



Why Self-service adoption is important in Enterprise Service Management?



Meaning and Scope of Self-Service

Self-service in **Enterprise Service Management** is a crucial subject to talk about in times of a pandemic when employers and employees are working from home in a different infrastructural setup. So, organizations need to adopt self-service measures to cut costs and to reduce dependency on IT staff who may not be working from the regular office buildings to provide a complete support.

According to Forrester research, a self-service interaction can cost less than **\$0.10**. Whereas, an email or phone interaction can cost up to **\$12**.

Self-Service is a tendency of a service consumer to resolve their issues without having to call or email for support. Self-Service is also a strategy to cut-costs in Enterprise Service Management arena.

Although, the cost-benefit analysis shows bias toward the idea of adoption of Self-Service with higher ROI, Self-Service in an enterprise service management cannot be over exhaustive. It has a definite scope until which point can self-service can be adopted.

Below are the few areas where Self-Service is effective-

Service Portals - A Service Portal is an alternate method to traditional method of reaching an IT admin through Call or an Email. It includes access to all applications such service catalog, knowledge base and chat bots.

Knowledge - This abbreviates to Knowledge Management. This enables users to do a customized search on articles and user stories to achieve efficient solutions through Self-Service. For an instance, an end user has no idea about how to fix his repaired mouse. When he searches in a knowledge repository, he finds ways to order new mouse through Service Catalog and by this he isn't reaching to an IT admin and solving the problem on his own.

Community or Peer support - The community support is fast and better conveyed than an interaction which involves a caller or a system admin. The community or peer support involves interaction of customers, employees and partners who get a quick response by, posting a question, or searching in blogs.



Why Self–Service Fails?

Many organizations have complained that even after making technology available for the customers, there is a low ratio of Self-Service adoption by the users. In these scenarios, the organizations might have to look into the root causes for not adopting a Self-Service method by understanding how these users work and come up with a customer-centric approach.

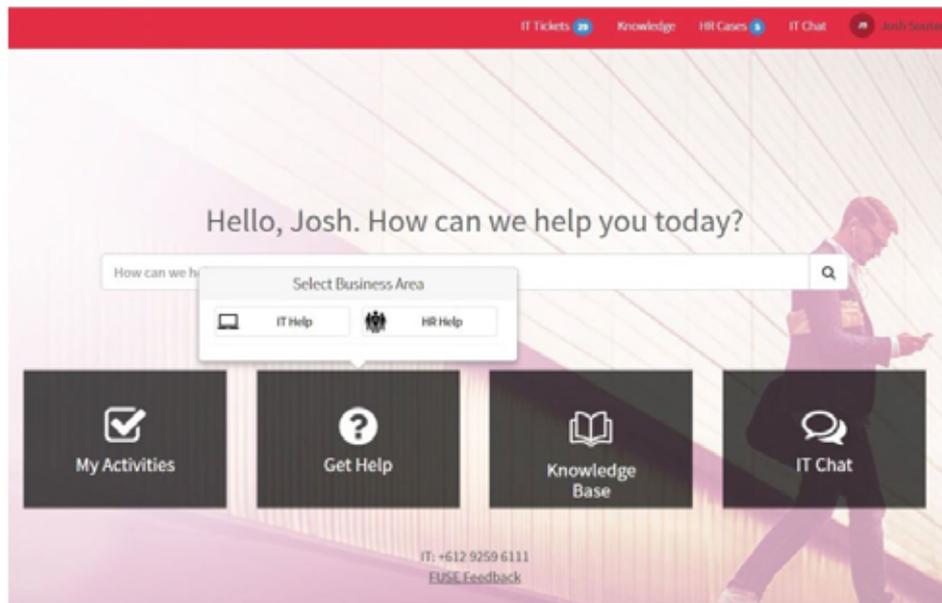
Most organizations feel that customers prefer to be served by the IT admins than being self-served, as the attitude toward self-service is not good. Further, Self-Service is not adopted by customers as they have a change inertia and most of the time, they are not aware about the benefits of self-service.

But we must ensure self-service is adopted at right stages through right methods. Here are few methods through which Self-Service can be adopted.

1. Online Adoption

- **Understand your customers:** It is advisable to have a close look at the entire customer journey and ask few questions. How often do people contact you? Do they wait for you to contact them? What do they need? What channel are they using? Knowing how your customers interact gives you an idea about how fast a customer can adopt self-service.
- **Create Options:** Start creating self-service options for those who need to get the most tickets created by the customers. In this way you will not only save money on your highest volume requests but also your customers will feel like you understand them.





