

Digital Transformation

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Introduction

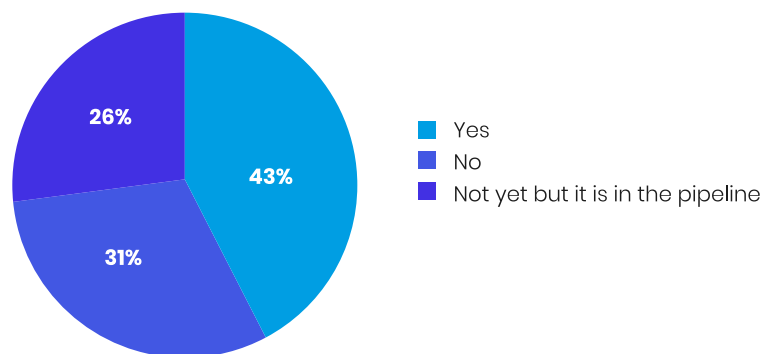
Many service desks are undertaking projects in preparation for implementing Digital Transformation. Understanding what stages service desks are currently at, the involvement of the business in decision making, and where budget is concentrated will give us a greater insight into Digital Transformation within ITSM and the organisation as a whole.

Digital Transformation is a very broad term, and there is a vast amount of information available surrounding it. However, the problem has arisen where there is no clear definition of Digital Transformation; there is a lot speculation of what it means as a concept. SDI defines Digital Transformation as the term given to the implementation of catalytic technologies, frameworks, and methodologies designed to improve efficiency, productivity, and customer experience.

Furthermore, Digital Transformation does not just affect the service desk, or even just IT; it affects the whole organisation. Therefore, it is important for all aspects of a business to work holistically to understand how Digital Transformation can benefit them and help their business to evolve and become more efficient, as well as provide new ways to support business customers and ultimately provide a better customer experience.

Between March and April 2018, the Digital Transformation survey was sent to a wide variety of service desk professionals, from both public and private sector service desks and a large range of organisation sizes.

Has your service desk/business undertaken a Digital Transformation project?



Nearly half of respondents specified that their service desk has undertaken a Digital Transformation project, and over a quarter highlighted that there are plans to do so in the near future. 31% identified that their service desk is not currently undertaking a Digital Transformation project.

Transformation of any kind can be a scary prospect and it can be difficult for some people to accept change. However, if organisations resist change and do not adapt, they risk becoming irrelevant. Digital Transformation is no longer something businesses can ignore, but it is important for organisations to understand the capabilities and limits of the support function before undertaking a Digital Transformation project.

Currently Undertaking Or Planning To Undertake A Digital Transformation Project

What did your service desk/business do to prepare for your Digital Transformation project?



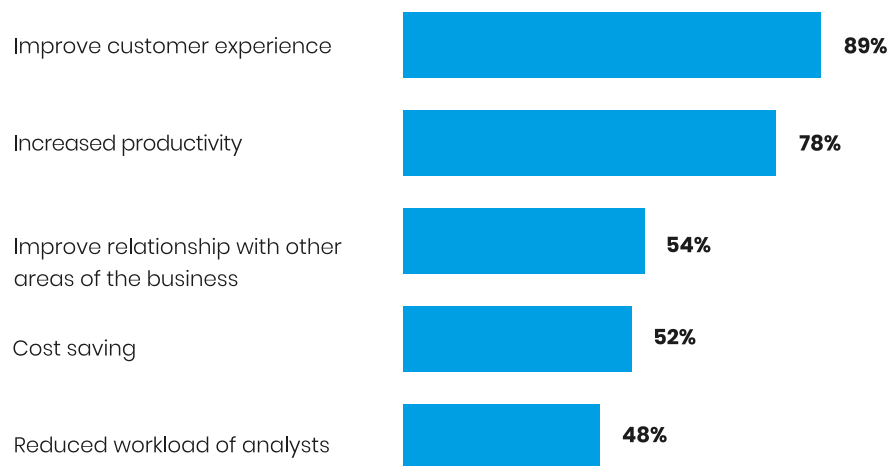
Of the 69% of respondents that are undertaking or plan to undertake a Digital Transformation project, the majority reviewed and/or refined their processes in preparation. No matter what the project entails, it is important to review and refine processes, as doing this will highlight inefficient and wasteful processes which may be taking up valuable time and resources, both of which are crucial for a successful Digital Transformation project.

65% and 63% engaged with their customers and the service desk team, respectively. It is encouraging to see that the majority of respondents have consulted their customers to discuss what they require from new implementations, as this signifies that these service desks follow a more customer-centric approach to service management, which fosters a better customer experience and, if applicable, customer adoption of an implementation. It is also important to engage with service desk staff to discuss the implications that a new implementation may have. For example, a self-service portal can remove some of the more repetitive and time-consuming tasks from a service desk analyst, such as incident or service request logging, categorisation, and prioritisation. However, it also adds potential new responsibilities that analysts may need to undertake, such as ensuring the information the customer has inputted during the self-service process is extensive enough or updating the status of the incident or request through the portal. Communicating with the service desk team is crucial to ensure they understand the changes to their workload and environment that may occur.

Depending on the type of implementation a Digital Transformation project entails, you may need to engage with potential tool vendors or technology partners. This action has been undertaken by 59% of respondents. It is crucial to spend ample time when researching potential vendors, as you need to be sure that the tool or technology you are investing in will meet the needs and expectations of your service desk, organisation, and customers. It is also important to work closely with vendors and ensure they understand your business and its requirements.

