Elevate the Consumer Experience:
Creating a "Win-win" for Both IT and its Consumers

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Why the Need to Improve the Consumer Experience for IT Services?

The consumerization of IT has heightened consumer expectations—presenting IT with the opportunity to step up its game and improve the productivity of not only the IT consumers, but also of IT itself. Today, technology users are accustomed to having everything at their fingertips and to getting things done independently. And they expect this same level of ease when it comes to accessing IT services. Waiting for responses is no longer acceptable. End users demand immediate answers—in the context of what they're doing and on whatever device they're using.

In other words, they expect a *premium* service experience from IT, an experience that enables them to boost their productivity and support their needs anytime and anywhere. And the more this experience looks, feels and functions like the consumer channels they use, such as Amazon and Facebook, the more it meets their expectations for optimal IT service delivery.

But in a business climate where IT is more accountable to the business, how can organizations drive down costs and meet surging demands for modernized IT services? The solution lies in the consumers of IT themselves: they need tools to support their needs and preferences. These tools, delivered through IT service management processes, must:

- ☑ Engage them where, when, and how needed to provide access to appropriate services
- ☑ Empower them to resolve issues independently and collaboratively
- ☑ Provide a "consumer-like" support and request experience across the enterprise

In this way, IT can demonstrate its strategic value by improving satisfaction, reducing costs and increasing productivity for both IT and its customers—creating a win-win situation for all.

I WANT...
I NEED...
I EXPECT

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The Challenges of Enhancing the Consumer Experience

Optimizing the consumer experience can be easier said than done given these all-too-common IT service challenges.

Disconnect between IT and Consumers

- Multiple user access points to IT
- Inadequate resources to help consumers resolve problems on their own
- A lack of standardized IT service offerings that creates inadequate visibility into IT services
- No tools or systems to enable consumer collaboration

Overburdened IT Staff

- IT is consumed with putting out fires, non-complex/ how-to support requests and day-to-day operations
- Pressure to cut costs, maintain high systems availability and demonstrate overall value to the business beyond technical support
- Technical staff may not be trained to support end-users as consumers
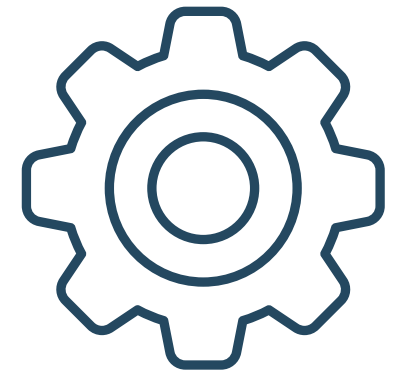
Surging Mobility Demands

- Constant demand for anytime, anywhere services
- Necessity to accommodate a variety of devices
- Support for a remote workforce
- Support for "BYOD" (bring your own device) and "BYOA" (bring your own apps) initiatives

Ineffective Channels to Engage with IT

- Lack of proactive, demand-based support (i.e. collaboration, live chat, web interface, mobile applications and voice), resulting in long resolution and wait times
- Demand for a support experience that's similar to consumer websites

The Roadmap to an Industry-leading Consumer Experience

Organizations can support user-experience demands, reduce costs and increase productivity by delivering IT services in a "consumer-like" manner. Doing so requires the ability to:

1. Provide a "one-stop shop," where users can access a portfolio of standardized IT services and "do-it-yourself" capabilities in a language they understand
2. Deliver services how, when and where needed
3. Empower consumers to resolve problems and share knowledge via robust collaboration and mobility services

Enabling these capabilities with an industry-leading Service Management (ITSM) software solution creates a win-win for both IT and its consumers by:

- Providing both business and technical support services when, how and where they're needed
- Enhancing consumer satisfaction and productivity
- Boosting operational efficiency for both IT and consumers via self-sufficiency
- Reducing costs by decreasing service-desk workloads with automation and by transferring non-complex requests and problem resolution to consumers
- Improving management's effectiveness, thereby facilitating better decision making and organizational operations
- Enabling IT to be seen as a strategic partner to the business and not just a "break-fix" department

Self-service

Mobility

Collaboration
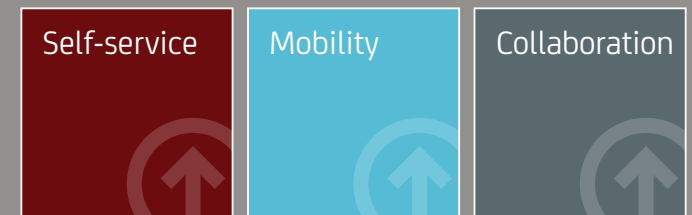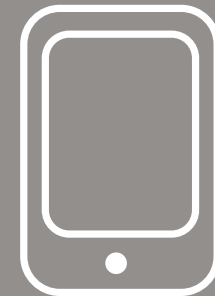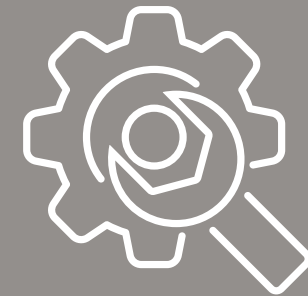
Deliver Self-service in a "Consumer-like" Manner

