Begin With The End In Mind!

Lynne Nash   lynnen@sdi-e.com

LYNNE NASH
Service Desk Education Specialist
and Quality Commando

- 30+ years in the service desk industry
- Experienced Service Desk Manager
- SDI associate trainer/auditor/consultant
- APMG Examiner
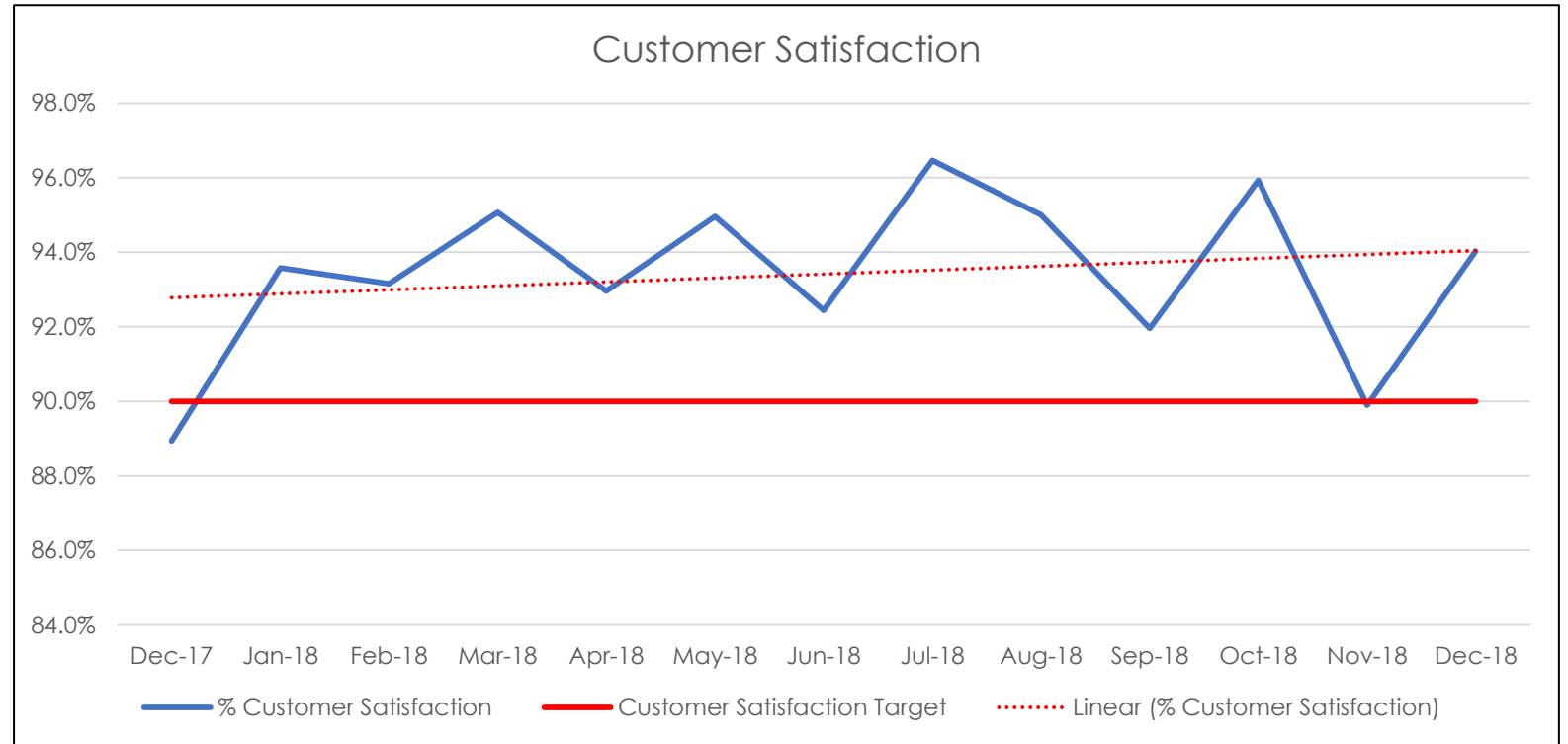- SDI Standards Committee member
- SDI Awards judge

