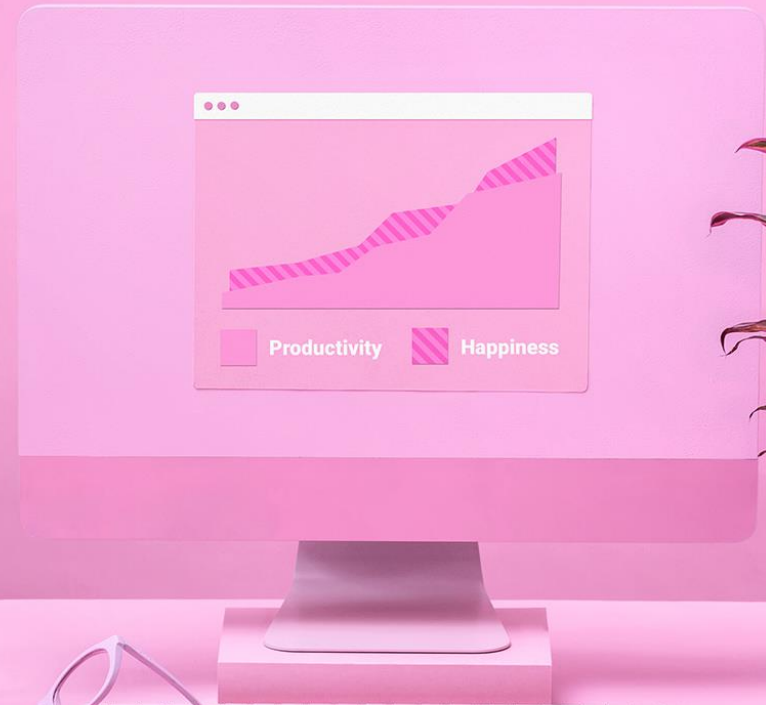


Customer Led Service Desk Strategy



“We help internal services to focus on employee happiness and increase productivity”

Sami Kallio
Chief Executive Officer

20 years of experience in digital services and service design.

sami.kallio@happysignals.com
+358 50 566 3852



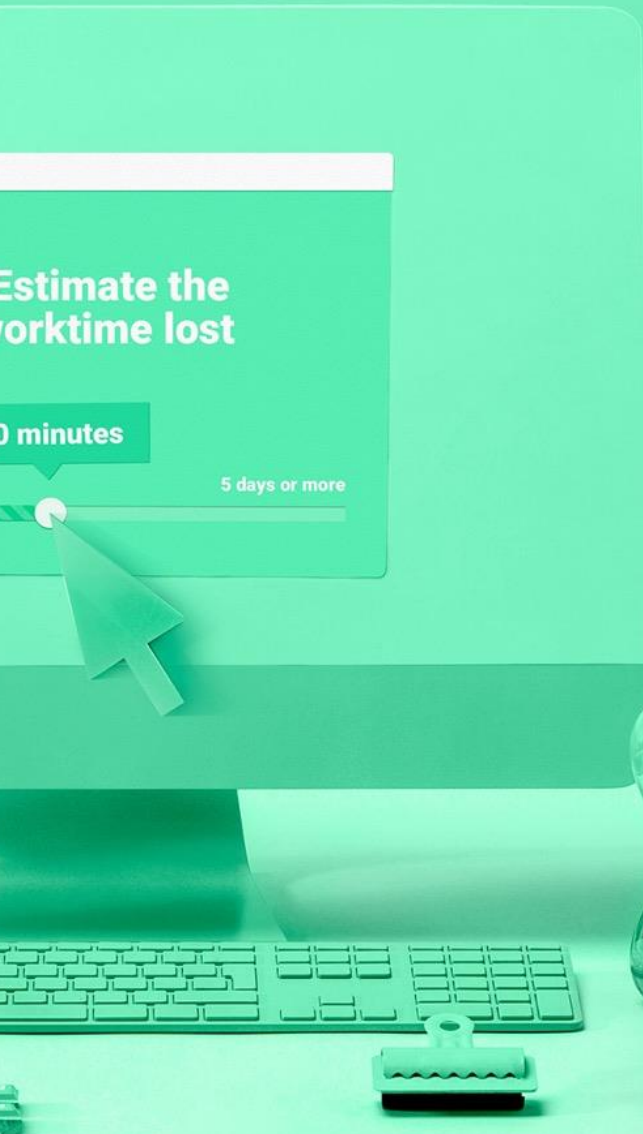
“I hate the
traditional
SLA metrics
and sub
optimisation”

Sami Kallio
Chief Executive Officer
sami.kallio@happysignals.com
+358 50 566 3852