48% of respondents highlighted that their service desk had to create a business case, and similarly, 30% had to obtain additional budget. A Digital Transformation project is a significant undertaking for any organisation, therefore this is an important step to consider before beginning a Digital Transformation project. Furthermore, depending on the size of your organisation and implications of your project, it may be necessary to appoint as Digital Transformation Officer to manage and oversee the progress of the project, particularly if it will impact multiple areas of the business.

What were the motivations behind undertaking a Digital Transformation Project?

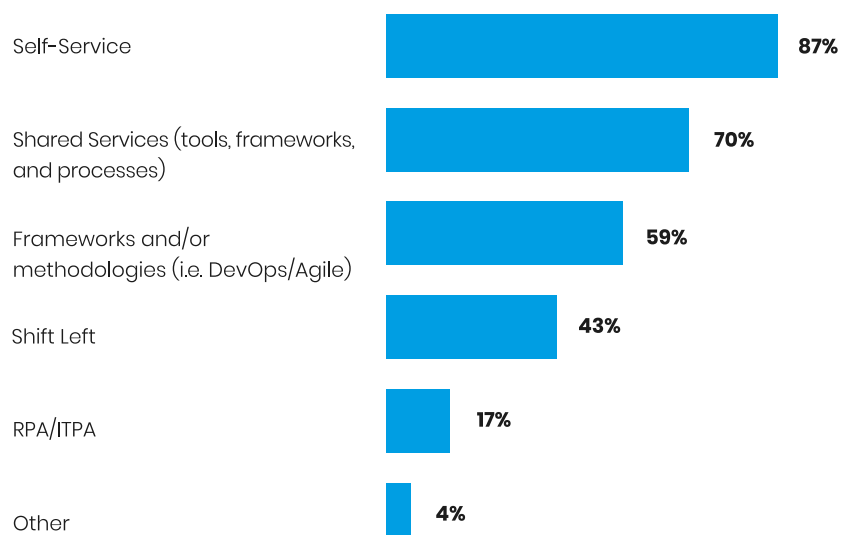


As previously explained, Digital Transformation is about the implementations designed to improve efficiency, productivity, and customer experience. An incredible majority of respondents, almost 90%, specified that one of the motivations behind undertaking a Digital Transformation project was to improve the customer experience. Furthermore, 78% of respondents pointed out that they were motivated partly by the increased productivity that a Digital Transformation project and its implementations could offer. Furthermore, improving the productivity and efficiency of the service desk can also signify that there are lower costs associated with service, which, as specified by 52% of respondents, is an attractive motivation for undertaking a Digital Transformation project.

48% of respondents pinpointed that they were motivated by the prospect of achieving a reduction in analysts' workloads. Technologies like self-service can reduce the amount of repetitive, time-consuming tasks that service desk analysts typically perform, thus freeing up time to perform more complex tasks, attributing to the overall productivity and efficiency of the support function.

Over half of respondents highlighted that they were also motivated by the chance to improve relations with other areas of the business. Newer frameworks, methodologies, and ideologies, like DevOps, promote communication and collaboration across multiple areas and teams across the business. Furthermore, if the goal of improved productivity is successful, this can improve the business' perception of the service desk, and therefore potentially improve the relationship between the service desk and the wider business.

Which of these does your Digital Transformation project entail?



The term “Digital Transformation project” is incredibly broad and means different things to different organisations. Therefore, it is important to understand what the industry is focusing on during their project. The majority of respondents highlighted that their project entails implementing self-service. When implemented successfully, self-service has the ability to reduce or even eliminate the number of repetitive, low value tasks, and allow the service desk, and IT support function as a whole, to take on more complex tasks. Self-service is not a new technology, yet a significant proportion of service desks have yet to implement it. Industry commentators and analysts place a heavy focus on cutting-edge technologies, such as Artificial Intelligence and Machine Learning, but for a large proportion of service desks, these technologies are not currently in their crosshairs.

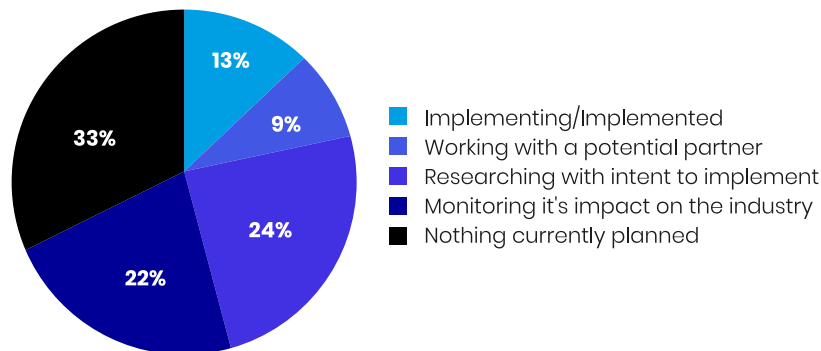
43% of respondents highlighted that their project entails implementing a Shift Left initiative. Shift Left describes the movement whereby traditionally first-line tasks, such as ticket logging, are taken on by customers with technologies such as self-service, freeing up time and resources for first line service desk staff to perform second line tasks, and consequently second line staff to take on third line tasks. Further analysis of the data showed that almost every respondent that highlighted they are undertaking a Shift Left initiative also plan to implement a self-service portal, which signifies that these service desks may understand the full potential self-service can have for the IT support function.

Robotic Process Automation (RPA) or IT Process Automation (ITPA), which can be considered to be more complex applications of automation, were specified to be part of 17% of respondents’ Digital Transformation projects. While traditional automation functionalities, such as password resets or ticket routing, offer efficiency benefits, RPA and ITPA harnesses the power of software with artificial intelligence and machine learning capabilities to handle high-volume, repetitive tasks and automate complex processes. It would be interesting to see how this statistic changes in 2 years, as by this time, more advanced technologies may become more accessible for a wider range of organisations.

