and adapt to ensure today's enterprise can leverage service solutions to enable a better, more efficient customer and employee experience.

In order to best prepare for an effective digital transformation, you must take a step-by-step approach with goals in mind.

Of those surveyed, the two most immediate steps are reviewing and selecting the highest quality solutions and vendors (25%) and designing a better user experience for customers, employees, and stakeholders (23%). In addition, plans to increase the amount of financial resources available for service management programs are surging with four-in-five (79%) saying their organization plans to up their investments, proving that more than ever, service transformation is at the core of key business decisions and ultimately a major contributor to organizations' bottom lines.

The results of this survey reveal that IT managers are indeed faced with tangible and pressing challenges, but there is reason for confidence. By developing a plan, capitalizing on resources, and keeping ahead of the service transformation curve, IT managers will be able to succeed in the ever-changing landscape.

About EasyVista

EasyVista is a global software provider of intelligent service automation solutions for enterprise service management and self-help. EasyVista solutions make it easier and more efficient for companies to transform service across the enterprise that better engage employees and customers.

By leveraging powerful intelligent service automation technologies, EasyVista enables the robotization of services that create the best customer-focused service experiences that result in improved employee productivity, reduced operating costs and increased customer satisfaction.

Today, EasyVista empowers more than 1,500+ enterprises around the world to accelerate change, allowing leaders to better serve their employees and customers across financial services, healthcare, education, manufacturing and other industries.