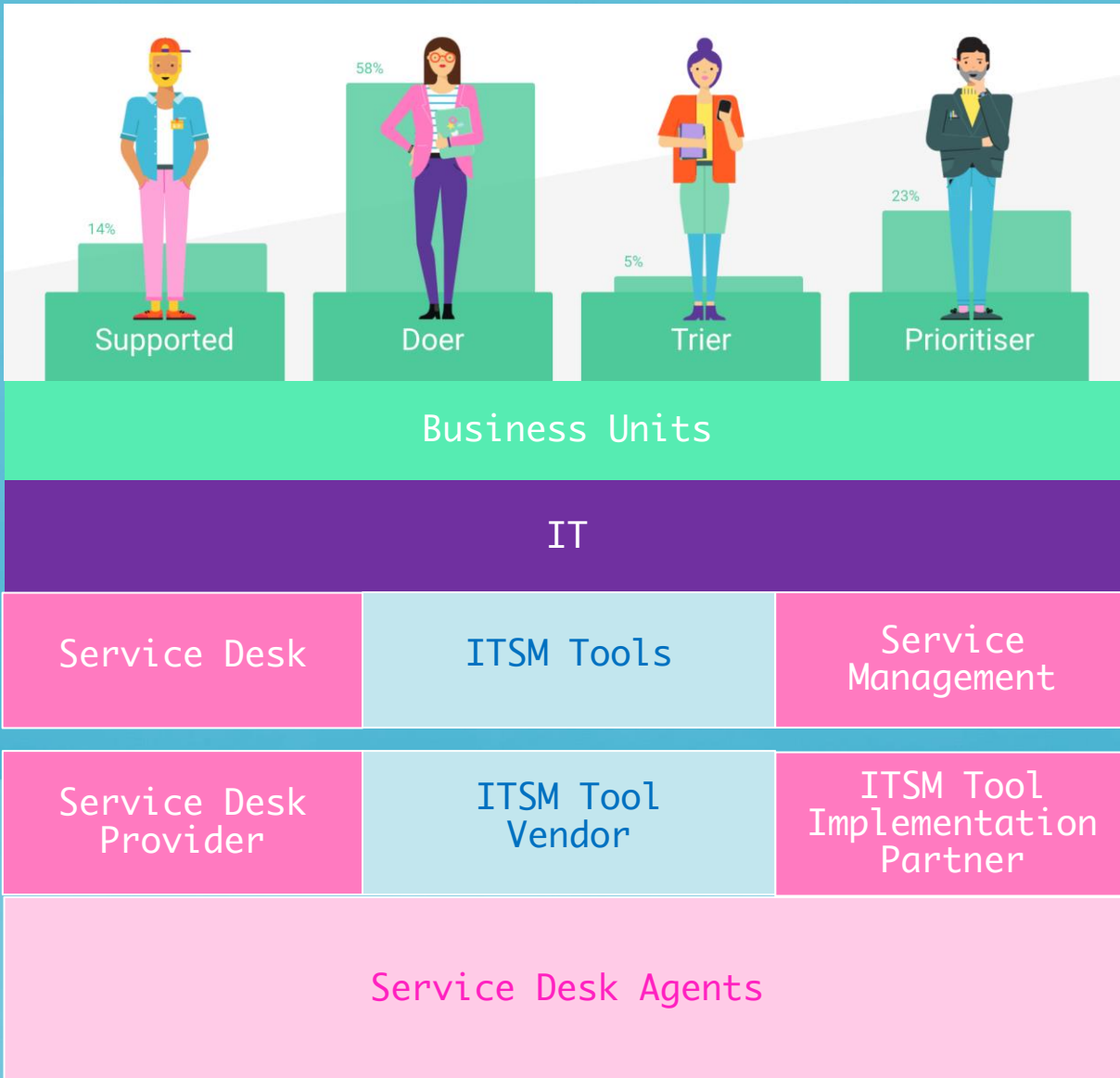
Agenda

- What does Customer Led mean in context of ITSM?
- Practical Ways of Working
- Steps to Happiness

