Empowering your organization's service desk experience:
optimization and best practices

# Who we are

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With C2 ITSM, you can manage your IT services your way with an intuitive solution that adapts to your unique processes.

- Automate your processes

- Reclaim your time and resources

- Monitor your assets

- Delight your customers

- 99.9% financially backed SLAs

- 24/7 North American support

- 6 ITIL v4 certified processes

- ISO 27001 and SOC2 Type II certified

- ITSM experts since 2008
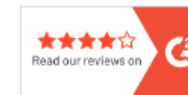
Agenda

Empowering your organization's service desk experience

- The Service Desk: Introduction
- Proactive management of automatic alerts
- SLA optimization
- Self-Service Portal
- Best practices for better request management
- Conclusion and questions

Objectives of the session:

- Improve ticketing performance through strategic recommendations.
- Proactively manage automatic alerts to anticipate incidents.
- Optimize service level agreements (SLAs) to meet expectations.
- Implement best practices to ensure superior customer service.
- Ensure efficient management of requests for better responsiveness and satisfaction.

The role of the ITSM service desk

Empowering your organization's service desk experience

In ITSM, what do we mean by Servicedesk?

The service desk is a central component for efficient IT service management. It allows you to structure a catalogue of service requests and to receive and manage various requests according to your company's needs.

Why is it essential?

- Interface between IT teams and end users.

- Resolving incidents and service requests.

Objectives:

- Improve operational efficiency.

- Ensuring customer satisfaction.

- Ensure the continuity and performance of services in a measurable way.

ITSM improves service performance

Empowering your organization's service desk experience

ITSM Process Optimization

- Automate and simplify workflows.
- ITIL Process for Best Practices
- Centralization of requests, resources, and assets.

Continuous improvement

- Quantitative dashboards and databases.
- Analysis of performance indicators to adjust practices.
- Implementing Service Level Agreements

Direct impact on users

- Reduced resolution times.
- Better follow-up of requests
- Increased satisfaction of internal and external customers.
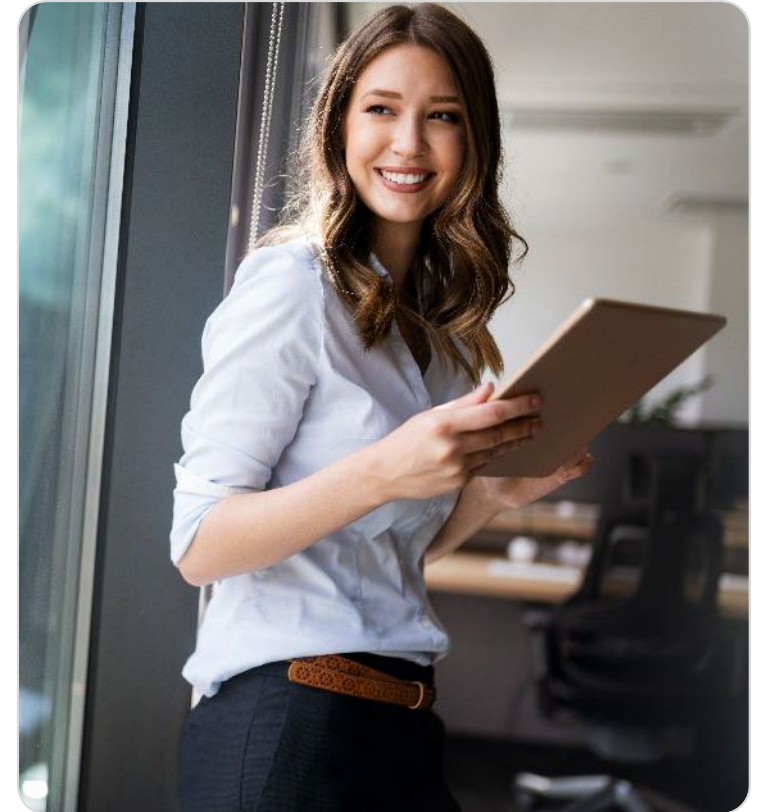
Proactive management of incidents and automatic alerts

Identify potential problems
Proactive management of incidents and automatic alerts

Anticipate and resolve issues before they become critical

Why proactive management is essential:

- Anticipation of breakdowns and major incidents.