Interestingly, the next most common focus for respondents’ Digital Transformation projects is a shift towards Shared Services, which offers service desks the opportunity to extend their value across a business by attempting to share best practices from different business units to boost performance, create service consistency, and a common language. Therefore, implementing a shared services model has financial benefits, as well as improving the efficiency of a business.

The name “Digital” Transformation suggests that every aspect of a project should involve a tool or technology. However, as pinpointed earlier, Digital Transformation can be defined as the vehicles which facilitate improved efficiency, productivity, and customer experience, whether this comes in the form of a technology, framework, methodology, or otherwise. As such, it is interesting to see that 59% of respondents highlighted their service desks’ Digital Transformation project includes implementing frameworks, methodologies, or ideologies such as DevOps or Agile.

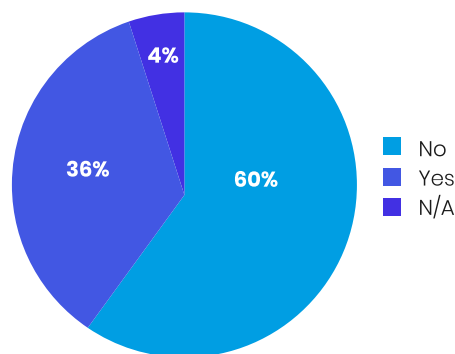
How much is Artificial Intelligence (AI)/Machine Learning (ML) playing a part in your Digital Transformation project?



55% of respondents highlighted that they are not currently planning to implement AI or ML as part of their organisation's Digital Transformation project, with 40% of this group monitoring the impact these technologies are having on the ITSM industry. Conversely, 13% of respondents highlighted that they are either currently implementing or have implemented AI or ML as part of a Digital Transformation project.

Almost a quarter of respondents specified that they are currently researching AI and ML with intent to implement, and a further 9% are working with a potential partner. Both these stages are crucial before implementing something as significant as AI or ML technologies, as failing to fully understand the needs of the business or the support function can lead to the introduction of technology that is not used to its full potential.

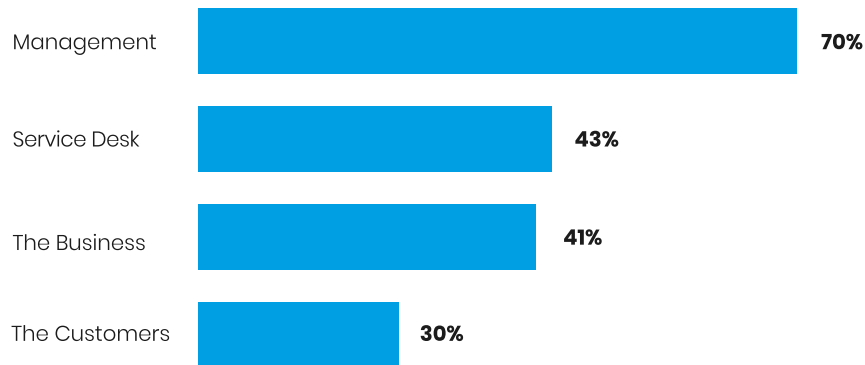
Do you have a dedicated Digital Transformation team?



Depending on the size of the organisation, the impact across different areas of the business, and the scope of the Digital Transformation project, it may be necessary to implement a team which is dedicated to managing and overseeing the progress of the project. 36% respondents highlighted that they have a dedicated Digital Transformation team.]

The majority of respondents, however, specified that there is no dedicated Digital Transformation team heading their project. Ideally, organisations may have a project management team or project management office who would manage such technology implementation projects. However, it would be interesting to know where further responsibility of such a project lies in these organisations; the service desk, IT managers, business managers, or another department or individual, and how this affects the efficiency and productivity of their regular tasks.

Was there a push to undertake a Digital Transformation project? If so, where did this come from?



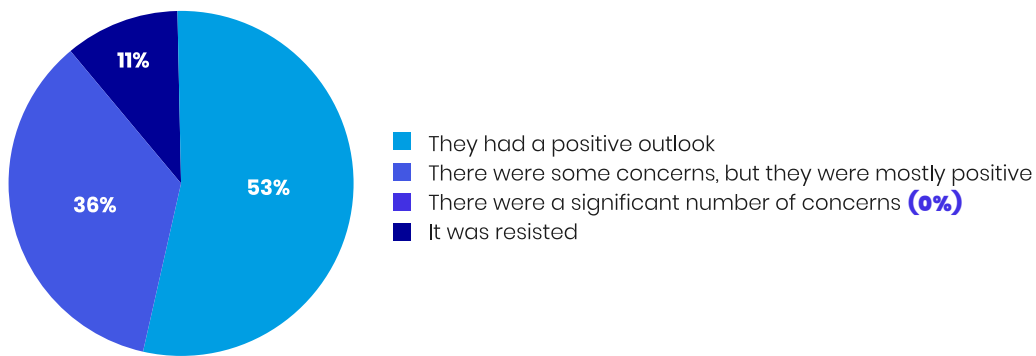
Knowing where the push for Digital Transformation derives from is necessary to understand the process for a service desk's evolution. Only 30% of respondents identified that their customers are pushing for transformation, whereas 70% of respondents highlighted that the push is coming from management. Similarly, 41% of respondents specified that the push for Digital Transformation came from the business.

There are challenges and benefits to both sides of this issue, as a push from customers can signify that the service is lacking and that customers are dissatisfied, or that they have been consulted on how they want to see the support capability developed with a Digital Transformation project. Similarly, with the push from management, there should be a balance to avoid service issues being created, by implementing changes too quickly for customers and perhaps service desk staff to be comfortable with, such as not considering the impact on the business and customer experience.