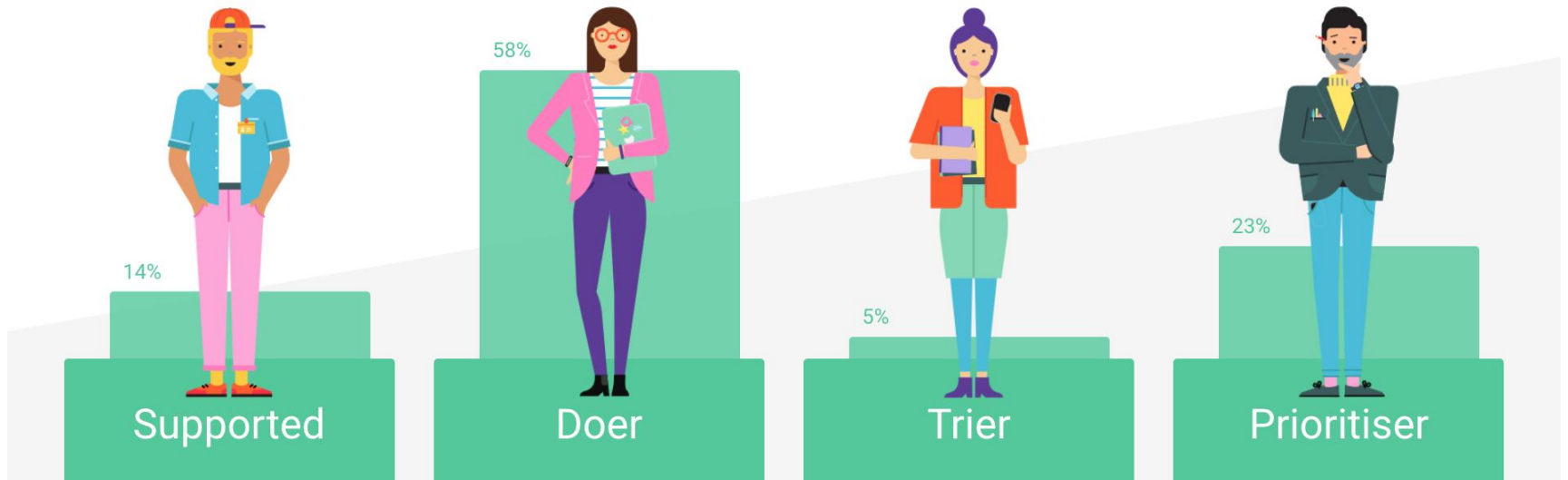


ITSM has traditionally been focused on cost savings...





Customer Satisfaction should be a common goal and the most important metric



Happiness

Ranging between
40 - 75

Lost Worktime

Ranging from
1h - 7.5h

Business Case for company with 10,000 employees
Raising 80,000 tickets per year :

A 15min reduction in lost time per ticket
Could save **£1,000,000** annually.

(Using £50/h/employee)

Business
Units

IT

Service Desk

Agents

ITSM tool
Vendor

ITSM tool
implementation
partner

HappySignals Dashboard Reports

6 IT Incident Happiness

Search filters

Country		Company	
Finland	+52 (1080)	Acme Finland Oy	+59
Sweden	+46 (608)	Acme Sverige AB	+46
United States	+68 (574)	Acme Production Lim...	+65
Netherlands	+68 (394)	Acme USA	+68
United Kingdom	+65 (345)	Acme Europe	+68
Germany	+13 (248)	Acme Oyj	+50
India	+66 (246)	Acme Banking Ltd	+85

