



Virtual Event: Service Intelligence

Enraged to Engaged

How Service Intelligence can help to continually improve user experience

Dave D'Agostino – ITSM Practice Lead, Nexthink

Agenda

- Where are we now
 - Opportunities and Challenges
- Beyond Incidents
- How can machine learning help?
- Outcomes



Where are we now? Why is it an issue?



IT complexity of the engaged employee has increased



Source: Forrester Report, The Rise of The Empowered Customer

IT complexity of the *enraged* employee has increased



Source: Forrester Report, The Rise of The Empowered Customer

The average UK worker loses more than 9 days per year due to technology trouble.

Information Age

90 percent of surveyed executives said end users struggled with business-technology problems they “have no way to detect.”

The result? Workers don't believe IT can assist them and in many cases will only make things worse.

Forrester: Technology Adoption Profile, 2014





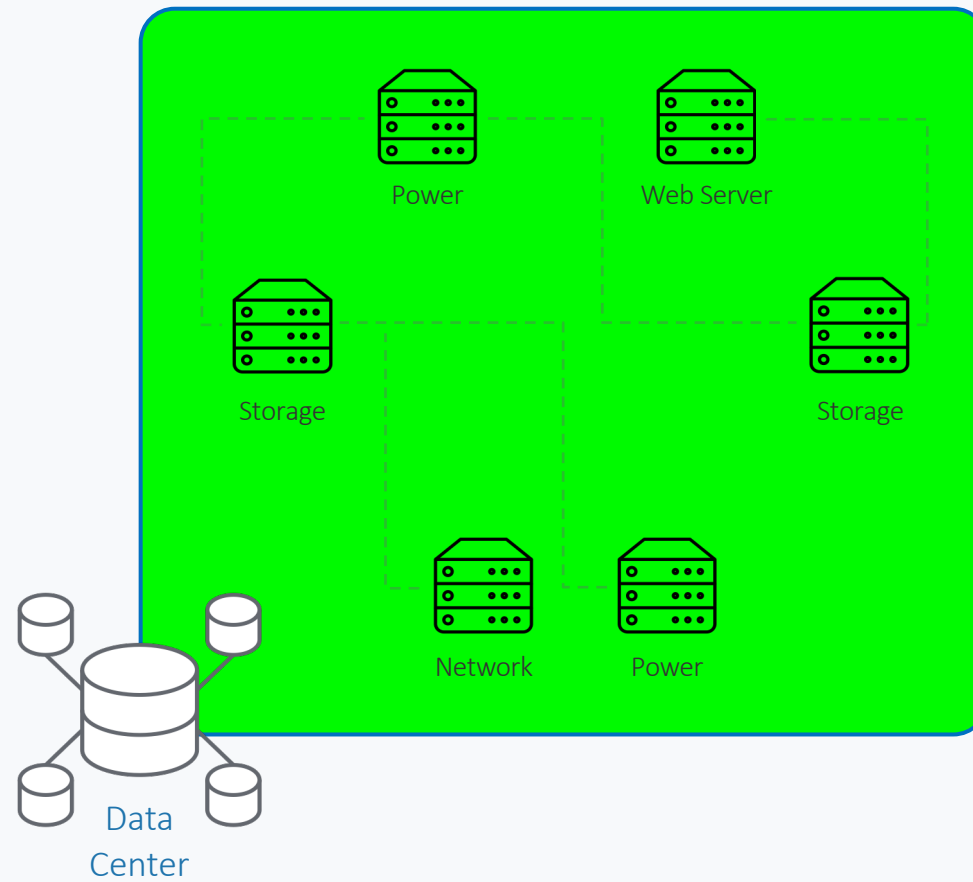
Issue 1: Incomplete View of what makes up a Service