43% of respondents highlighted that the service desk pushed for Digital Transformation. This high number indicates that these service desks are looking to encourage their organisations to invest and innovate to become more efficient. Ensuring an organisation recognises the value of a service desk, and that the service desk is able to fully articulate its business value is a key consideration when trying to secure budget for such initiatives.

There were also respondents who identified that the push for a Digital Transformation project came from more than one source. This could signify that the service desk, management, and customers are all on the same page and that through cross functional collaboration and effective business relationship management, these respondent organisations are moving forward together for the benefit of the whole organisation. It could also signify, however, that multiple business stakeholders see Digital Transformation as a popular trend and a way to fix for a less than effective service.

How was the decision to undertake a Digital Transformation project received by service desk staff?

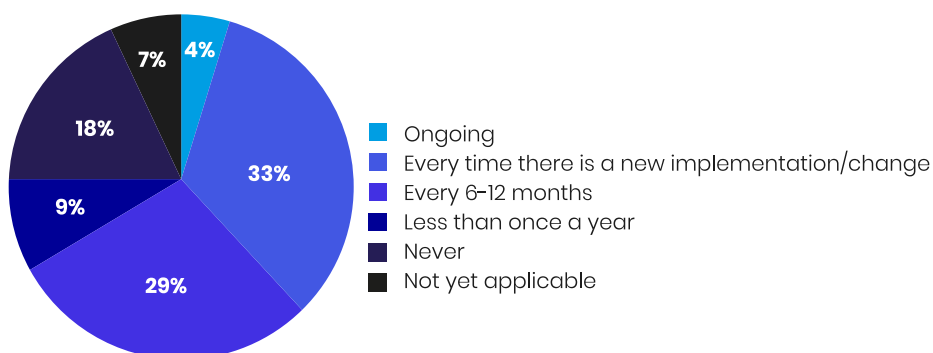


It is very encouraging to see that over half of respondents highlighted that their service desk team received the decision to undertake a Digital Transformation project positively and had a good outlook. Digital Transformation often means change, and generally, people can be averse to change and resist it. Therefore, it is important to fully communicate the implications new implementations can have and discuss their concerns and work to ease any transition, particularly if it entails a culture shift.

For many staff in low-level positions, the prospect of technology replacing them in their role is a common concern. Therefore, it is understandable that 36% of respondents highlighted that their team had such concerns, but it is promising to note that these respondents' teams were mostly positive about the project. 11% of respondents highlighted that service desk staff had a significant number of concerns, but as previously noted, it is important to work with the support team to ease their worries and communicate the benefits a Digital Transformation project can have.

The majority of respondents, 53%, identified that the service desk team had a positive outlook. It is also important to note that no respondents highlighted that their team resisted the decision to undertake a Digital Transformation project. This could signify that service desk staff understand that Digital Transformation will have a positive on the service desk and wider organisation.

If you have a Digital Transformation strategy, how often do you review it?



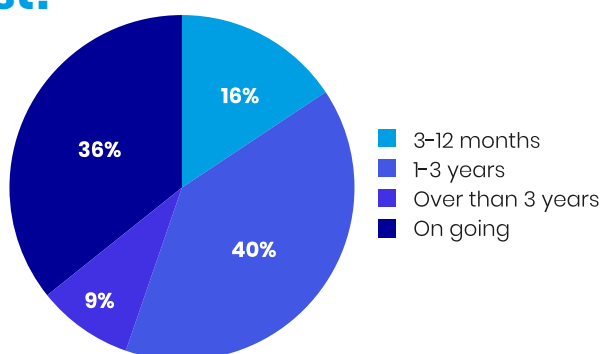
It is useful to form a strategy to lay out how your Digital Transformation project will progress. However, as time goes on and new implementations and changes are rolled out, it may be necessary to review the strategy to ensure that it remains relevant and the project will continue to meet the service desk's and business' aims. A project may run into trouble if the environment detailed in a strategy is different from reality, therefore, considering some Digital Transformation projects involve changes which would affect an organisation's infrastructure, it is a good idea to regularly review your strategy to prevent any issues further down the line.

4% of respondents highlighted that their strategy is reviewed on an ongoing basis. This is certainly a good way to ensure the strategy remains relevant, but it is important to ensure that this does not require too many resources or impede on the performance of the service desk. The largest portion, 35%, specified that they review the Digital Transformation strategy every time a change or implementation is made. This is a good way to ensure that the Digital Transformation strategy stays relevant to the changing environment of the organisation.

The second largest group of respondents, 29%, identified that their strategy is reviewed every 6 to 12 months. Depending on how often implementations are rolled out, this length of review cycle would suit an organisation better than more frequent reviews. However, it is vital to note the importance of finding what works best for your organisation, as every business is different and has different goals and requirements. A Digital Transformation strategy should be planned to best suit an organisation, as so should how often the strategy is reviewed.

18% of respondents specified that their strategy is never reviewed, and as previously mentioned, this can lead the strategy and project as whole to ultimately fail. Furthermore, the 9% who review their strategy less often than once a year may also encounter issues as their project progresses.

How long will your Digital Transformation strategy/plan last?