WHY ARE WE HERE?…

…AVERAGE SCORES
AT CERTIFICATION

SECOND LOWEST SCORE

WHY ARE WE HERE?…

…CUSTOMER SATISFACTION

Customer Satisfaction

Legend: % Customer Satisfaction — Customer Satisfaction Target — Linear (% Customer Satisfaction)

STRATEGIC ALIGNMENT

Provide a world-class customer experience

Provide a responsive and user centric service

Customers are at the heart of everything we do

…providing exemplary customer service…

Deliver an exceptional, efficient and friendly IT service to our customers

Customer first

Always there for our colleagues

Build strong relationships to provide our customers with the best possible service

We provide a service which exceeds our customers' expectations

SDI Service Desk Institute
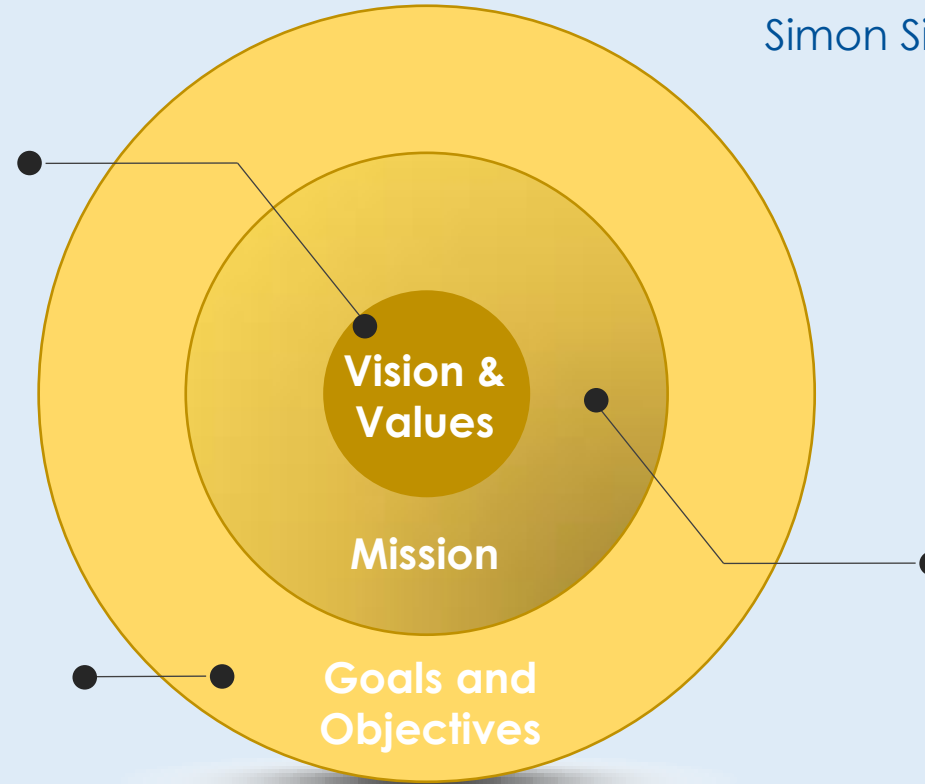
STRATEGIC ALIGNMENT

Why = The Purpose
The inspiration, driving purpose, fueled by core values & beliefs

What = The Result
Activity or offering that demonstrates the "why"

Simon Sinek - "Start With Why"