In the
country of
the blind, the
one-eyed
man is king

Eye T Guy





User



Location



Device



App



Port



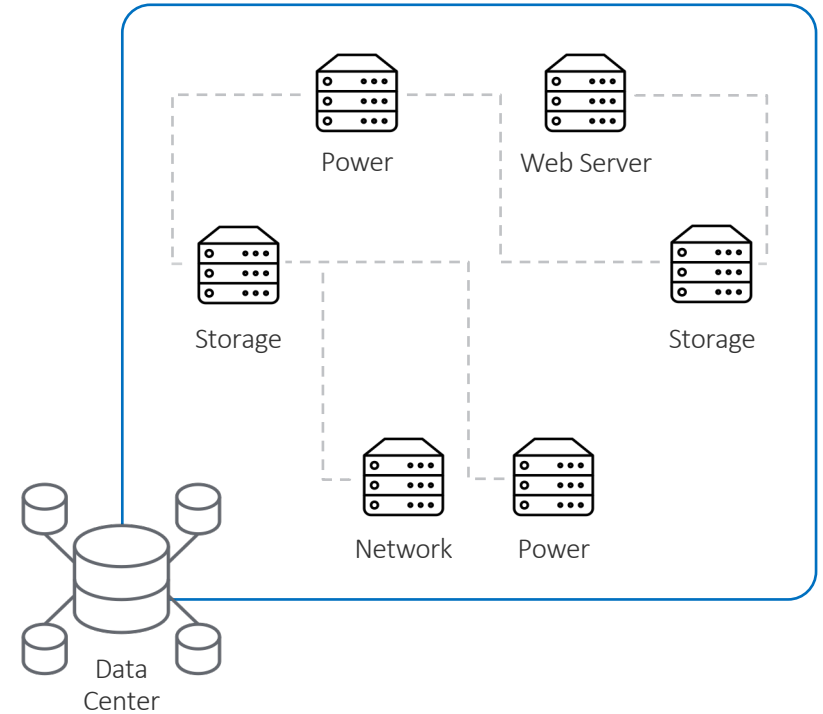
Server