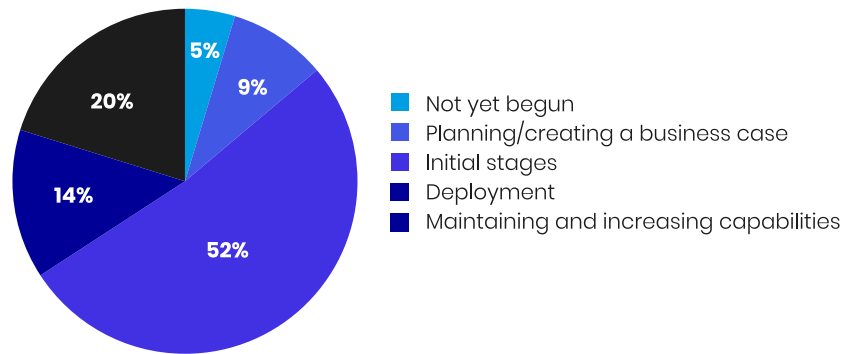
Many of the implementations which respondents have identified are not simple changes; for example, Shared Services and new frameworks or methodologies may represent a total change in the culture of an organisation, which can be particularly difficult and would take a long time to implement. Organisations which set their timeframe too short may be met with an overrun project or a rushed implementation. However, smaller organisations and small-scale implementations may indeed require less time to be fully and successfully implemented. Conversely, a strategy or plan which is too long with no clear endpoint may be difficult to manage, particularly if it is poorly managed or not reviewed regularly to ensure it is still relevant to the organisation's goals.

The largest portion of respondents specified that their strategy will last 1 to 3 years; this is a good length of time, as it balances the project being long enough to give it the best chance of being successfully carried out, with the strategy not being too lengthy to the point where it restricts progress.

Interestingly, the 36% of respondents highlighted that their Digital Transformation strategy is ongoing. Assuming that in these cases, the strategy evolves in tandem with a service desk's improving service delivery capability, IT's ability to better enable an organisation and a strategic approach to industry developments, this can be quite an advantageous approach to Digital Transformation. Looking at transformation as a continual process, where improvements and developments are implemented regularly, can create a culture which promotes a more fluid, agile and fast paced approach to service management. It also has the benefit of enabling the service desk to stay relevant alongside the constantly evolving technologies and trends the industry faces.

16% of respondents highlighted that their Digital Transformation strategy will last 3 to 12 months. As previously stated, IT may struggle to meet deadlines or perhaps rush to roll out implementations which may impact the success of a project. Of course, this is dependent on the size of the organisation and the implementation projects planned, therefore one would hope that the Digital Transformation strategy had been thoroughly considered prior to beginning a Digital Transformation project. The smallest proportion, 9% of respondents, highlighted that their strategy will last over 3 years. Again, as previously mentioned, it is important to ensure that the strategy remains relevant to an organisation's goals as the strategy progresses and as time goes on.

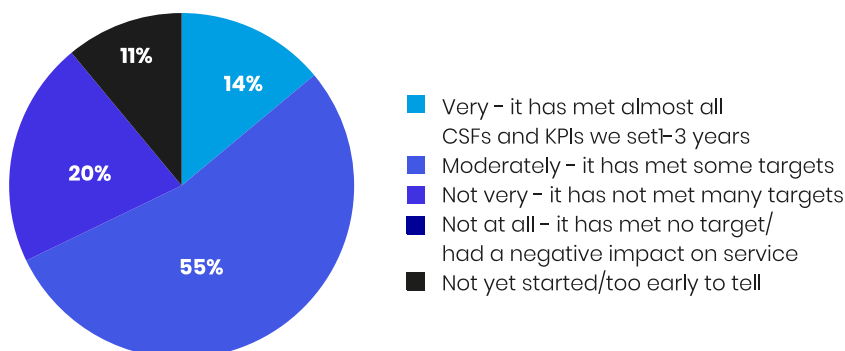
How far along is your Digital Transformation project?



Knowing what stage respondents' Digital Transformation projects are at is a good indicator of maturity, but also how long the project has had to meet targets. 52% of respondents specified that their project is only in its initial stages; as such, these projects may not have met many targets as a project which has been in place longer. Similarly, 14% of respondents' projects are only in the deployment phase, and a further 14% have either not begun yet or are still in the planning phase.

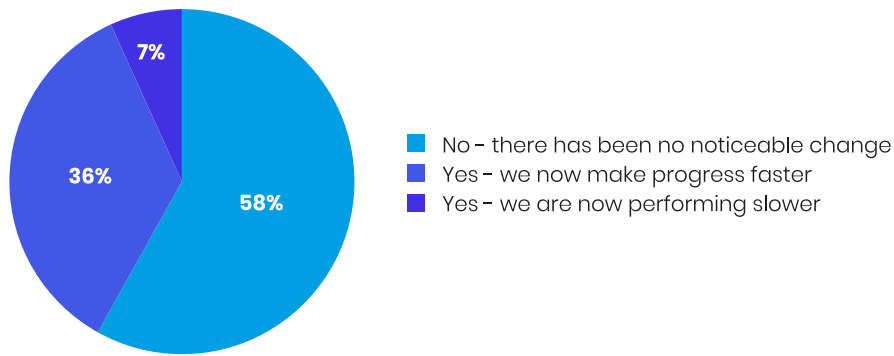
20% of respondents' projects are in the maintaining and increasing capabilities stage; these are the projects which will be better indicators of their success and impact on the organisations as they have been established longer and have had more time to meet requirements and targets.

How successful has your project been so far?



Given that over half of respondents identified that their Digital Transformation project is only in the initial stages, it is promising to see that 55% of respondents reported that their project has been moderately successful and met some targets. Moreover, promisingly, no respondents specified that their project has met no targets or had a negative impact on service. The majority of respondents, 55%, pointed out that their project has met some targets. A further 20% highlighted that their project has not met many targets. Again, considering most respondents specified that their project was only in its initial stages, this is not a concerning statistic.

Has Digital Transformation impacted your project completion speed?