- **Choose the right channel:** IVR makes your call centers smarter by speaking to your customers, understanding them, resolve their queries by pre-recorded messages and directing the caller to the right agent. IVR technology will also reduce the call center operational cost, improve customer service and agent efficiency, increase first customer resolution, increase professionalism and customer satisfaction.
- **Focus on the low-hanging fruit:** It is recommended to choose items to self-serve that are easy to automate such as resetting passwords. With an easy-to-follow instructions in the IVR, you can dramatically reduce the time, agents spend on technical calls.
- **Speak their language:** In your self-service portal, use language that your customers can identify with, including titles and headers. For example, the application can display messages like “How can we help you today” rather than “Raise a ticket.” Below is a sample of speaking user’s language.
- **Measure self-service metrics:** Use measurements and metrics to track your self-service offering and determine the metrics you care about the most. Design and build reporting metrics for voice prompts, time-outs, hang-up and invalid response from your IVR or two-way text messages.

Benefits:

With online adoption, you are providing your customers an easy way to find answers and resolve their own issues. By this you are also reducing the number of calls your service organization receives while providing a better experience for your customers



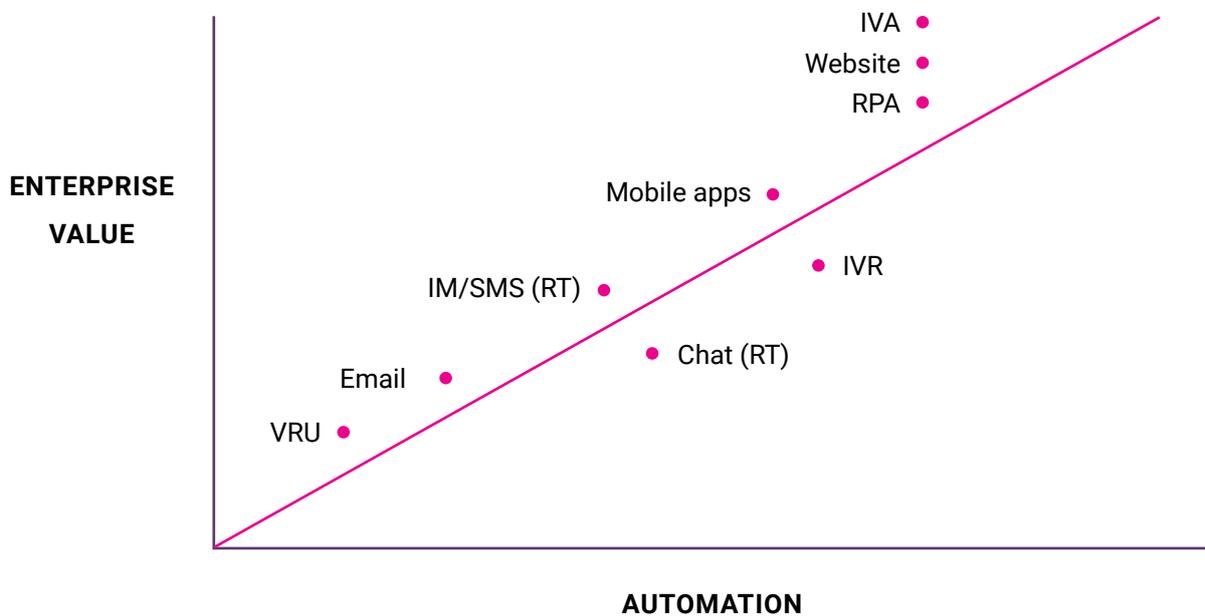
2. Improve Self Service

- **Keep customers up to date on their ticket status:** Access to information (request status, IT service status, FAQs, and 'how to do's')
- **Integrate Knowledge base:** Use screenshots, video and audio where possible, Keep your content up-to-date.
- **Self-help:** Access to FAQs and other helpful information by highlighting the most popular FAQs would be of great help to customers.
- **Alerts and individual notifications** - For an instance, a notice stating that a particular business application is going to be unavailable overnight can be helpful to customers. Further, regular notifications to end users when the status of their ticket changes would keep the customers informed.
- **Collaboration with other end users** - Peer-to-peer support, access to communal collaboration spaces such as communities, forums, wikis, and other peer-support mechanisms.
- **Downloads** - The ability for end users to download pre-approved software and patches as needed.
- **Links to external sites** - Self-help doesn't have to be limited to internal knowledge articles, hence customers should have links to access information from other external sites.
- **Leverage Automation:** By using automated workflows, ticket Categorization & Assignment would be hassle-free. Frequently used automated workflows like on-boarding and off-boarding employees, and exploring existing corporate automation capabilities such as recruitment process can be made more efficient.