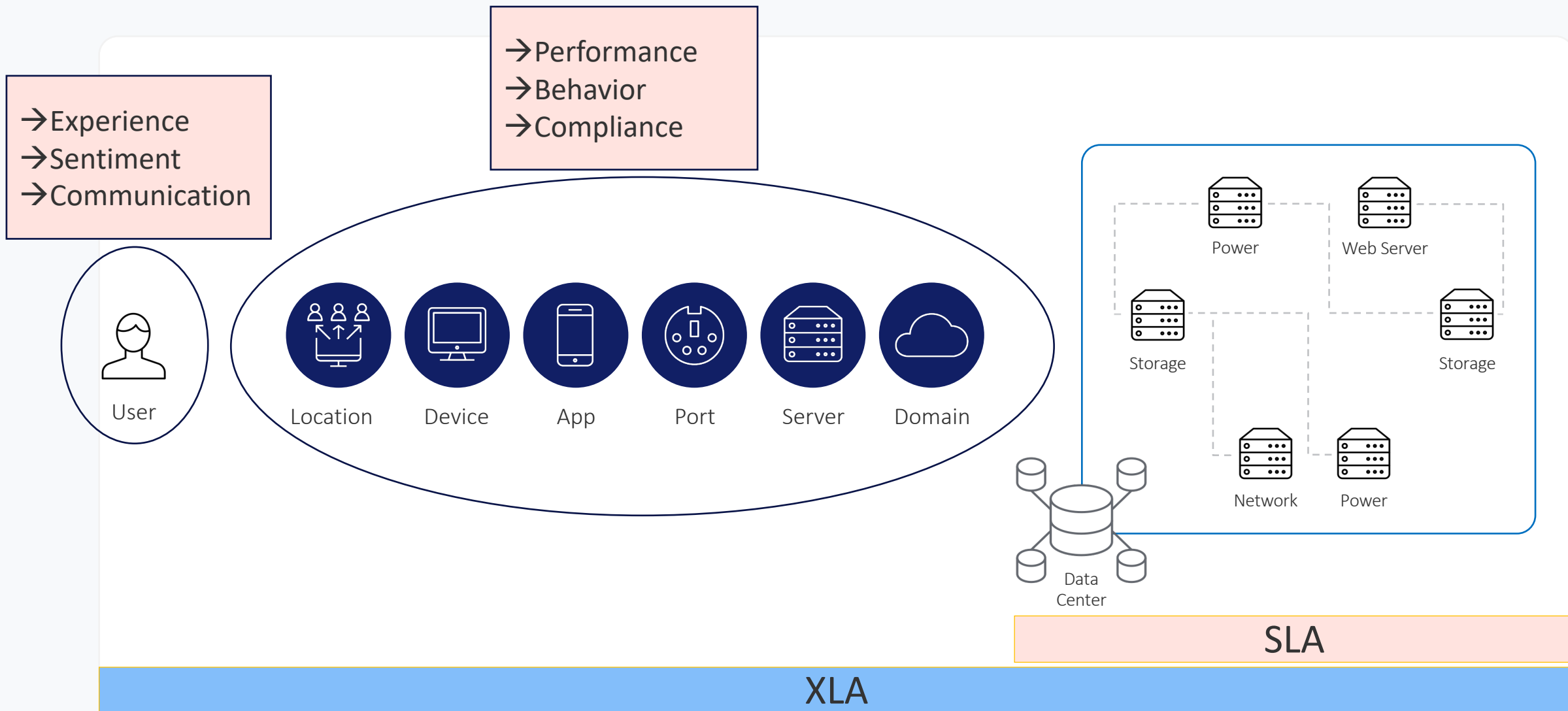


Domain

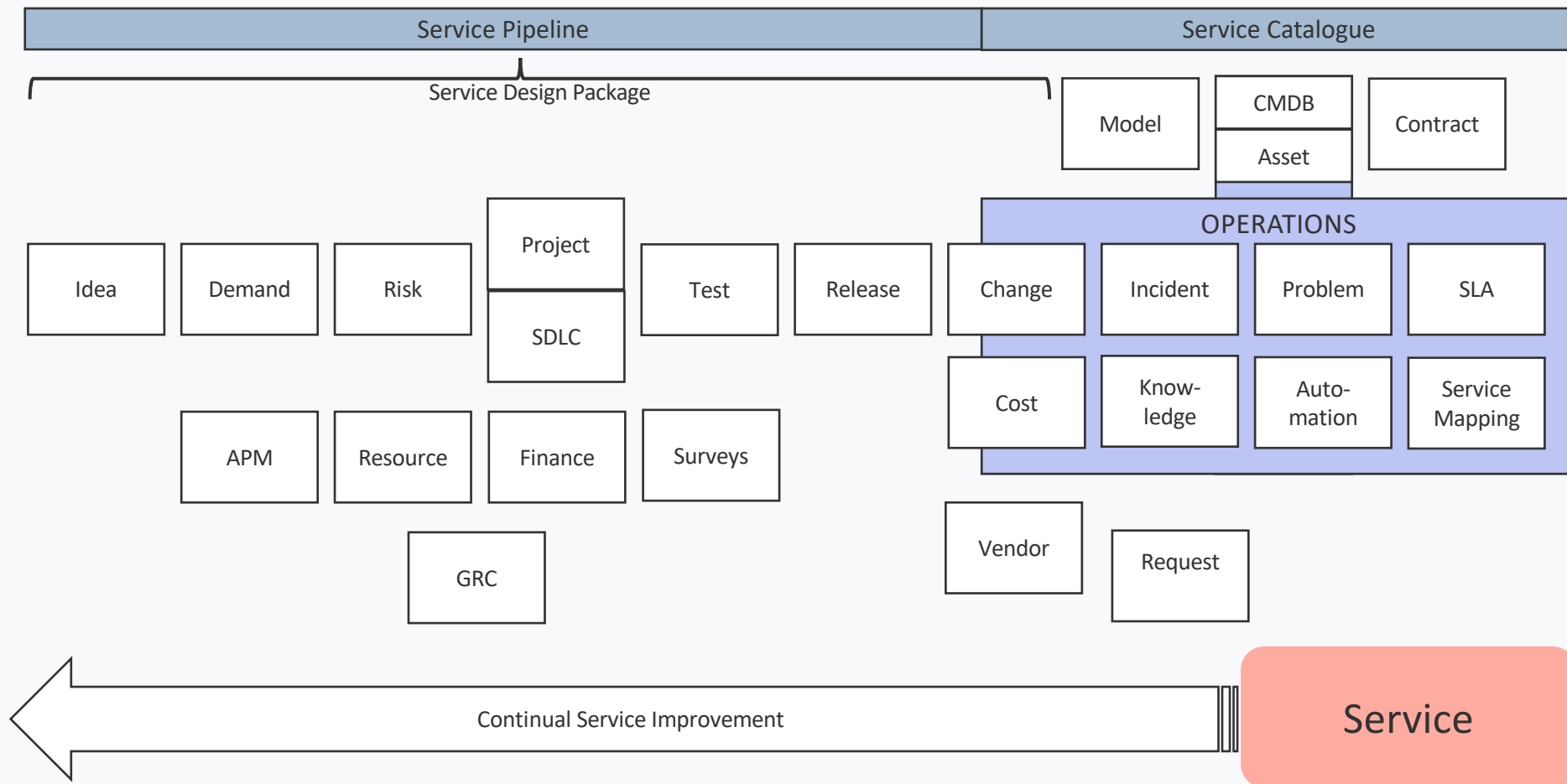
80% of security threats
50% of performance issues
70% of support issues
70% of all IT initiatives