The IT Challenge

Often, consumers are confused as to IT's roles and responsibilities beyond technical support. That's because IT departments commonly deliver services and fulfill requests via multiple systems, applications and processes. Thus, with no prominently visible means for users to attain what they need from IT, service desks are flooded with a multitude of calls for basic questions, requests and status updates. End users need a faster, simpler way to access IT services—one that looks, functions and feels like the online media they consume.

The Solution: Create a "One-stop Shop" for IT Services

IT can address the challenges detailed above by:

- Defining and standardizing services for both business requests (such as reserving a conference room or ordering new software) and technical support
- Publishing these services via a consumer like, "one-stop-shop" web portal

What's Required

- Functionality to define business and IT service offerings in an easy-to-manage web-based service catalog
- A highly visible, collaborative "storefront" of business and IT services (customized to user security permissions and roles)
  that offers a familiar consumer website look (and even shopping cart functionality) and can be published across web portals
- Automation of routine, time-consuming, manual or scripted tasks, including approvals
- Custom forms to streamline tasks and consumer requests

Benefits for Consumers

- Improved ease in accessing IT services
- Increased satisfaction
- More efficient resolution of issues and service requests
- Increased productivity and time savings

Benefits for IT

- Deflected calls away from the help desk
- Freed IT resources for more strategic priorities
- Reduced costs of delivering services
- Increased productivity
- Decreased fulfillment timeframes, manual efforts and errors
- Improved insight into service costs and consumption
- Enhanced image and reputation for IT within the larger organization

IT viewed as a strategic partner of the organization

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Self-service in Action

June Arnold, HR analyst, wants to add a new hosted customer service application to her company website. She opens the unified self-service portal where she can collaborate and ask questions before making the request.
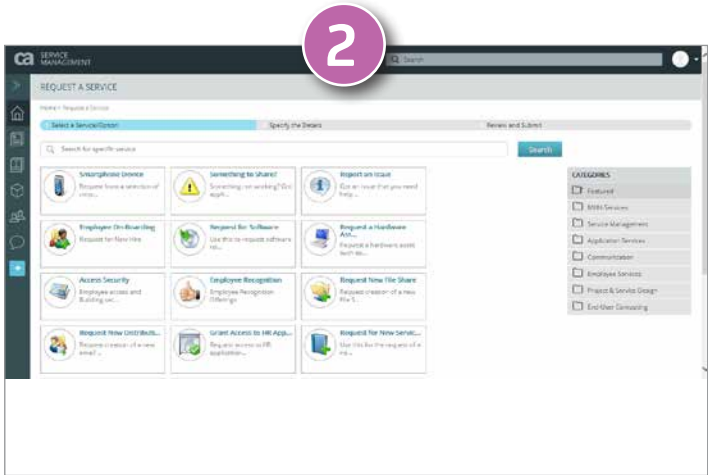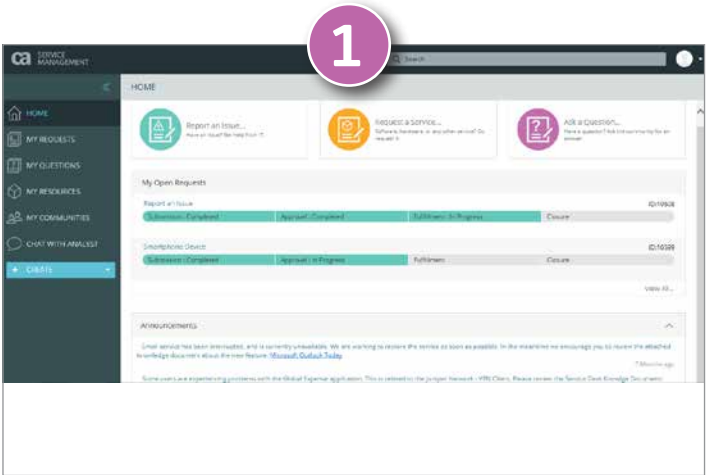
She can see all the services available to her or use a text search to find the exact one she wants. She can easily submit requests and check the status of requests in progress.
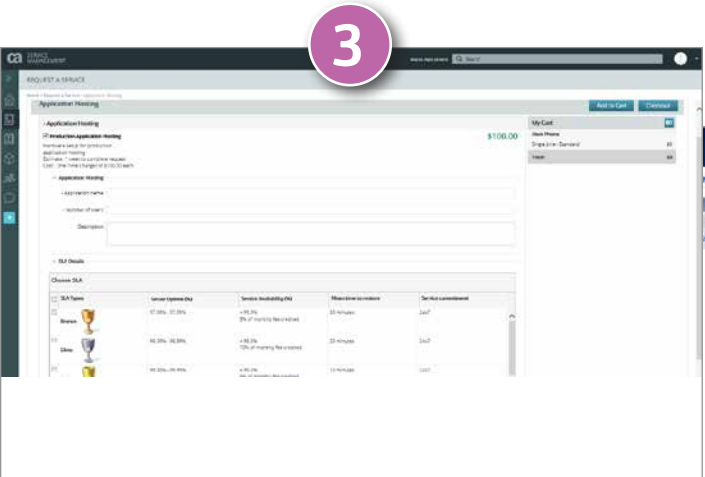
June selects the application and level of service she wants and adds it to her shopping cart.
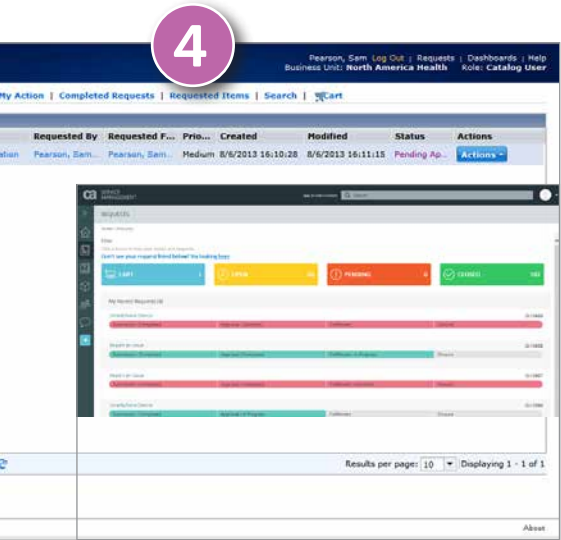
Once the request is sent, the fulfillment process begins. And anyone associated with the request will get an email with status updates.