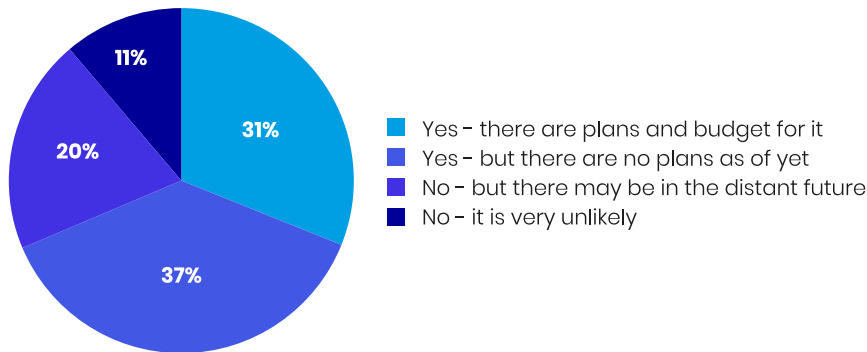
One of the expected outcomes of Digital Transformation is faster project completion speed, supported by increased productivity and performance. 36% of respondents highlighted that they have indeed noticed that they are making progress faster as a result of their Digital Transformation initiative.

The majority of respondents specified that they have seen no noticeable change to their project completion speed. Considering only 20% of respondents' Digital Transformation projects are past the initial phases and deployment, it is understandable that the majority have not seen improvement in project completion speed yet.

Unfortunately, 7% of respondents specified that they are now performing slower than before. This could be for a multitude of reasons; perhaps the shift of focus to the project has removed resources and staff from their usual tasks, signifying that there are less available resources for other tasks. Alternatively, if a Digital Transformation project is still in its early stages, the service desk may still be adjusting to changes and therefore processes and projects are progressing slower than usual.

Not Undertaking A Digital Transformation Project

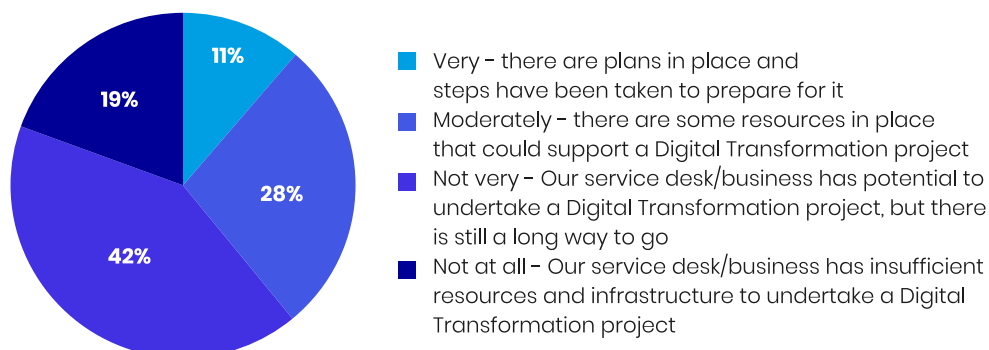
Do you think your service desk/business will undertake a Digital Transformation project in the near future?



Of the 31% of respondents who had initially stated that their organisations are not currently undertaking a Digital Transformation project, nearly 70% specified that they believe that they will undertake a Digital Transformation project in the near future, with 45% of this group specifying there is already plans and budget for it. The remaining 55% identified that while they think their organisation will undertake a Digital Transformation project, there are currently no plans to do this. 33% of respondents specified that they do not believe their organisation will undertake a Digital Transformation project in the near future, but 63% of this group identified that they may undertake a project in the distant future.

Only 11% of those currently not undertaking a Digital Transformation project highlighted that it is unlikely that their organisation will begin a transformation project at all; while this is a small proportion of the total number of respondents, it is still significant, and it is important to understand why some organisations choose not to, or simply think they are unable to, undertake a Digital Transformation project.

How prepared is your service desk/business for a Digital Transformation project?



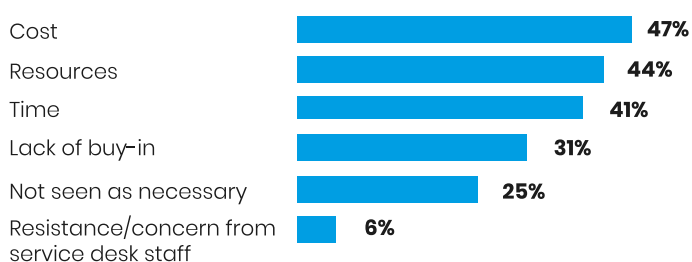
As seen earlier in this report, before undertaking a Digital Transformation project, it is crucial to review your IT infrastructure, the support function's capabilities and resources, and the business and customers' needs in terms of service. Past this, there are a multitude of things to consider when planning a Digital Transformation strategy in terms of skills and abilities; from that of internal staff to implement and develop changes or tools, to the service desk staff's skills to maintain service levels and

support new implementations, to end users' ability to use new implementation and whether there will need to be some user education for them.

Promisingly, 11% of respondents currently not undertaking a Digital Transformation project identified that there are plans in place and steps have been taken to prepare to begin a Digital Transformation project. A further 28% believe their service desk or business to be moderately prepared, specifying that there are some resources in place that could support a Digital Transformation project.

The remaining 61% of respondents are not so confident; 68% of this group specified that while there is potential for their organisation to undertake a Digital Transformation project, there is still a long way to go. The remaining 32% believe that their service desk or business is not at all prepared for Digital Transformation, and that there are insufficient resources and infrastructure to undertake a project. While this is a significant proportion of respondents, it is promising to note that they recognise the need to be prepared for transformation.

Is there a specific reason your service desk/business would not undertake a Digital Transformation project?