**Avoidable spend of
\$500+/year/user**





Issue 2: The process comfort zone



Service Health

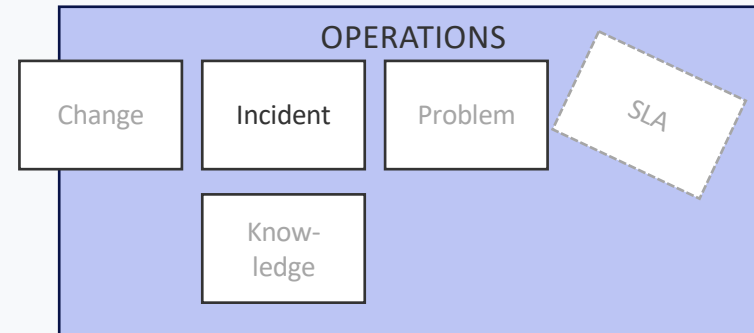
- Operational Reports
- SLA
- Capacity
- NPS
- Financial
- Compliance
- Bang/Buck

Service Maturity

- Availability
- %Auto Change
- Resilience
- Alignment
- Forecast
- Agility

- Over Optimisation
 - “I want the same tools that worked for me last time, but shinier”

Surveys



Service

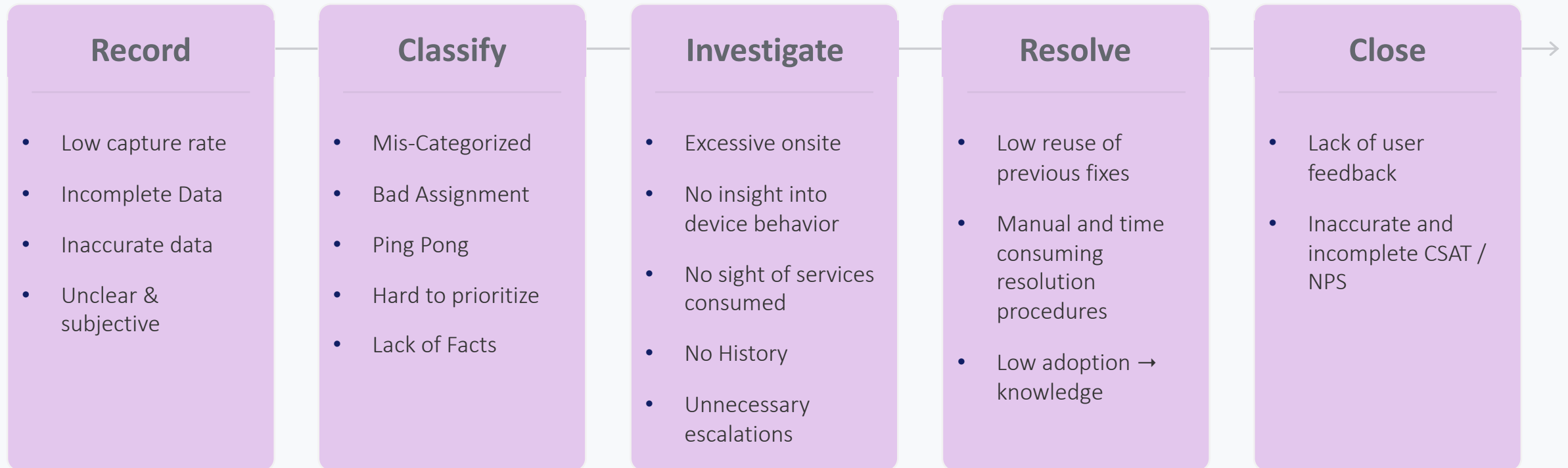
Service Health

- Operational Reports

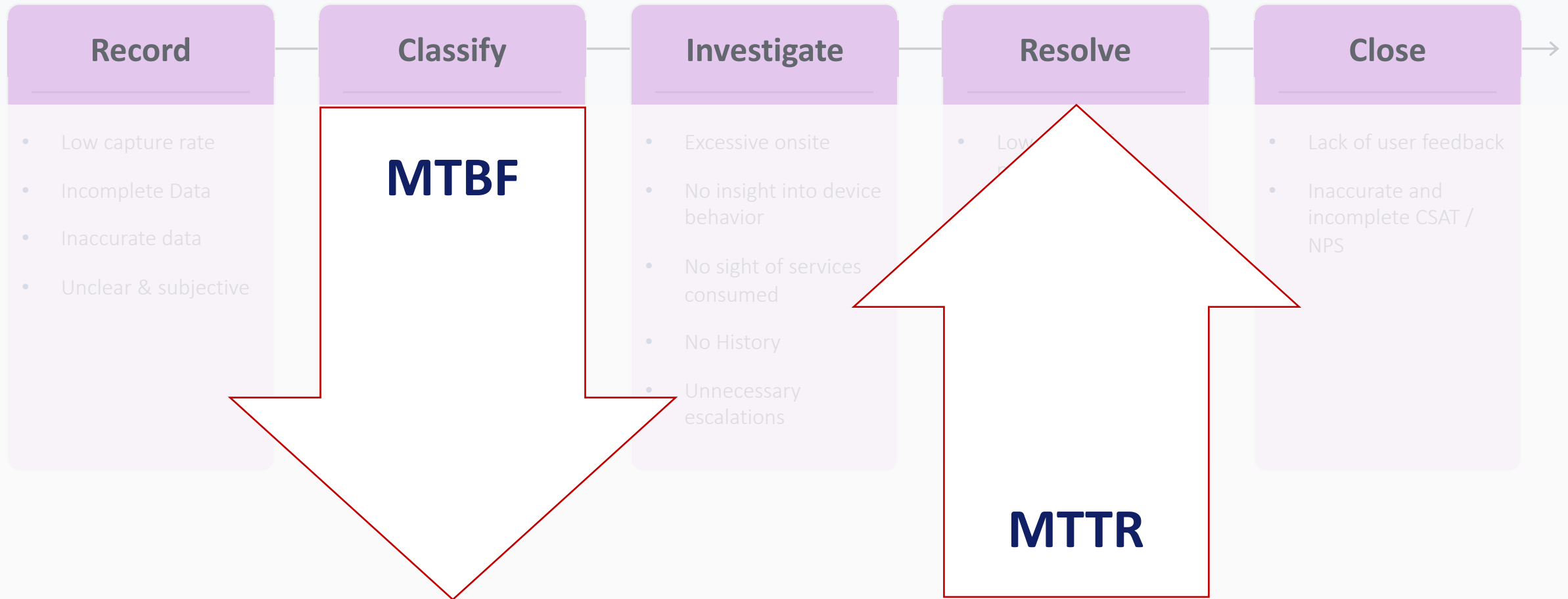
Service Maturity

- NONE

... doomed to keep making the same mistakes



Behold the Incident Process





Issue 3: We can't fix what we can't see

Reactive

4