June is pleased that she could submit the requests within a few minutes, avoiding both IT and administrative bureaucracy.

Note: Images are of the CA Service Management self-service capability

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Deliver Services How, When and Where Needed

The IT Challenge

Given the realities of today's workforce, consumers expect to engage with IT anytime and anywhere. It's about dispersed locations, 24 x 7 work habits and the consumerization of IT—and mobility makes it all possible. That's why consumers demand for virtually all IT services to be accessible via mobile devices. What's more, they want these services to essentially look, feel and function the same on their mobile platforms. Without access to immediate answers or the capability to request/approve services—using any device—employee satisfaction can be significantly hampered.

The Solution: Offer IT Services in a "Consumer-like" Manner via Mobile Devices

IT can address the challenges detailed above by:

- Making the "one-stop-shop" web portal accessible via a range of mobile devices (iPad®, iPhone®, and Android™ phones and tablets, etc.)
- Enabling the capability to submit, track and approve requests and to access knowledge searches, communities, forums and support tools via mobile devices
- Replicating the same familiar user interfaces and functionality onto mobile devices, so the consumer doesn't have to learn new methods for accessing IT services or engaging with IT

What's Required

- Support for diverse mobile platforms
- Mobile capabilities delivered in various ways including optimized mobile applications, browser-based options and custom solutions via an application programming interface (API).
- Full functionality, mobile "one-stop-shop" portal for IT services with service ticket capabilities (including tracking and approvals), communities, forums, knowledge searches, support resources and more

Benefits for Consumers

- Increased productivity via IT services on the go
- Enhanced satisfaction with anytime, anywhere services
- Improved time savings

Benefits for IT

- Increased efficiency with fewer help-desk calls
- Improved image and accessibility of IT
- Decreased TCO for IT service delivery
- Support for a dynamic and mobile workforce

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Mobility in Action

Sales manager, Jeff Hardy, can't send emails while he's working away from the office. He creates a support ticket on his iPhone by accessing the IT service web portal.

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Before submitting the ticket, Jeff first checks to see if other employees ever had this same issue and even collaborates with them.

Jeff submits the support ticket—within a few minutes. He would have spent five minutes or more just waiting for an analyst if he called the service desk, and then even more time explaining his issue.