As previously mentioned, it is important to understand why some respondents feel their service desk would not, or is unable to, undertake a Digital Transformation project. This will give us an insight into what the industry struggles with on a daily basis, and what factors inhibit transformation and development of a service desk. Most issues facing the service desk derive from lack of budget, time, and resources; this is evident here with these factors claiming the top 3 reasons as to why an organisation may not undertake a Digital Transformation project.

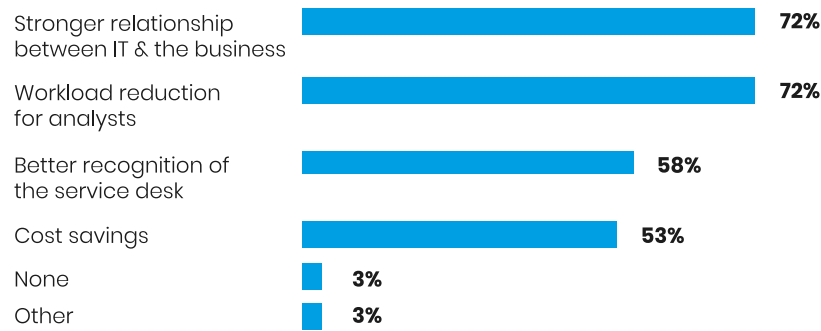
The cost associated with Digital Transformation seems to be the most significant factor preventing organisations from undertaking a Digital Transformation project. Depending on what a Digital Transformation project entails, it can come at a high cost for the organisation, be it in terms of purchasing a new tool or piece of technology, increased or enhanced resources, or a change in the infrastructure. As such, it can be difficult to secure budget or buy-in from relevant stakeholders if Digital Transformation is not part of an entire organisation's strategy. In fact, this barrier is noted by 31% of respondents who identified lack of buy-in as a factor and 25% specifying Digital Transformation is not seen as necessary in their organisation. Furthermore, a Digital Transformation project may not be a viable option for smaller service desks or businesses, which may contribute to a lack of buy-in from other areas of the business.

As specified by 44% of respondents, resources are another reason as to why their service desk or business would not undertake a Digital Transformation project. Previously, we have seen that ensuring there are sufficient resources in place is a crucial element to a successful Digital Transformation project. Considering the cost associated with securing more resources, this may not be a viable option for some service desks.

Time was identified as a barrier by 41% of respondents. Recent SDI research has shown that the majority of service desks struggle with firefighting and this consumes most of the support staff's time. Therefore, it is understandable that a significant proportion of respondents identified time as a factor preventing their organisation undertaking a Digital Transformation project.

The smallest portion of respondents identified resistance or concern from service desk staff as a key reason for not undertaking a Digital Transformation project. Obviously, it is important to allow your support staff to voice their concerns with relation to any type of development or transformation. As previously mentioned, change can be a scary prospect, particularly for lower-level staff who feel they may lose their job to technology in the near future. However, adequate training and development opportunities can help to ease their anxiety and aide transition.

What benefits could your organisation realise from Digital Transformation?



It is interesting to note that one of the two most significant benefits that an organisation could realise with a Digital Transformation project, as highlighted by 72% of respondents, is a stronger relationship between IT and the business. Coupled with the 58% of respondents who identified they could realise better recognition of the service desk with Digital Transformation, it is clear that the industry understands the importance and potentially the benefits of better communication and relationships across the business, IT, and the service desk.

There is potentially a link between the service desk's desire for a stronger relationship between IT and the business, the workload reduction for analysts, and the lack of buy-in or perceived necessity seen in the previous question. If a business does not realise the importance of the IT support function, it may not be able to understand the need for the service desk, and IT as a whole, to evolve and transform with new technologies, frameworks, methodologies, ideologies and so on, which could ultimately benefit the wider organisation. It is crucial that the business and IT work together to be able to understand the importance of each other's roles in the organisation, what their needs are, and how they can work together to improve the overall efficiency and productivity of the organisation.

A workload reduction for analysts has also been identified as a key benefit which organisations, specifically service desks, could realise from Digital Transformation. As previously seen, shifting analysts repetitive and time-consuming tasks to technologies like self-service and automation can greatly improve the productivity and efficiency of service desk staff, and freeing up their time can allow analysts to take on more valuable tasks.

We have previously seen that cost is a major issue for service desks in terms of undertaking a Digital Transformation project, yet 53% of respondents highlighted that they could realise cost savings as a result of Digital Transformation. It would seem that many service desks struggle to gain buy-in from relevant business stakeholders and justify the necessary budget, despite the potential Return on Investment (ROI).

Industry Views

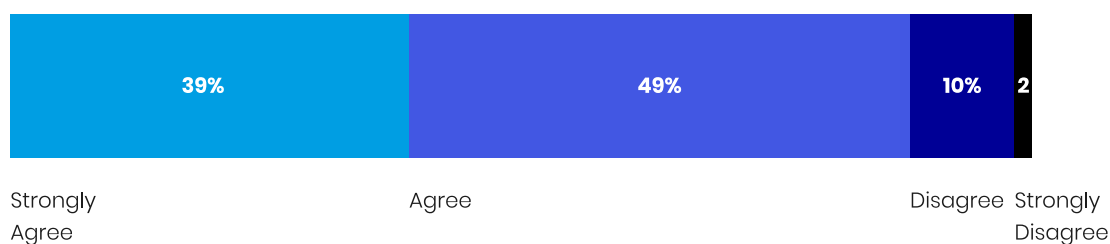
How far do you agree with the statement that Digital Transformation is all about implementing new technologies?



At the beginning of this report, Digital Transformation was defined as the catalytic implementations designed to improve efficiency, productivity, and customer experience. There is a misconception that “Digital” implies that every aspect of a project must be technology base, yet this does not encompass frameworks and methodologies which can also allow an organisation to progress and enhance their IT support function.