- Chatbots:** Chatbots are an AI system that can interact with users by giving them a predictable solution. **According to a report by Grand View Research, 45% of users prefer chatbots as the primary mode of communication for customer service activities.** Similarly, 92% of HR teams think that, in the future, employees will find the information they need through chatbots. Chatbots can have a Automate Knowledge base, access to provisioning/deprovisioning, Ticket Categorization & Assignment, Password reset, and Assist Agent to efficiently handle self-service.

Figure1: Self-Service Maturity Model



Source: DMG Consulting LLC February 2019

- Faster Infra Provisioning/Deprovisioning:** Automate provisioning through an end-user portal where customers, engineers, developers or any approved person can go to provision resources within a private or public cloud.
- Dashboards & Reporting:** You can present specific dashboard content in the portal, configured for different users or roles. Your dashboard might highlight:
 - Today's top three issues
 - Current ticket volume
 - Tickets in process



Benefits:

- Automated ticketing systems with better assignments
- Automated Workflows on onboarding and offboarding
- More Consistent Updates
- Improved Feedback Mechanism as more Self-Service is adopted
- Faster Infra Provisioning/Deprovisioning

3. Improve Feedback Mechanism

According to Gartner Group, today nearly 89% of companies are competing based on the level of customer experience they provide. As a result, it has become difficult for companies to stand out among their competitors, either through the products or services they sell or through the price they offer. This implies that in order to stay on top, these companies must consistently provide good customer experiences.

- Voice of the Customer (VOC): It is a term that compares your customer's feedback about their experiences with the expectations for your services. VOC is a three-stage process:

Collection

Collecting feedback from your customers in a relevant and timely manner. This collection of feedback can be in the form of questionnaire or a survey.





Analysis

By analyzing your data, you can potentially identify make major breakthroughs for your business