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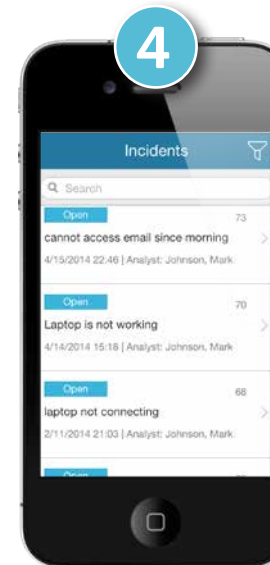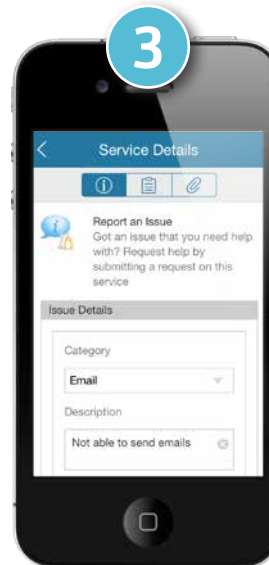
Jeff's ticket has been assigned to an analyst and appears in their task queue. Of course Jeff can check the status of the ticket anytime on his mobile phone or tablet.

Note: Images of mobile capabilities shared across the CA Technologies service management solutions via a common mobile framework.

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Empower Consumers to Answer Questions and Resolve Issues Anytime and Anywhere with Collaboration, Knowledge Sharing, Self-service and Mobility

The IT Challenge

Today's mobile and decentralized workforce is driving a cultural shift towards immediacy and self-sufficiency. Consumers expect social-media based collaboration for issue resolution and ad-hoc information creation for management and decision-making. What's more, they expect to engage with IT on any device, anytime and anywhere. And often whether they're truly "engaged" depends on whether IT services are delivered in the "consumer-like" manner they've grown accustomed to. Balancing these demands in a cost-conscious business climate is a struggle for IT.

The Solution: Consumer Self-sufficiency – Collaboration, Knowledge Sharing, Self-service and Mobility

Providing capabilities—such as collaboration/social media, communities and federated knowledge searches—modernizes the consumer experience. By enabling users to search help topics, consult with relevant peers and experts, submit and track support incidents and contribute to the knowledge base, they get the support experience they expect and simultaneously become self-sufficient.

What's Required

- Consumer communities (mobile, portal)
- Real-time chat
- Discussion posts
- Online profiles
- Integrated knowledge base
- Support for diverse mobile devices
- Mobile capabilities including mobile optimized, browser-based and custom mobile applications
- Ability to easily search all content types (e.g., SharePoint, Google, service desk, knowledge base, etc.)
- Federated search with a focus on problem resolution and process improvement

Benefits for Consumers

- Increased satisfaction with faster answers
- Increased time savings/productivity
- Improved decision-making
- Enhanced flexibility

Benefits for IT

- Decreased volume of support requests for non-complex issues
- Increased strategic use of time/efficiency
- Reduced costs via fewer support tickets
- Improved IT image
- Increased efficiency

Collaboration in Action

This user, Jennifer Tyler, is interested in finding information about using a virtual private network (VPN). She selects a VPN topic.

Jennifer accesses a forum where she can ask colleagues and experts questions about VPNs. She decides that she needs information on how to set up her VPN, so she does a search.

She accesses the results page, which includes results from forums and the service desk knowledge base, and could include items from Google, SharePoint and other sources.

Jennifer finds a document about setting up her VPN. The document includes a link that will launch a wizard for her to initiate the VPN setup process.

Her VPN setup is complete, and she didn't have to call the service desk.

Note: Images are of the CA Service Management self-service capability.

About the Solutions from CA Technologies

CA Technologies provides solutions that organizations can leverage to provide the ultimate consumer experience. Together, these service management offerings:

- ☑ Deliver a "consumer-like" experience with a social media/online shopping look and feel that's consistent with what they expect

- ☑ Provide a self-service portal where consumers can easily access the services they need

- ☑ Automate routine time-consuming tasks

- ☑ Engage consumers where, when and how needed via collaboration, self-service and mobile support

CA Service Management

CA Service Management is a robust, enterprise-level service management software solution that puts business users at the center of its strategy. Unified and collaborative self-service, with anywhere, anytime mobility, provide a modern self-service experience designed for answering questions, resolving issues, making requests and managing assets. The results can increase business user and IT team productivity, drive rapid workplace adoption, and reduce the risk of IT's disengagement with the business. Behind this innovative user experience is a powerful and proven business service management solution that enables and manages the entire service life-cycle across fifteen ITIL®[1] 2011 processes. Innovative issue, asset, change and request management automation further improve productivity, drive down IT costs and reduce business risk.

[1]ITIL® is a registered trademark of AXELOS Limited.

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For more information on CA solutions to enhance the end-user experience, contact us worldwide at ca.com/worldwide, or visit our Service Management page at ca.com/itsm.

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