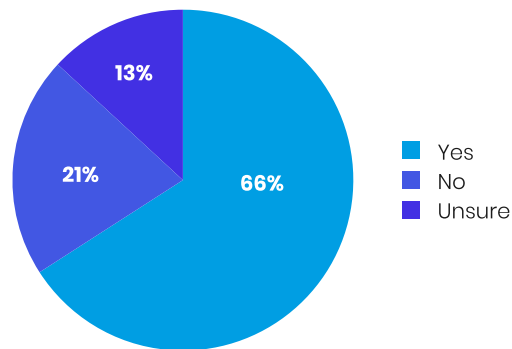
When asked how far they agreed with the above statement, 61% of respondents agreed that Digital Transformation is all about implementing new technologies, with 21% of this group strongly agreeing. The remaining 39% disagreed with this statement, with 12% of this group strongly disagreeing.

How far do you agree with the statement that frameworks and methodologies, such as DevOps and ITIL, are a part of Digital Transformation?



Considering the responses to the previous question, one could expect a mirrored result in this question. Interestingly however, when asked how far they agreed with the above statement, almost 90% of respondents specified that they agreed, with 44% of this group strongly agreeing. Only 12% disagreed, with 2% of respondents strongly disagreeing.

Do you feel there is a pressure from the business/ customers to keep up with developments in the industry?



We have previously seen that, respectively, 41% and 30% of respondents identified that a Digital Transformation project came as a result of a push from the business and customers. Therefore, it is unsurprising to see that 66% of respondents highlighted that they feel there is a pressure from the business/customers to keep up with developments in the industry.

Customer service in the consumer world is evolving rapidly, be it through implementing new products, services, technologies, or even frameworks, all of which are devised to improve the experience customers have when engaging with consumer services. Customers then come to expect similar levels of customer service and a better overall experience of the services they are provided in a working environment. At some point, corporate business IT departments will need to develop their approach to service and use customer feedback to improve the service they provide.

Conclusion

With the majority of organisations currently undertaking or planning to undertake a Digital Transformation project, it is clear that the importance of evolving and transforming IT services is understood among the industry. Of the respondents that stated a Digital Transformation project is not currently in the pipeline, nearly 70% identified that they believe their organisation will undertake a project in the future.

Industry professionals highlighted that there are several steps that their service desk or business took to prepare for their Digital Transformation project, such as reviewing processes, engaging with customers, and obtaining additional budget. The most common implementation for organisations was identified as self-service, which is interesting to note as self-service is not a new technology. The implementation of concepts, frameworks, methodologies, and ideologies, such as Shared Services, Shift Left, DevOps, or Agile, also seemed to be relatively popular, which dispels the preconception that “Digital” Transformation is only about implementing technologies.

Encouragingly, the majority of service desk professionals noted that their support staff had a positive outlook surrounding their organisation’s Digital Transformation project. However, it would not be unexpected to encounter some concern among service desk staff, and therefore it is important to engage with your staff to reassure them and understand their concerns before undertaking a Digital Transformation project.

A strategy is a good way to plan how a project will progress, but it is important to review it often to ensure the strategy remains relevant to what the organisation wants to achieve with Digital Transformation. It is also necessary to consider whether the length of a strategy adequately reflects how long it will take to successfully implement changes. However, Digital Transformation is not without its difficulties; there are high costs associated with undertaking a project, such as the price of tools and technologies, increased or enhanced resources, and potentially more staff to take on roles pertinent to the project or the implementations. Furthermore, a lack of time and buy-in can also present problems for support functions attempting to undertake a Digital Transformation project.

Transforming your IT support function is no easy feat; therefore, it is crucial to fully consider what your service desk, the business, and the customers require, and review your infrastructure, resources, and processes to ensure that your organisation is able to implement new tools or technologies. Some implementations will require change in culture, and this can be a particularly difficult transition for many organisations; this is therefore a significant factor to consider.

It has been mentioned several times throughout this report that certain technologies are not new to the industry, yet implementation rates are increasing. One could surmise that rather than implementing new technologies, people’s attitudes are changing in regard to the way they work, and newer frameworks, methodologies, and ideologies, as well as influences from the business and customers, are encouraging them to make use of the technology that is available to them, such as self-service, to transform their service to be more efficient and effective.

About SDI

The SDI company mission is to inspire service desks to be brilliant. To achieve this mission SDI has developed a set of goals by which it aims to inspire service desks to:

Embrace:

To raise the quality of service delivery by valuing best practice

Engage:

To create an inspiring and engaging customer experience

Invest:

To empower their teams to be inspired, take action and be better

Shine:

To demonstrate and deliver exceptional business value

SDI sets the globally recognised best practice service desk standards that provide clear and measurable benchmarks for service desk operations and professionals. The standards are designed to encourage service desks to embrace and value best practice in order to raise the quality of service delivery. For more information about SDI please visit www.servicedeskintstitute.com

About Freshservice

Freshservice from Freshworks is a cloud-based IT service desk and IT service management (ITSM) solution that is quick to set up and easy to use and manage.

Recognised as an ITSM Leader, Freshservice has been named best software for mid market IT teams, the most usable service desk software and #1 in customer satisfaction by G2 Crowd.

Freshservice leverages ITIL best practices to enable IT organisations to focus on what's most important – exceptional service delivery and customer satisfaction. With its powerfully simple UI, Freshservice can be easily configured to support your unique business requirements and integrated with other critical business and IT systems. Native integrations are provided “out-of-the-box” with many of the most popular cloud services such as Google Apps, Dropbox, AWS, and Bomgar to speed up deployment and reach.

To learn more about Freshservice visit www.freshservice.com