incidents

Proactive

72 Users experienced
101 crashes in 7 days

3266 devices exposed to
same issue

The 5th Wave

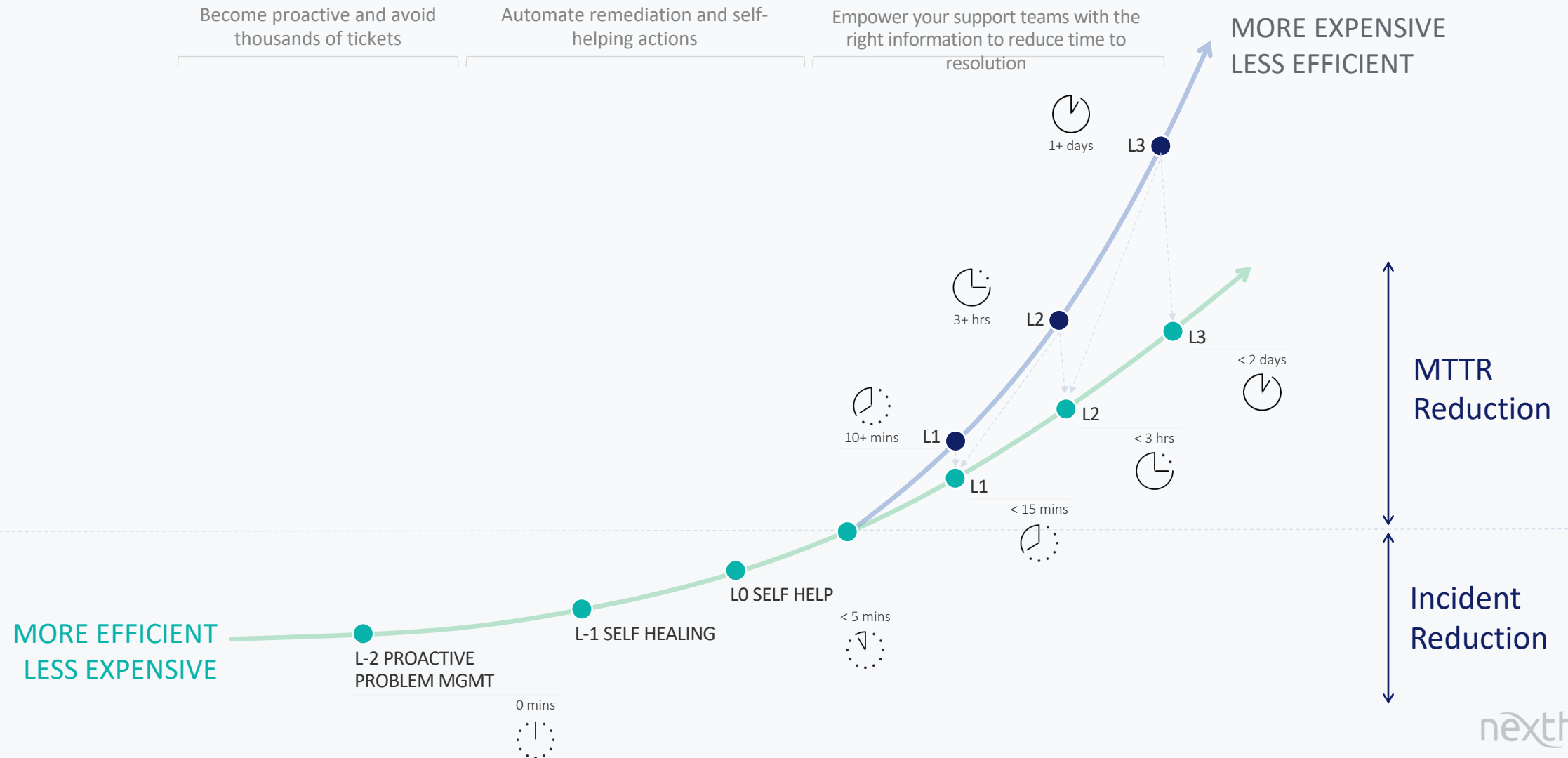
By Rich Tennant

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"ITIL sounds interesting. We've been using the UNTIL service strategy. We don't worry about customers UNTIL we hear from them."