Happiness for 2 months

Target

Employee Experience of last 60 days

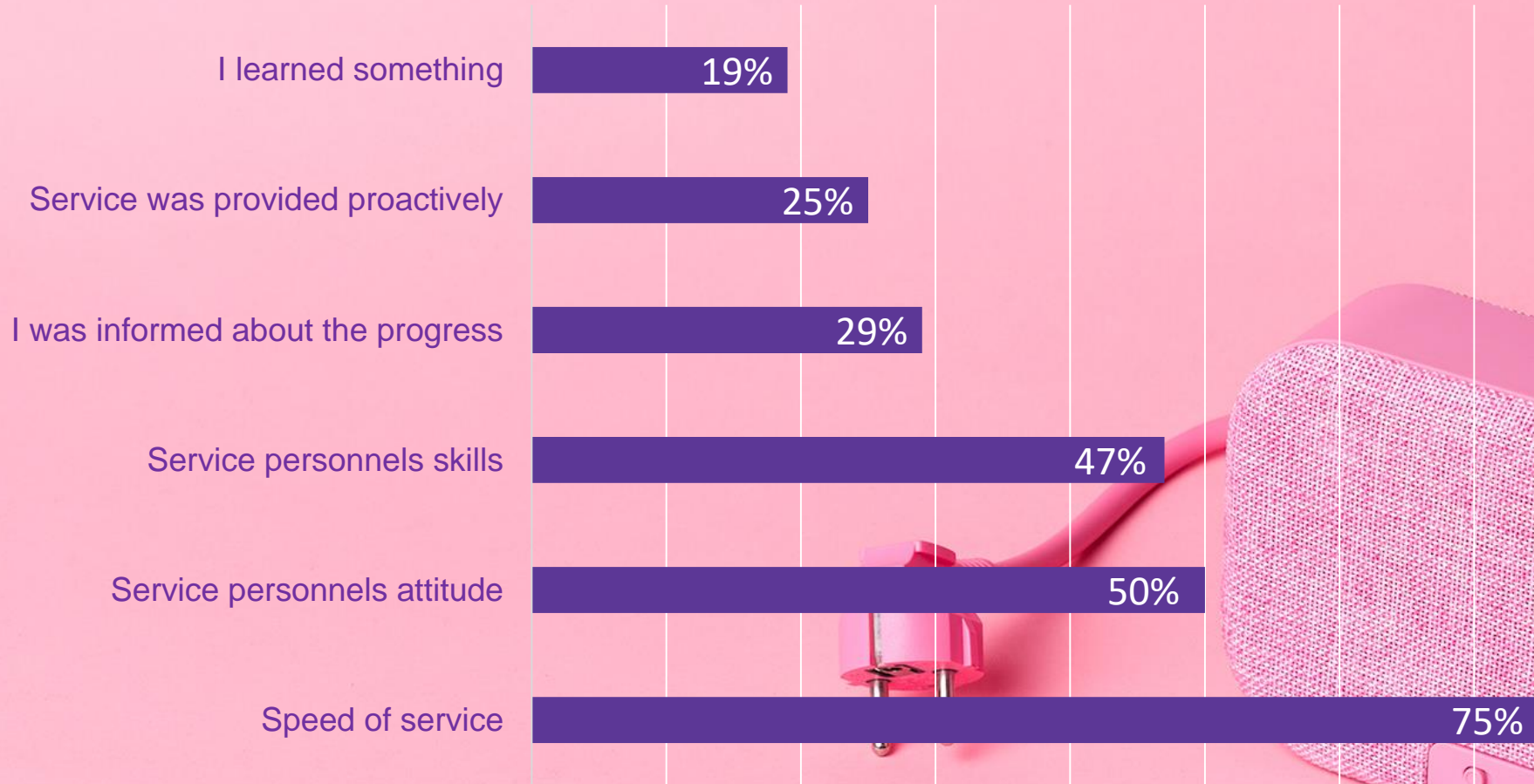
Total 13 456 - Avg per day 103 - Today 34

Score distribution

- 10 Thank you for helping me solve all issues in health issues and focus to goal
- 9 Thanks
- 5 Why I work so long?
- 5 Why I work so long?
- 5

Services	Locations	Organizations	Business areas
1. HR	1. HR	1. HR	1. HR
2. HR	2. HR	2. HR	2. HR
3. HR	3. HR	3. HR	3. HR
4. HR	4. HR	4. HR	4. HR
5. HR	5. HR	5. HR	5. HR

What makes employees happy?