- Reduced downtime.

How C2 ITSM facilitates proactive management:.

- Automated alerts for increased responsiveness.

- Manage incidents

- Resolve problems

- Create tickets automatically from external monitoring systems

- Integrate with other tools

Automatic alerts

Anticipate problematic situations — take action as soon as an incident is detected so your teams can proactively focus all their efforts on it.
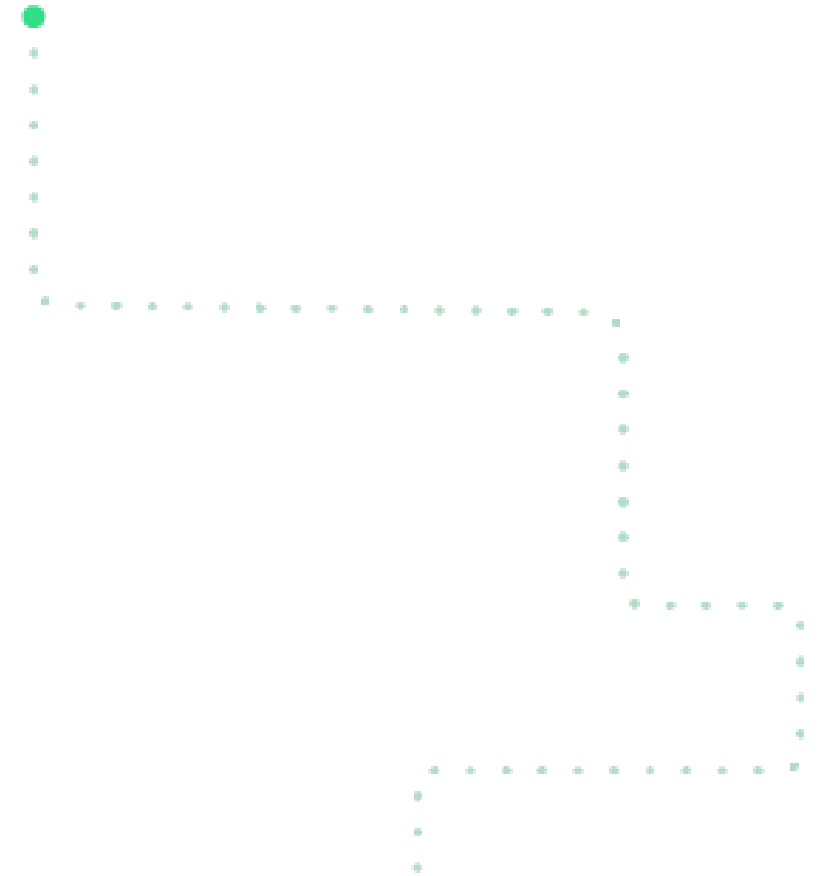
Monitoring:

- Continuous analysis of system performance.

- Centralization of management.

Triggering alerts:

- Automatic responses to malfunction indicators.

- Automatic creation of trouble tickets during alerts.

- Create recurring alerts and set up custom triggers

Examples of critical alerts:

- Increased server resource usage.

- Loss of network connectivity.

Practical examples of alerts

Proactive management of incidents and automatic alerts

Concrete examples:

- High CPU detection.
- Low disk space monitoring.
- Identify spikes in network traffic.
- Service contract expired.
- Preventive maintenance

Performance Impact:

- Increased responsiveness.
- Reduced downtime.
- Improved user satisfaction.

SLA optimization

SLAs to improve services

SLA optimization

An SLA (Service-Level Agreement) is a written and signed agreement between the service provider and the customer, defining the goals and responsibilities of each. It defines:

- expectations,

- performance standards and

- Responsibilities of each party with respect to the provision of services.

The advantages:

- Supervise the quality of service.

- Ensure clear expectations.

- Real-time monitoring of performance indicators.

- Visualize SLA performance with reports and dashboards

- Allows for quick corrective actions to avoid deviations.