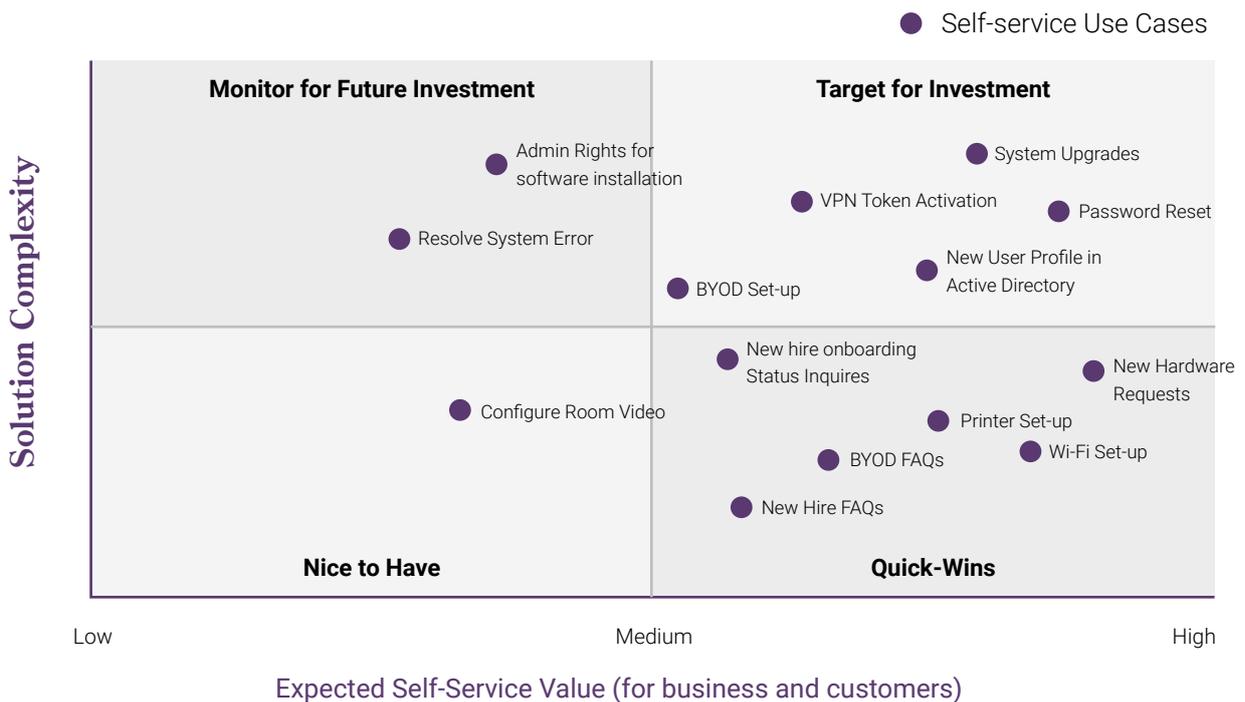
Taking Action

The last step is to actually turn these customer insights into action

Benefits

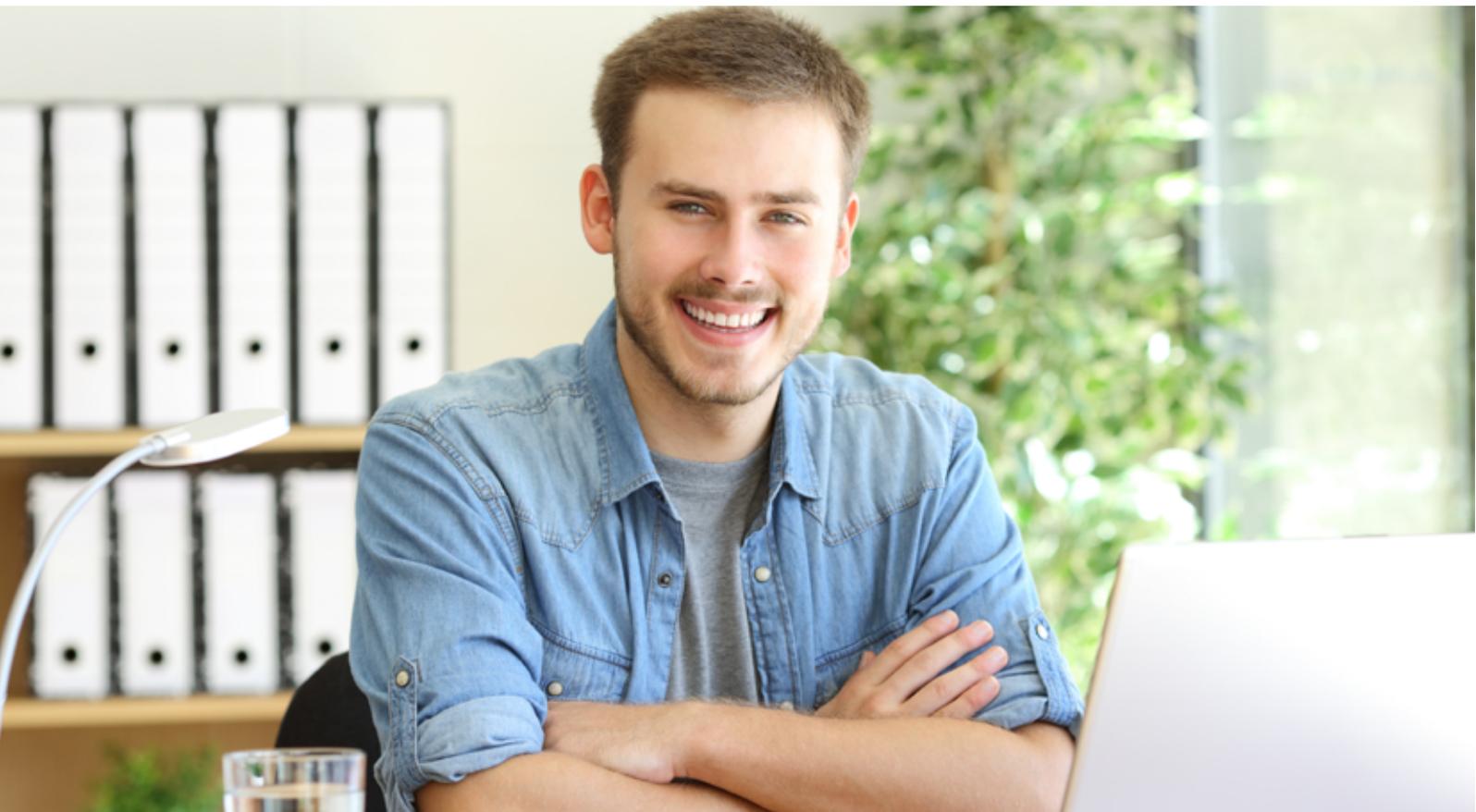
The feedback mechanism will enhance the customer experience and gives an opportunity for organizations to increase the quality of service. Feedback mechanism also turns out to be a KPI for service offerings.

From the above stages, you might infer that all the use cases can be done through self-service. Contrary to that opinion, not all the use cases can be done through self-service and it is important to prioritize the areas where self-service can be improved. Here is a sample prioritization matrix:



Sometimes, adoption of self-service should also be taken up not only by the customers but also by the IT staff. The IT staff in an organization usually are ready to resolve the issue but most of the time they don't know how they can help in self-service adoption. By increasing incentives and educating IT staff with roles and responsibility in self-service adoption they tend to perform better and stimulate self-service adoption.

Moreover, in an organization, there would be many early adopters of self-service. Organizations can use the early adopters' influence to change the inertia of old behaviors through building knowledge-based communities, highlighting the works/tasks of early adopters and creating friendly challenges.



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