

Driving Self-Service Effectiveness...

Today's internal IT Help Desk organizations focus on providing their end-users with a high level of support for network issues, desktop support and software applications. For these organizations, a Self-Service strategy is a sound vehicle for providing an additional support channel while driving down overall support costs. However, simply implementing a Self-Service solution into the Help Desk will not, by itself, guarantee success - an effective adoption strategy is also needed.

The RightAnswers Client Success program provides the value-added services that enable our clients to develop and deliver an effective Self-Service adoption strategy. The Client Success team provides the necessary experience and expertise to assist the Help Desk through the initial Self-Service implementation planning through deployment. More importantly, the Client Success team provides ongoing analysis and guidance to continually drive your solution's effectiveness, thereby improving the solution's time-to-value and Return on Investment (ROI).

Identifying and Avoiding Common Adoption Strategy Pitfalls

Many companies realize the potential benefits of Self-Service, but sometimes fail to address all the issues necessary to ensure a successful solution adoption. To ensure the success of the Self-Service deployment, the Help Desk must effectively:

- *Establish business objective(s):* A crucial component of the adoption strategy is clearly establishing the fundamental business objective(s) for Self-Service. For example, is the goal to provide users with an additional channel of support available on a 24x7 basis (as it is for many international companies)? Is the goal to drive down support costs by reducing the number of incoming phone calls? Or, as in most cases, does the Help Desk have several goals with defined priority levels? A thorough understanding of the desired "results" will consequently determine the subtleties and specifics of an effective adoption strategy.



- *Identify specific individual and department responsibilities:* An effective Self-Service adoption requires input and action from many different areas of your Help Desk (and, potentially, other departments within the company). Each individual and department obviously has varying expertise and responsibilities which need to be clearly defined and agreed-upon for the adoption strategy to be successful.
- *Provide end-user incentive:* Companies will often fall short of achieving their adoption strategy goals because they don't provide enough incentive for end-users to fully "buy into" Self-Service. Simply announcing the solution's availability is not enough - the Help Desk must create a "buzz" and ensure that its users fully understand and appreciate how they can benefit from using Self-Service.
- *Analyze the solution's effectiveness on an on-going basis:* The Help Desk must view Self-Service adoption as a dynamic and on-going process. By analyzing quantifiable metrics, the Help Desk can identify where the solution is effective and where it still needs to be optimized in order to make the necessary adoption strategy adjustments.



How Client Success Develops an Effective Adoption Strategy

To help ensure a successful Self-Service adoption strategy, the Client Success team gains a clear understanding of our clients' objectives and goals surrounding the Self-Service implementation. We will assess your current Help Desk environment to understand your organization and targeted end-user population in order to identify and address any potential challenges to the success of the Self-Service initiative (e.g., is there a form of Self-Service currently in place or has a previously-deployed Self-Service solution been successful?).

The Client Success team's Self-Service adoption strategy focuses on three areas: *Communication*, *Product*, and *Process*. All three are deployed simultaneously to ensure that the Self-Service solution is successfully adopted.

RightAnswers is genuinely interested in making sure that our implementation is hugely successful...

eSystem Support Manager, Cardinal Health

Communication

Establishing effective communication between the Help Desk and the end-user community is essential to successful adoption. The RightAnswers Client Success team can provide you with customized tools such as informative emails, messaging, animated solution demos, newsletter articles, motivational posters, contests, training materials and incentive programs that can be used before, during, and after the Self-Service launch.



*Self-Service Auto Demo
Screenshot*

Product

A critical factor in a successful Self-Service adoption is ensuring that the solution, itself, meets your end-users' needs. The RightAnswers Client Success team provides custom content training to help you understand the need and value in developing knowledge articles based on your organization's proprietary applications. Also, the Client Success team will provide training on the RightAnswers Analytics/Metrics reports to help you identify needed content, evaluate usage, and measure the solution's overall success.

One unique component of the Program is the Client Success Manager (CSM) - a Client Success team member dedicated to an individual client's needs. Prior to production and general availability, the Client Success Manager meets with clients on a weekly basis to refine their Self-Service solution. Once Self-Service is made generally available, the CSM meets with clients (at least) twice a month to evaluate the end-users' searches and identify ways to increase the solution's effectiveness.

Processes

The RightAnswers Client Success team will evaluate current Support Analyst and end-user processes and help you develop and institute effective organizational processes to support your Self-Service goals and objectives. Also, we can educate your Support Analysts on how to promote Self-Service to end-users who call the Help Desk on how to search for a solution prior to calling.

About RightAnswers

RightAnswers provides Self-Service and Support Analyst software applications, content and services to enhance the level of service to end-users while driving down the overall cost of Support. RightAnswers also provides the services and guidance to help the internal Help Desk meet business objectives, improve time-to-value, reduce overall Total Cost of Ownership and increase ROI.



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