Business
Units

IT

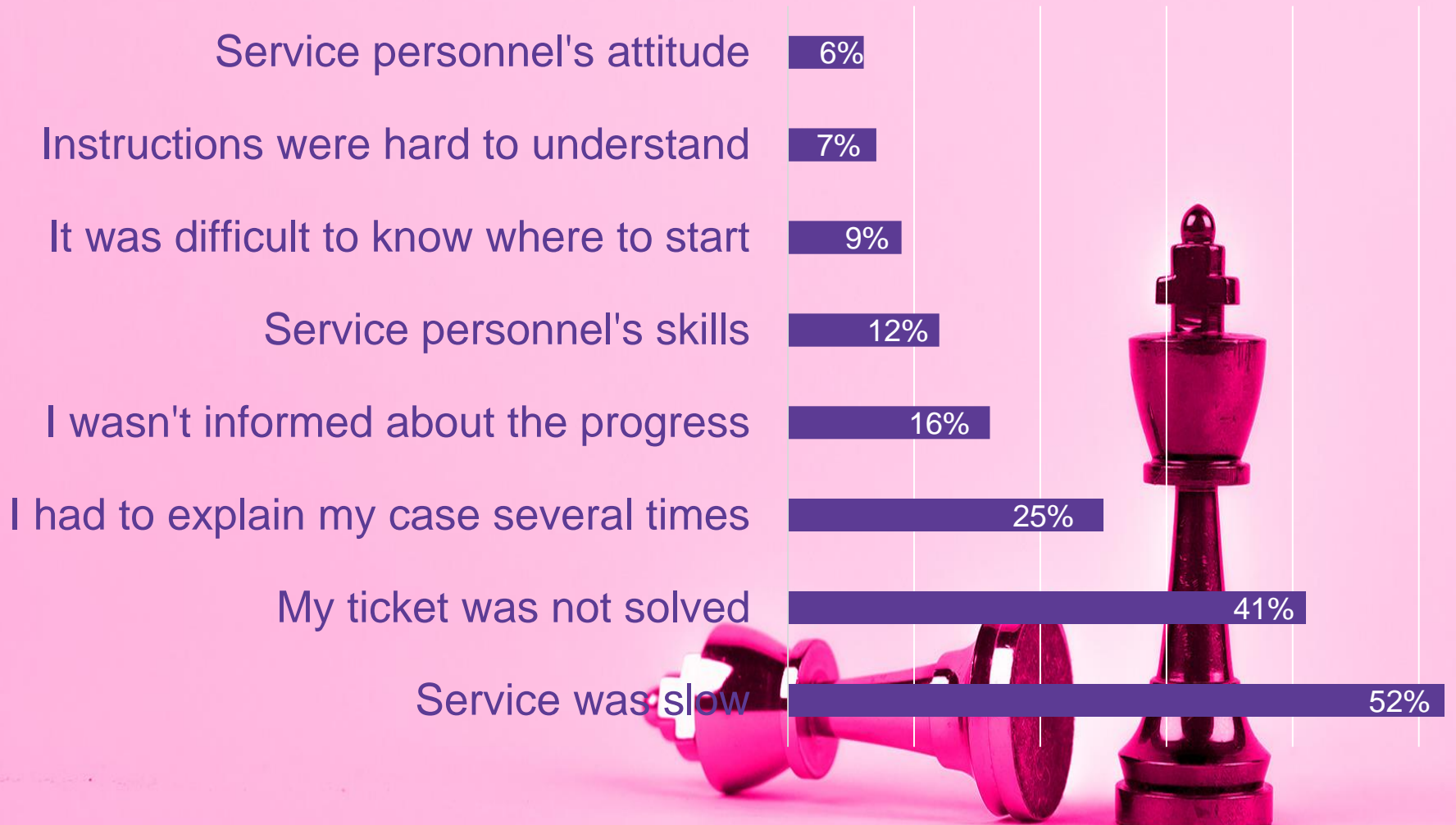
Service Desk

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What employees hate?



Business Units

IT

Service Desk

Agents

ITSM tool Vendor

ITSM tool implementation partner

October 2018, Jeff Rumburg, Metric.net

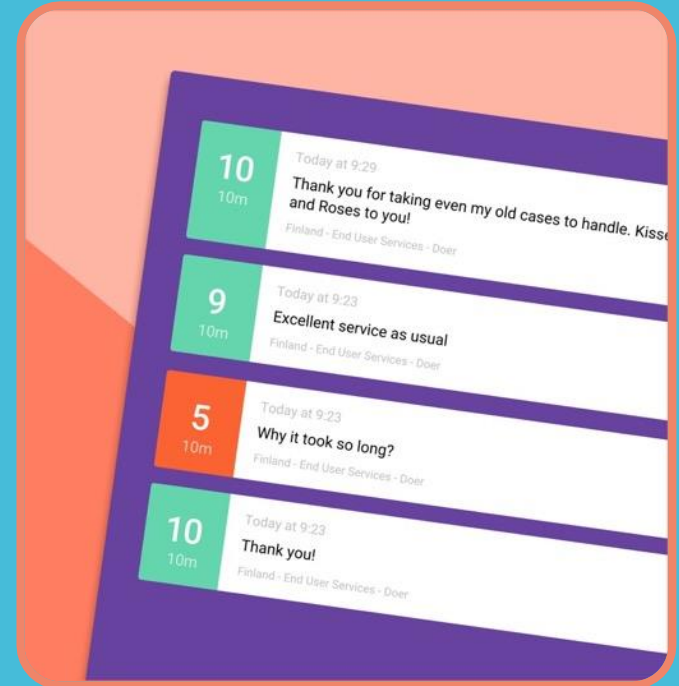


Business Units	IT	Service Desk	Agents	ITSM tool Vendor	ITSM tool implementation partner
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Direct Continuous Feedback to Agents

“Direct feedback to agents is very beneficial for us. Agents talk and make fun about it and compare scores with their colleagues”

Jakob Kolding Jensen,
Topdanmark Forsikring A/S
Denmark



Business
Units

IT

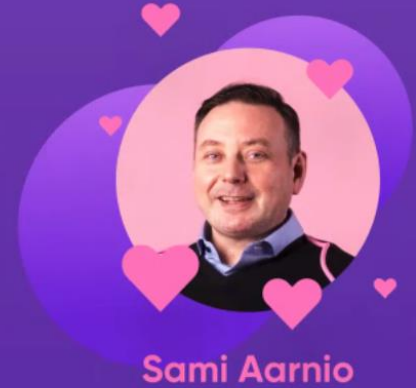
Service Desk

Agents

ITSM tool
Vendor

ITSM tool
implementation
partner

Employee who got the most thank you for positivity this week.