How = The Process
The unique method, the plan that gives us an edge

Vision & Values

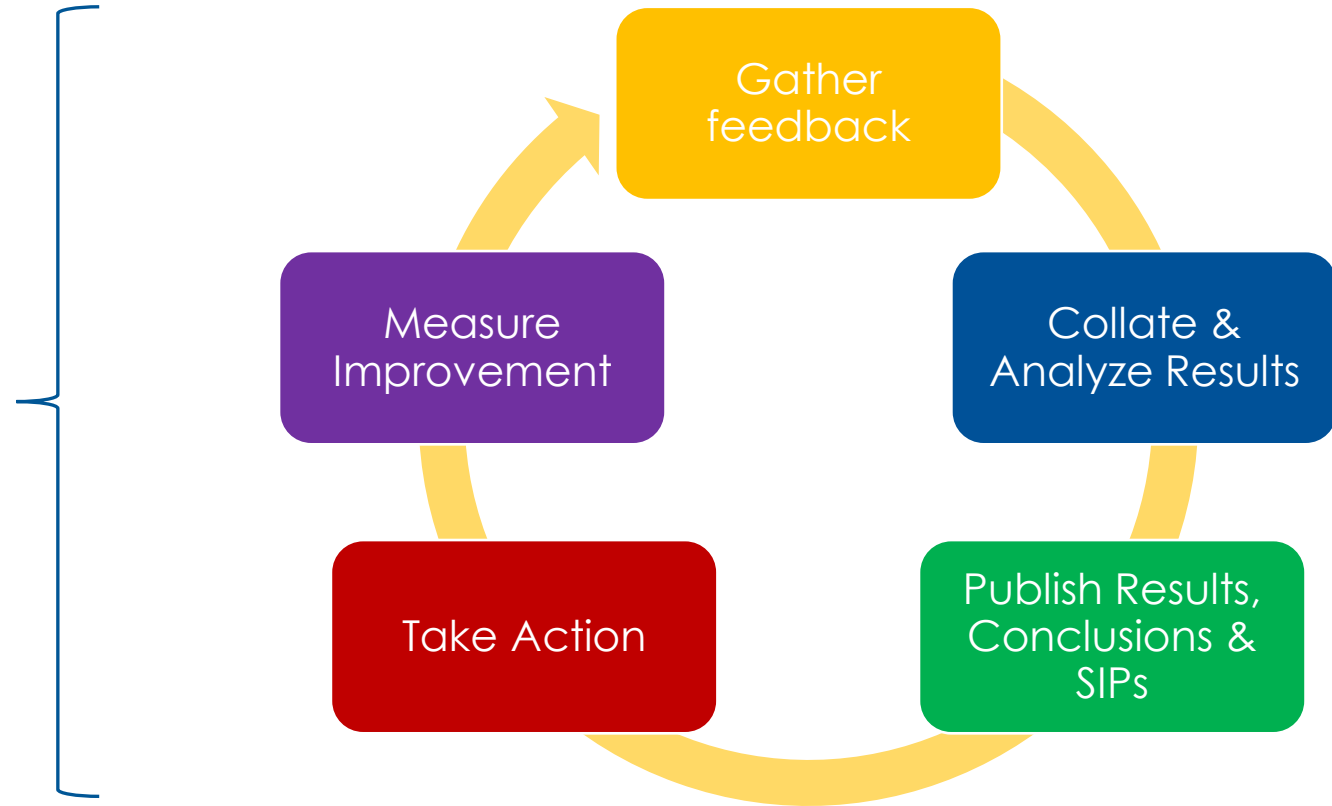Mission

Goals and Objectives

SDI | Service Desk Institute

CUSTOMER EXPERIENCE?