Customization of SLAs

A good SLA should be tailored to the specific needs of the service or product and its users. The elements to be included will depend on the context and the expectations of the stakeholders.

- What services are offered to customers?
- What level of service or quality of service should a customer expect?
- What is the cost of providing this level of service?
- How will the service be provided?
- How will the supplier monitor, track and quantify performance?
- When will the service levels be reviewed?

Tailor SLAs for more flexibility

SLA optimization

- Avoid unrealistic goals: Set clear and measurable expectations.

- Regular review of SLAs: Adjustments according to changing needs.

- Stakeholder integration: Collaboration between IT and business teams.

- Use the right model: SLAs, SLIs, or SLOs
  - **SLA – Service Level Agreement** : Formal agreements between suppliers and customers
  - **SLO – Service Level Objective** : Internal Service Level Objectives
  - **SLI – Service Level Indicator** : Actual service performance measurements.
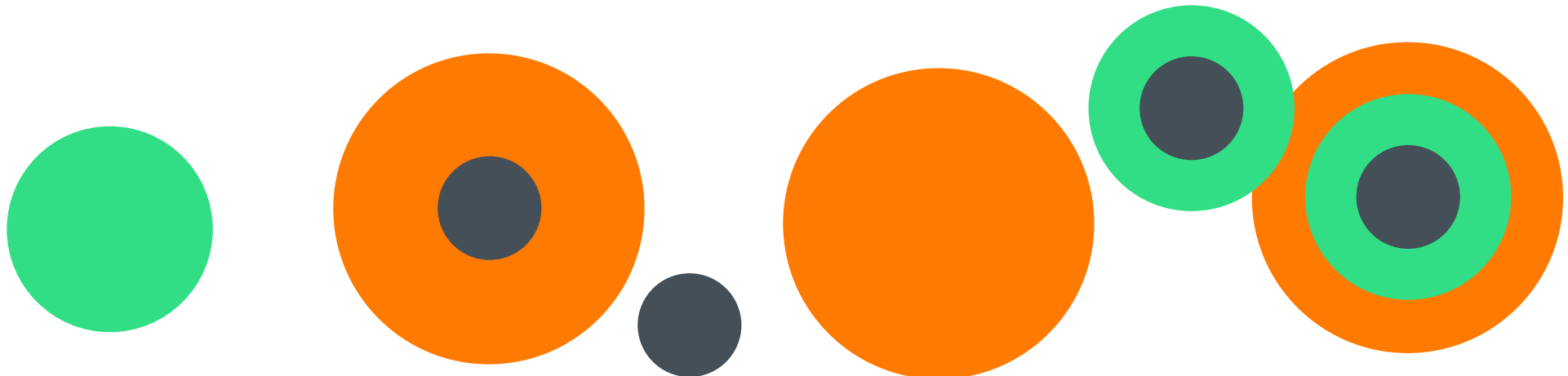
SLA and priorities with C2-ITSM

SLA optimization

- Set a priority based on impact and urgency
- The priority will be calculated from the date of creation

Priorities Definition

PRIORITY	NAME (French)	NAME (English)	RESPONSE DELAY		RESOLUTION DELAY	
1	P1	P1	60	Minute(s) ⌄	120	Minute(
2	P2	P2	120	Minute(s) ⌄	2880	Minute(
3	P3	P3	720	Minute(s) ⌄	2880	Minute(
4	P4	P4	1440	Minute(s) ⌄	2880	Minute(
5	P5	P5	2880	Minute(s) ⌄	3400	Minute(

Prioritization ⌃

Impact	Urgency	Client role	Priority
One department ⌄	Can work ⌄	VP's and CEO's ⌄	P3

Follow Up ⌃

Creation Date	Created by
2024/10/25 14:06	eguerin@sherweb.co

Update Date	Last Modified by
2024/10/25 14:43	eguerin@sherweb.co

Closed Date	Closed By

First Assignment	Implementation Date
2024/10/25 14:06	

Reactivation Date

Priorities Matrices

Incidents

IMPACT	URGENCY		
	Cannot work	Workaround	Can work
1-5 users	P1 ⌄	P2 ⌄	P5
Department, service or > 5 users	P1 ⌄	P2 ⌄	P4
Whole of organization	P1 ⌄	P2 ⌄	P3
One department	P5 ⌄	P5 ⌄	P5