Sami Aarnio

Business Units

IT

Service Desk

Agents

ITSM tool Vendor

ITSM tool implementation partner

How the ITSM tool can Influence Customer Experience

1. Making the life easier for agents
2. Preventing tickets (Root cause)
3. Reducing reassignment steps
4. More Efficient Channels for Employee

Reassignment Count

0	+74	1h 44m
1	+68	2h 12m
2	+58	3h 46m
3	+52	4h 21m
4	+35	6h 29m

Business
Units

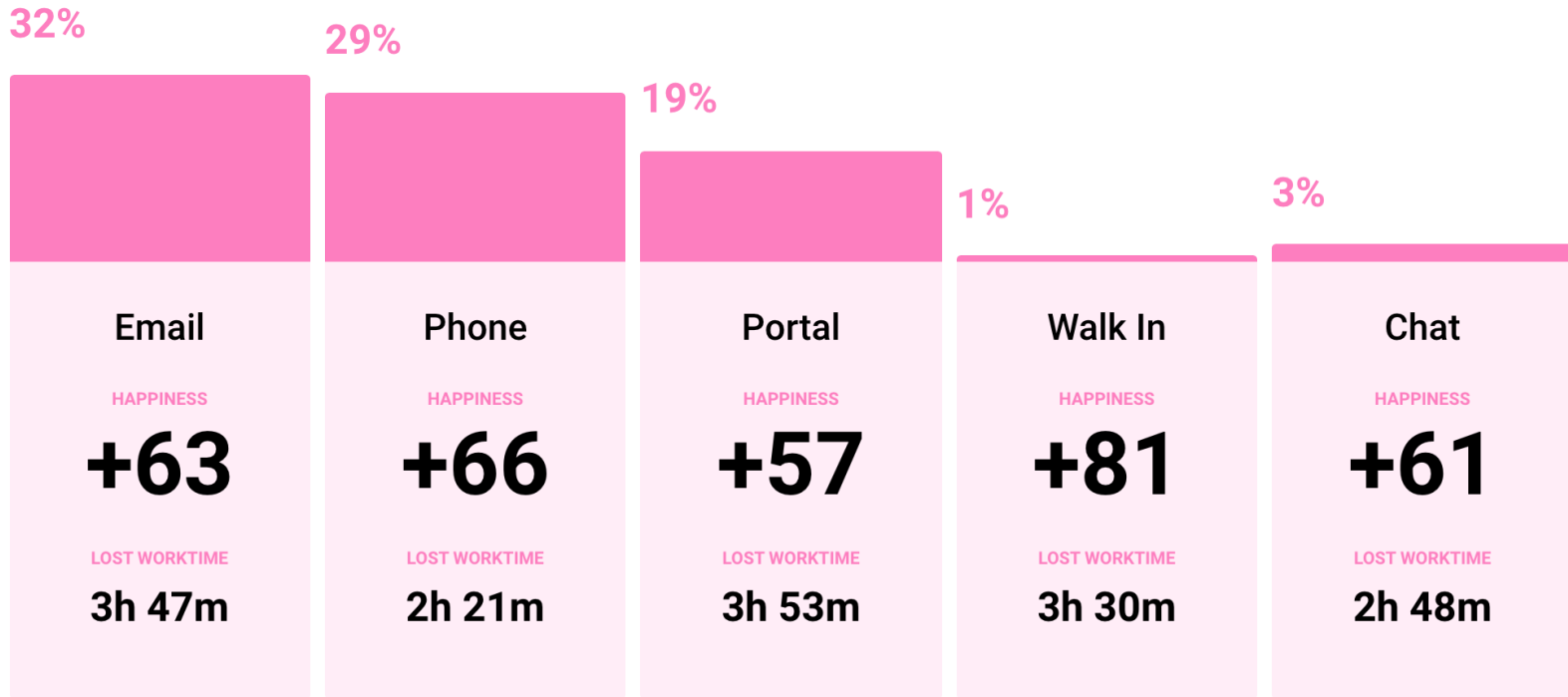
IT

Service Desk

Agents

ITSM tool
Vendor

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implementation
partner



Jan 15th 2019

Business Units

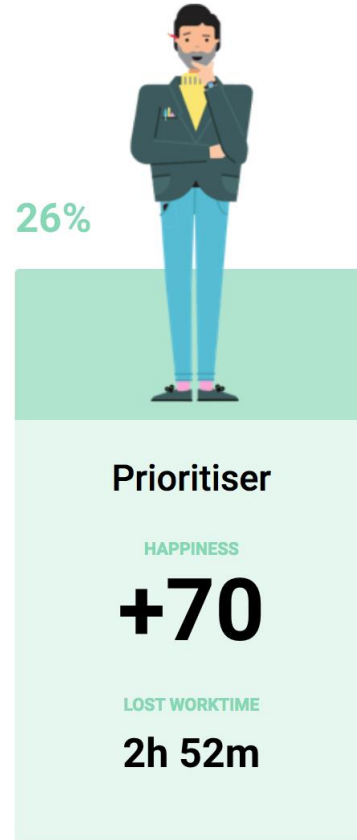
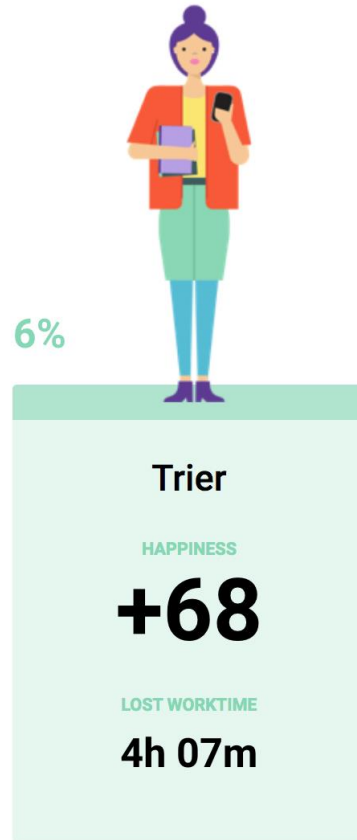
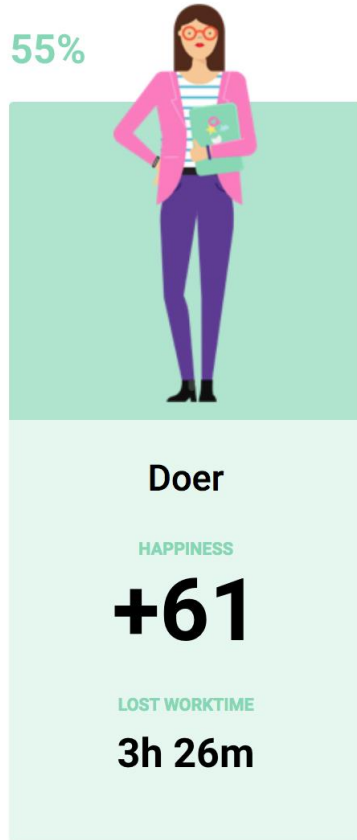
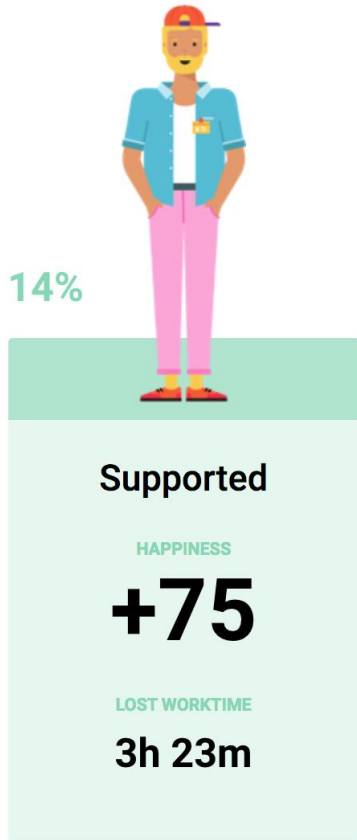
IT

