

Shaping self-service for the future

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One of the world's top
business schools

Founded in 1964

Over 2,000 degree students
from 109 countries

10,000 professionals on
Executive Education
programmes

100+ faculty from 31
countries

44,000 alumni across 155
countries



At London Business School, we strive to have a profound impact on the way the world does business, and the way business impacts the world.



25+ years in IT

Multiple industry
and sector
experience

Primarily Service
Desk focused

When I grow up I
want to be an
astronaut



Currently
SupportWorks
Switching to Hornbill
Service manager
Manual processes
800 desktops, 200
laptops + students,
alumni, faculty
3000 calls per
month, 6 SDAs (+2)



Unexpected item in the bagging area!

Why **IS** self-service so popular?

Quicker!

Cheaper!

Shorter queues!

Customer
Empowerment!



Why is LBS implementing self- service

Is it for our benefit, or the customer?

- Call volumes are high
- Visibility of call status to customer
- Allows 24x7 logging
- Calls directed to the right analyst or team
- Improved information capture
- Alternative support channel
- Lowers the cost of support
- Analysts spend more time on resolutions or complex issues
- Empowers the customer

- Deliver what you promise
- Provide the customer with control over the process
- Don't deliver frills with no value
- Cultural considerations are critical
- Consider which transactions you switch to self-service
- Get the technology right
- Provide alternative methods of contact
- Make sure the customer leaves feeling like they've had a good experience

How do we get people to use it?

And how do we get them to keep coming back?

How do we encourage adoption?

- **Strategic alignment**
- Demonstrate business value
- Customer modelling
- Customer engagement in design
- Customer experience
- Messaging
- Knowledge Management

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Who are the users?

Goals & Values

Providing a good teaching experience & receiving positive student feedback.
Producing valuable research, increasing chance of tenure.
Getting research & books published.

Challenges and Pain Points

Heavy workload, limited time filled with teaching, research & travel commitments.
Needs us to operate to his schedule, not vice versa.
Has to rely on technology he is not quite comfortable with to deliver a 21st Century teaching experience.

Use Habits

Irregular user of technology.
Infrequent caller to the Service Desk.
Tends to log incidents rather than service requests.
Teaching-associated so generally high priority.
Visits must be arranged to his schedule.

Objections

Doesn't have time to train for new business processes or IT systems.
His requirement is urgent – self service will be slow.
Too busy to waste time trying to figure out an online form, would rather have his assistant call.

Who are the users?

Goals & Values

Providing great, efficient and timely support to the Faculty for whom she is responsible.

Handling student enquiries efficiently

Easy and efficient ways of making requests to IT and other departments with whom she collaborates

Challenges and Pain Points

Heavy workload, limited time, time-critical commitments.

Relies on multiple systems to be available at all times.

Expected to be able to provide status updates and reassurances

Use Habits

Constant user of technology.

Frequent caller to the Service Desk.

Logs a lot of service requests and incidents, many on behalf of other people.

Incidents can be on behalf of other people, and if teaching-associated then high priority.

Objections

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Getting customer engagement

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Stages

- Initial consideration
- Engagement
- In progress
- Completed
- Evaluation

Questions

- What questions or concerns do they have at this stage?
- What information do they need to answer/address their questions?
- What action/outcome do we want from the customer at this stage?
- What channels is the customer using to get information at this stage?

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- **Knowledge Management**

The future?

Internet Retailing: Who Needs Humans? Half of shoppers prefer to use self-checkouts

Paul Skeldon. 19/09/2018