Service Requests

IMPACT	URGENCY		
	Cannot work	Workaround	Can work
1-5 users	P1 ⌄	P2 ⌄	P5
Department, service or > 5 users	P1 ⌄	P2 ⌄	P4
Whole of organization	P1 ⌄	P2 ⌄	P3
One department	P5 ⌄	P5 ⌄	P5

Follow-up in the ticket

SLA optimization

Follow the progress of the ticket with respect to the SLAs.

The priority sets a Response Date and a Resolution Date.

C² ITSM

Service Level ⌃

Response Time

| 720 | Minute(s) ⌄ |

Resolution Time

| 2880 | Minute(s) ⌄ |

| **Prioritization Date** | **Service Hours** |
| 2024/10/25 14:09 | Working Hours ⌄ |

| **Calculated Response Date** | **Actual Response Date** |
| 2024/10/29 11:00 | 2024/10/25 14:09 |

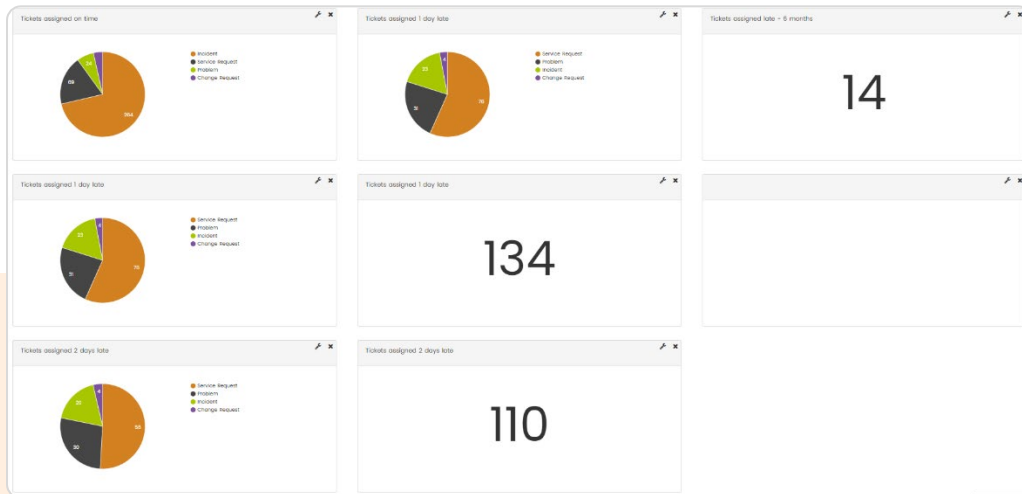| **Calculated Resolution Date** | **Actual Resolution Date** |
| 2024/11/04 15:00 | |