…CUSTOMER EXPERIENCE PROGRAMME

- Event surveys
- Periodic surveys
- One off surveys
- Compliments, complaints and suggestions
- Customer role profiling
- Customer journey mapping
- Business operational meetings
- BRM/Account management activities
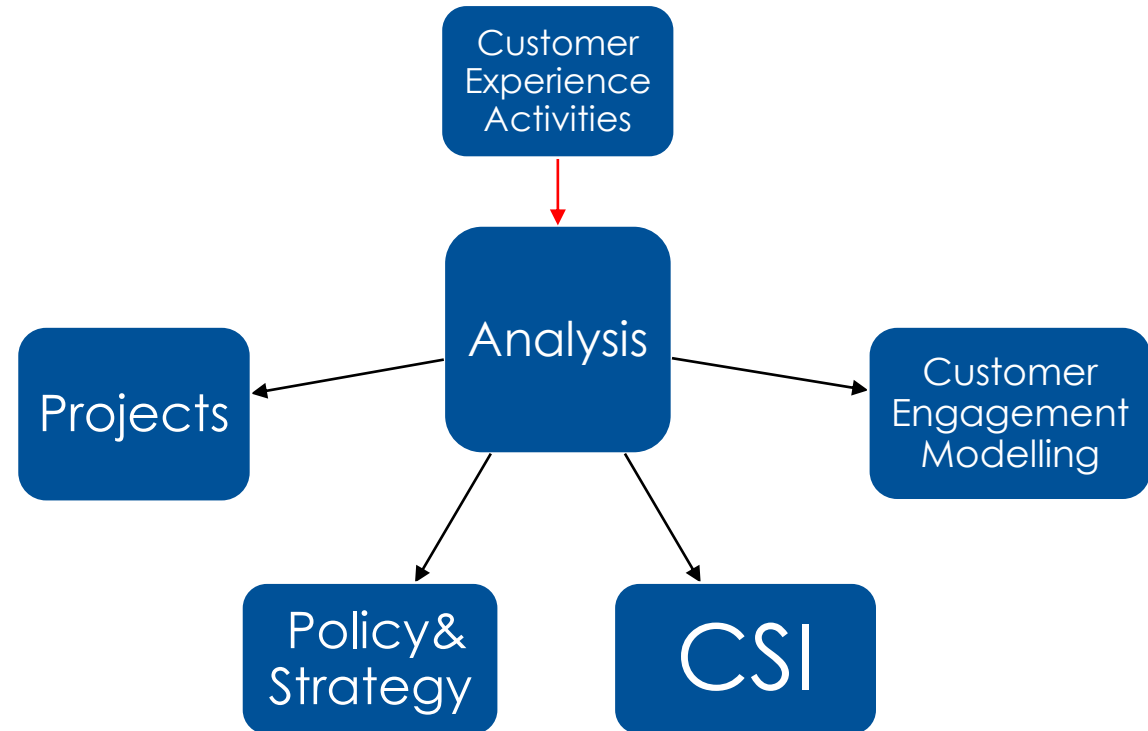- Focus groups

CUSTOMER EXPERIENCE?

…CUSTOMER EXPERIENCE PROGRAMME

- Gather feedback
- Collate & Analyze Results
- Publish Results, Conclusions & SIPs
- Take Action
- Measure Improvement

CUSTOMER EXPERIENCE?

…CUSTOMER EXPERIENCE PROGRAMME

Customer Experience Activities

Analysis

Projects

Customer Engagement Modelling

Policy& Strategy
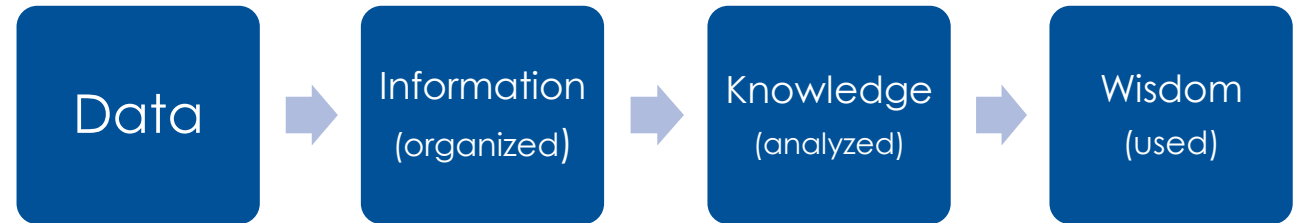
CSI

BUSINESS INTELLIGENCE?