Service Desk

Agents

ITSM tool Vendor

ITSM tool implementation partner



Jan 15th 2019

HappySignals

Business Units

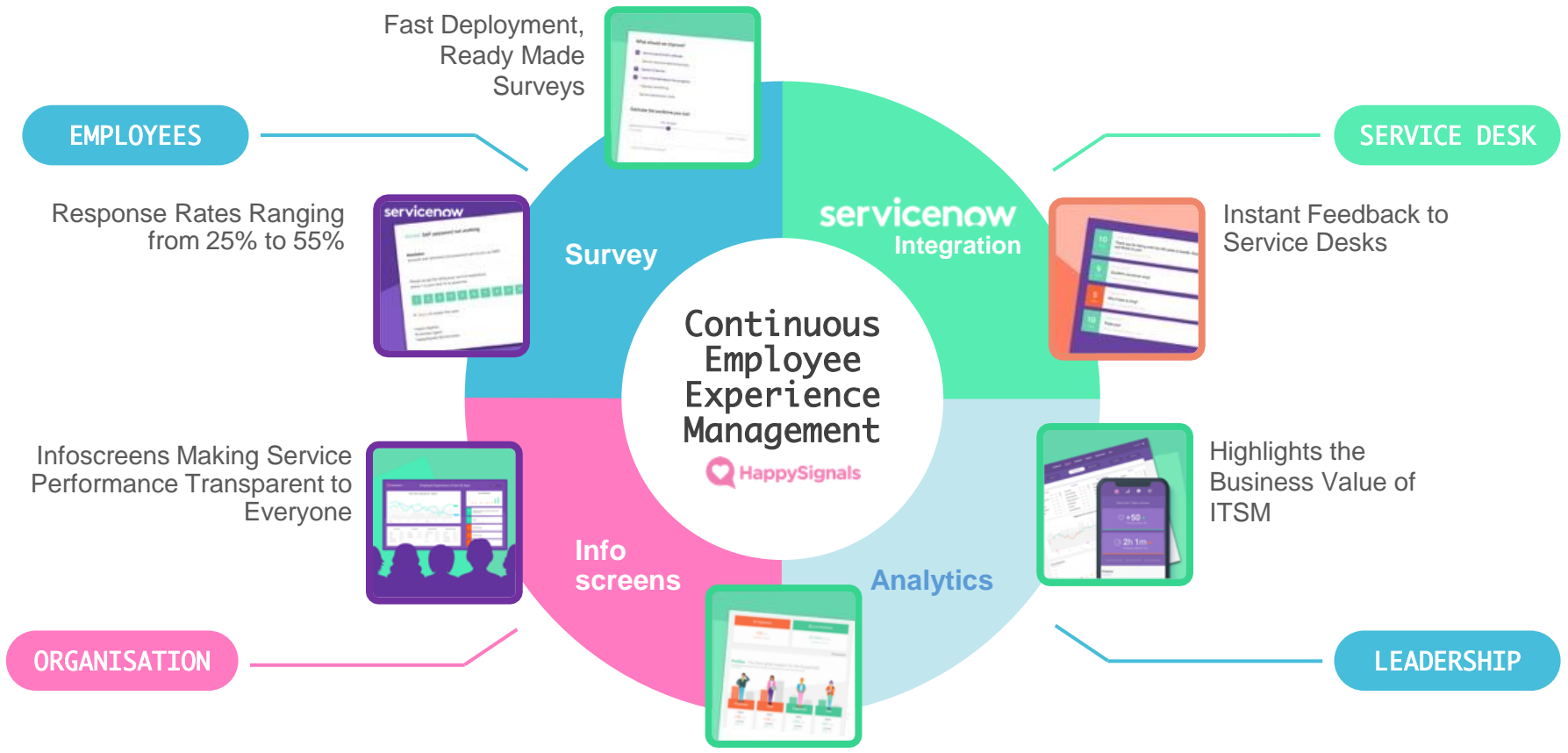
IT

Service Desk

Agents

ITSM tool Vendor

ITSM tool implementation partner



Happiness Score™ - Benchmark for ITSM

Happy steps to become a customer satisfaction led organisation

1

Start to measure. Analyse the data.

.

2

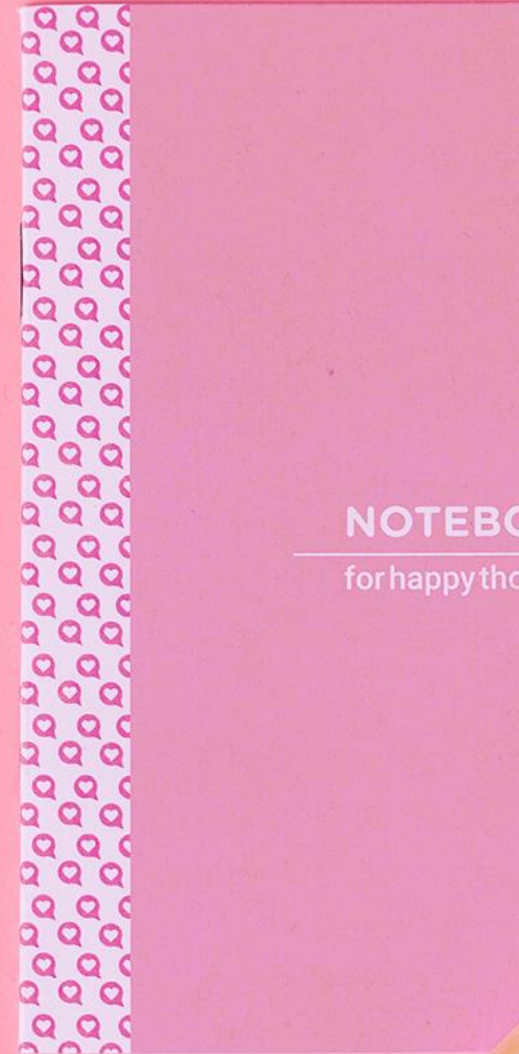
Direct your partners with data. Be **transparent** both towards partners and business.

.

3

Change the SLA/ KPI metrics to be experience focused.

.



Thank You!

2 min product demo

<https://vimeo.com/223452227>

Our Customers sharing their
experience

<https://vimeo.com/239099257>

Product Intro and demo

<http://happysignals.com/try>

HappySignals Benchmark

<http://happysignals.com/benchmark>

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