Expected Resolution Date

SLA Dashboards

SLA optimization

Pick-up time

Resolution time
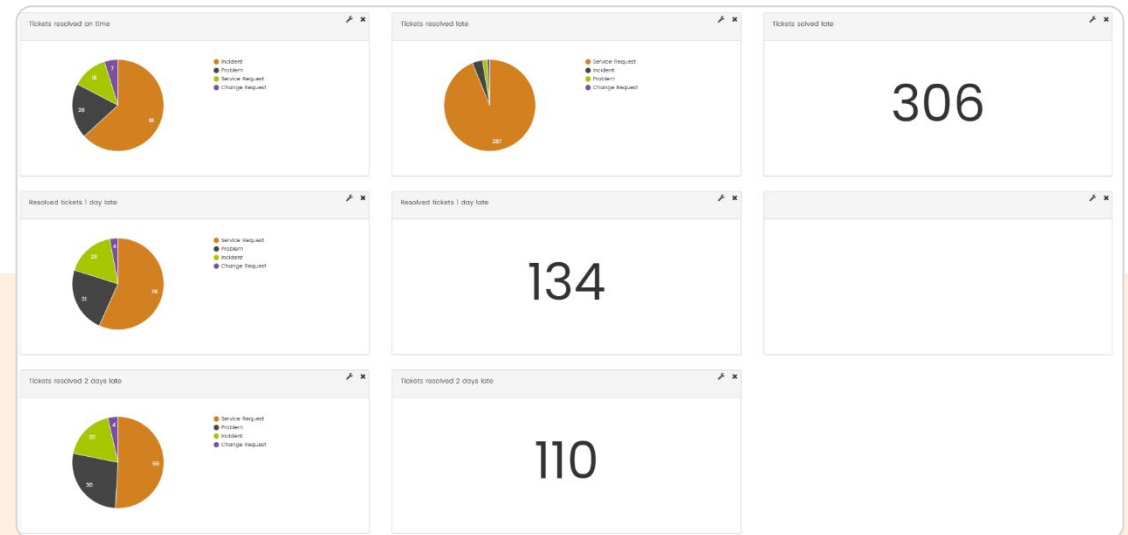
Self-Service Portal

The Self-Service Portal

Self-Service Portal

What is a self-service portal?

A digital kiosk that allows users to submit requests, access information, and track the status of their tickets, all without the intervention of an agent.

Why is this important?

The portal becomes an extension of the service desk, allowing users to self-assist with simple issues, reducing the burden on IT agents.

Key benefits of self-service portals

Self-Service Portal

Significant time savings:

- Reduced the number of tickets related to level 1 requests (password resets, access to FAQs).

- Reduced processing time for repetitive queries.

Continuous accessibility and user empowerment:

- Available 24/7, the portal ensures continuity of service.

- Users find the answers themselves through an up-to-date knowledge base.

Best user experience:

- Immediate answers and solutions at your fingertips.

- Reduced frustration with self-service access.
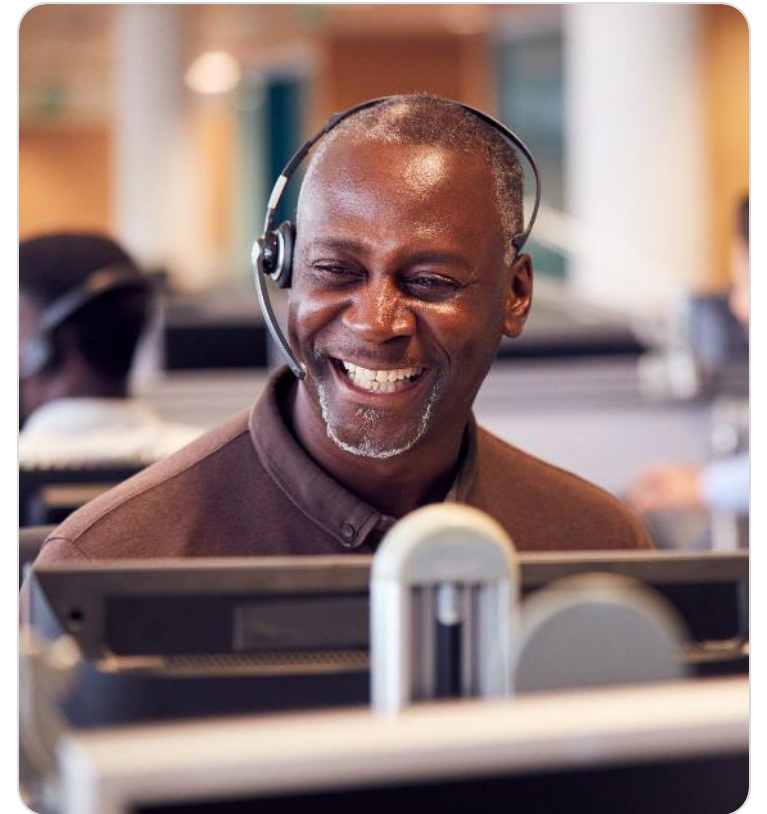
Centralization and follow-up of requests

Real-time visualization of requests:

- Users can see the status of their tickets, submit new cases, and view solutions to similar issues in a single interface.

Anonymous portal for external users:

- A flexible solution to support external customers without needing them to create an account.