…ANALYTICS

Collecting, organizing and examining raw data so that a researcher can come to a conclusion

Derive important information

Answer questions

Solve problems

Derive value

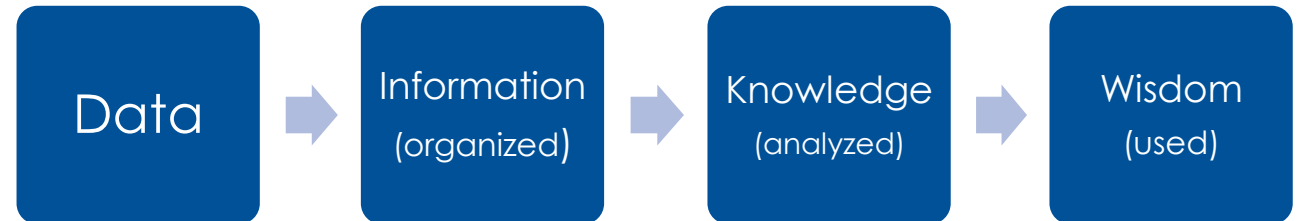| Data		Information (organized)		Knowledge (analyzed)		Wisdom (used)

BUSINESS INTELLIGENCE?

Collecting, organizing and examining raw data so that a researcher can come to a conclusion

Derive important information

Answer questions

Solve problems

Derive value

…DERIVE VALUE

Data → Information (organized) → Knowledge (analyzed) → Wisdom (used)

SDI | Service Desk Institute
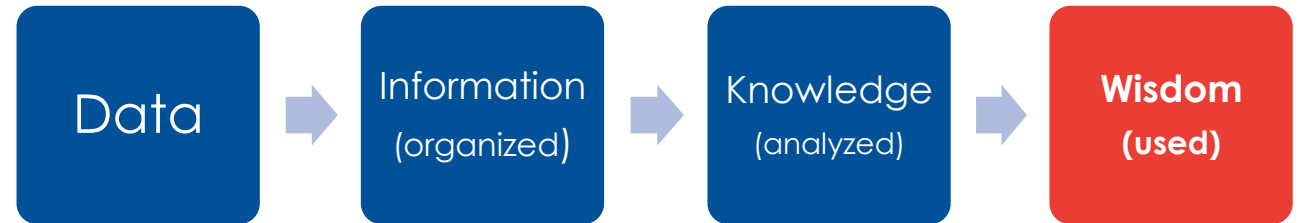
BUSINESS INTELLIGENCE?

…DERIVE VALUE

Collecting, organizing and examining raw data so that a researcher can come to a conclusion

Derive important information

Answer questions

Solve problems

Derive value

| Data | → | Information (organized) | → | Knowledge (analyzed) | → | **Wisdom (used)** |

SDI Service Desk Institute

BUSINESS INTELLIGENCE?

…DERIVE VALUE

Descriptive
Summarizes what happened
Used to justify the result achieved

Predictive
Trending & forecasting
What the past indicates for the future
Probabilistic in nature

Prescriptive
Requires a model with actionable data
Feedback system that tracks the outcome produced by an action taken

SDI | Service Desk Institute

BUSINESS INTELLIGENCE?

…DERIVE VALUE

Descriptive

Summarizes what happened

Used to justify the result achieved

Predictive

Trending & forecasting

What the past indicates for the future

Probabilistic in nature

Prescriptive

Requires a model with actionable data

Feedback system that tracks the outcome produced by an action taken

BUSINESS INTELLIGENCE?

…DERIVE VALUE

Descriptive
Summarizes what happened
Used to justify the result achieved

Predictive
Trending & forecasting
What in the past indicates for the future
Probabilistic in nature

Prescriptive
Requires a model with actionable data
Feedback system that tracks the outcome produced by an action taken

SDI | Service Desk Institute

TAKE AWAY?

...TAKE AWAY

Measuring customer satisfaction is just the start of a conversation...

How will you continue?

Questions