Built-in statistics and reporting:

- Managers can track the volume and types of requests submitted through the portal, which helps identify areas of improvement.

Self-service portal and cost reduction

Self-Service Portal

Fewer tickets = less costs:

- Tickets handled automatically or by the users themselves cost less than agent-managed interactions.

Optimization of service desk resources:

- Agents can focus on more complex and high-value problems.

Better management of your requests

Streamline ticket management

Better management of your requests

Ticket Prioritization:

- Based on the urgency and impact of requests.

- Use of ITSM C2 features for automated rules.

Workflow automation:

- Reduce human error.

- Free up time for agents for higher value-added tasks.

Intelligent prioritization of requests:

- Organization of tickets according to the urgency and impact of requests.

- Maximize agent efficiency with automated rules.

Asset management integration:

- Track request-related resources for quick resolutions.

- Enable agents to have complete visibility into the infrastructure.

Improving knowledge management

Better management of your requests

Create a solid knowledge base to resolve common problems quickly.

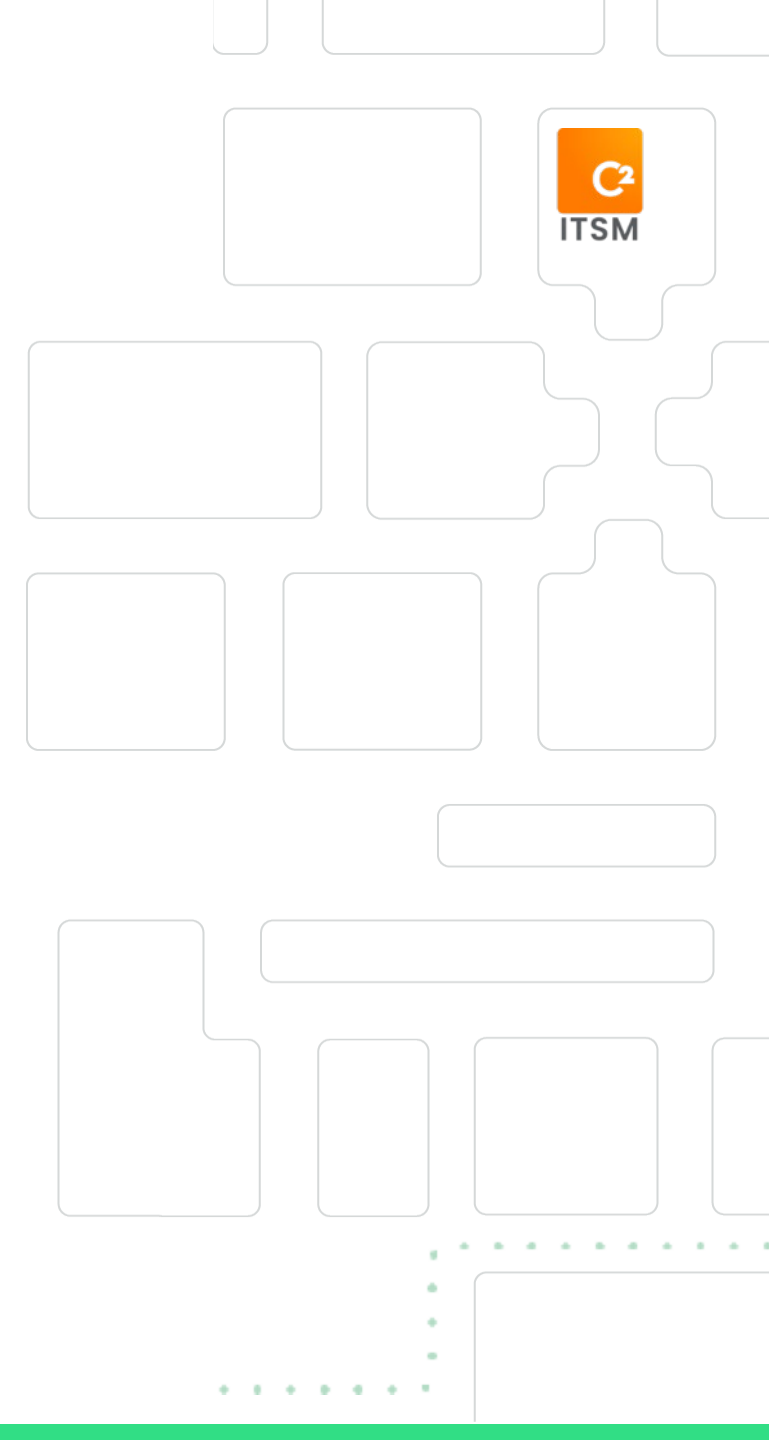**Create a comprehensive knowledge base:**

- Include detailed guides, FAQs, and articles for recurring issues.

Encourage self-service

- Enable users to resolve their issues through the self-service portal.

Impact on the service desk:

- Reduction in the number of tickets.
- Better responsiveness for end users.

Monitor KPIs

Better management of your requests

Use key metrics to evaluate performance and improve services.
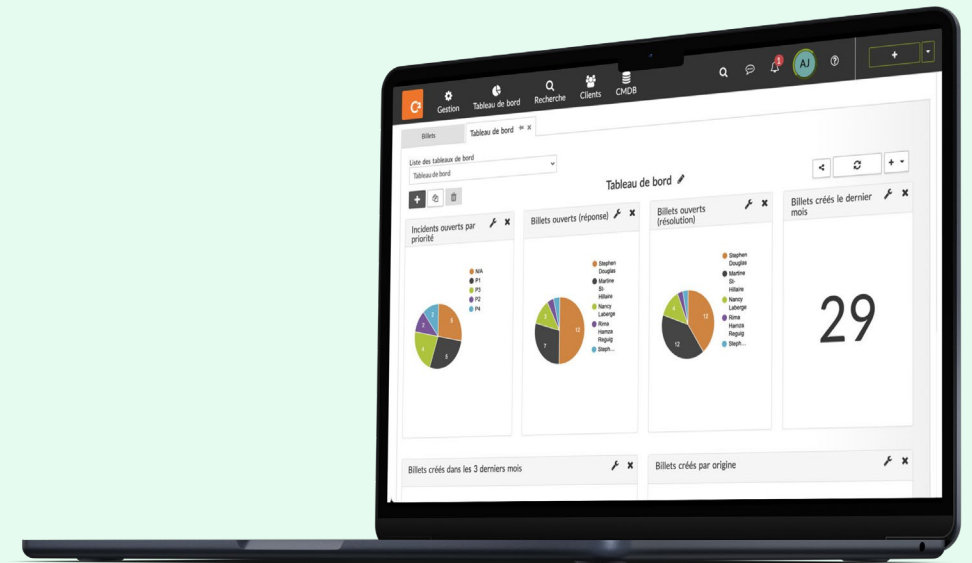
Define relevant KPIs:

- Average resolution time.

- User satisfaction rate.

- Number of tickets solved on the first try.

Data interpretation for continuous improvements:

- Analyze KPIs to identify areas for improvement.

- Implement corrective actions based on the results.

Example of common KPIs:

- Customer satisfaction rate.

- Average response time.

Train and empower your team

Better management of your requests

Ensure that IT teams have the skills and motivation to deliver high-quality service.

Continuous training of agents:

- New tools, process updates, and incident resolution.
- Improve skills for better ticket management.

Team empowerment:

- Provide autonomy to make decisions in problem solving.
- Encourage collaboration and innovation.

Impact on quality of service:

- Well-trained teams provide better service.
- Increased customer satisfaction and better retention.

Optimize your service desk at a glance

Better management of your requests

At a glance

- **Proactive management**: Anticipate issues with automatic alerts and reduce major disruptions.

- **SLA optimization**: Use flexible and measurable SLAs to meet customer expectations and ensure maximum performance..

- **Self-service portal:** Accelerate case resolution by empowering your users with a 24/7 portal.

- **Request management best practices**: Automate workflows and prioritize intelligently for increased efficiency

Questions?

C2 ITSM: Your IT your way

More of this:

Less of this:

It's that simple.

What's your
opinion on today?

https://forms.office.com/r/6gLiWSeGji

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