Intelligent Service Management



Issue 4: Survey? What Survey?



Beyond Incidents

Can IT leaders deliver what the business needs?

BUSINESS

CFO needs to restrict spending

LOBs focused on business needs

LOBs strive for new ways to stay competitive



Credibility

Contribution

Competency

Difficult to articulate IT value

Lack of understanding of service costs

Inconsistent service delivery

IT

BUSINESS

CIO

IT

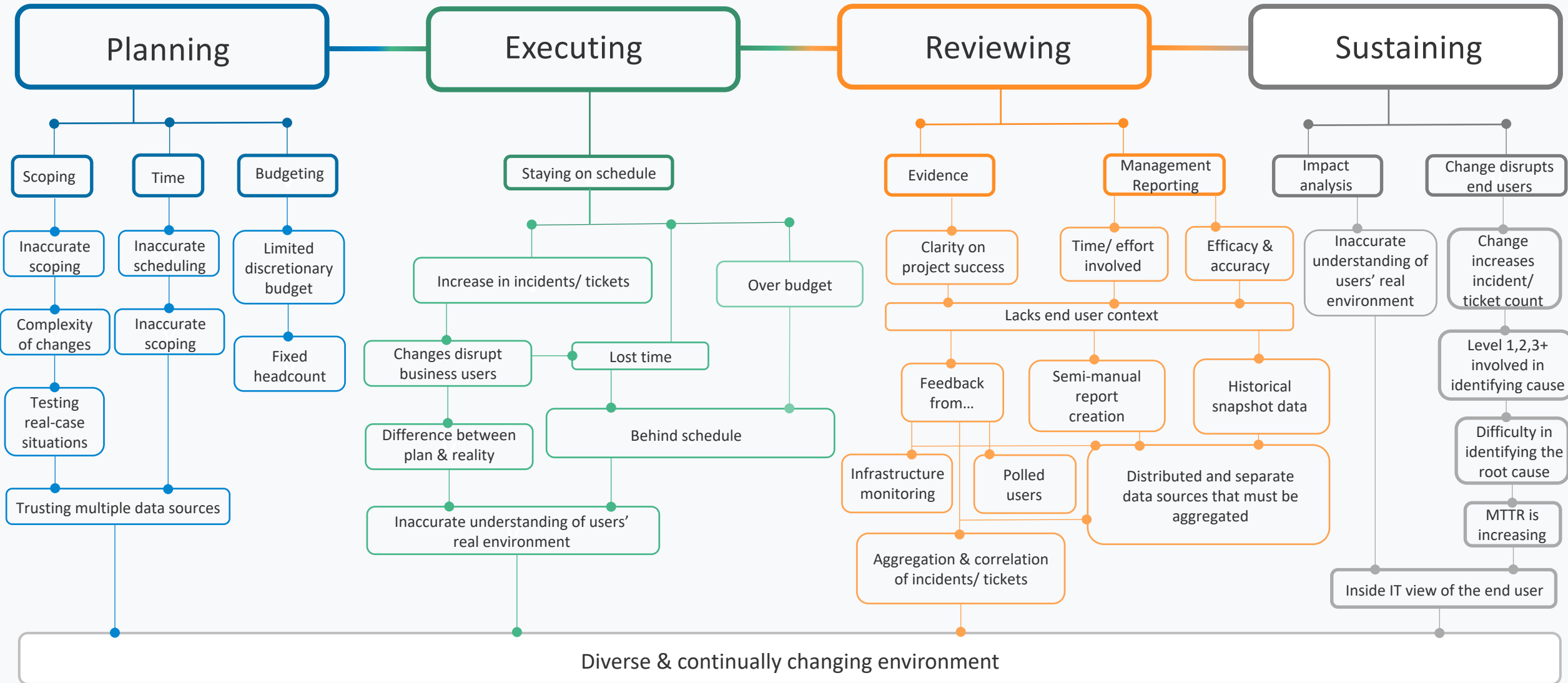


How can we plan incidents out of the service?

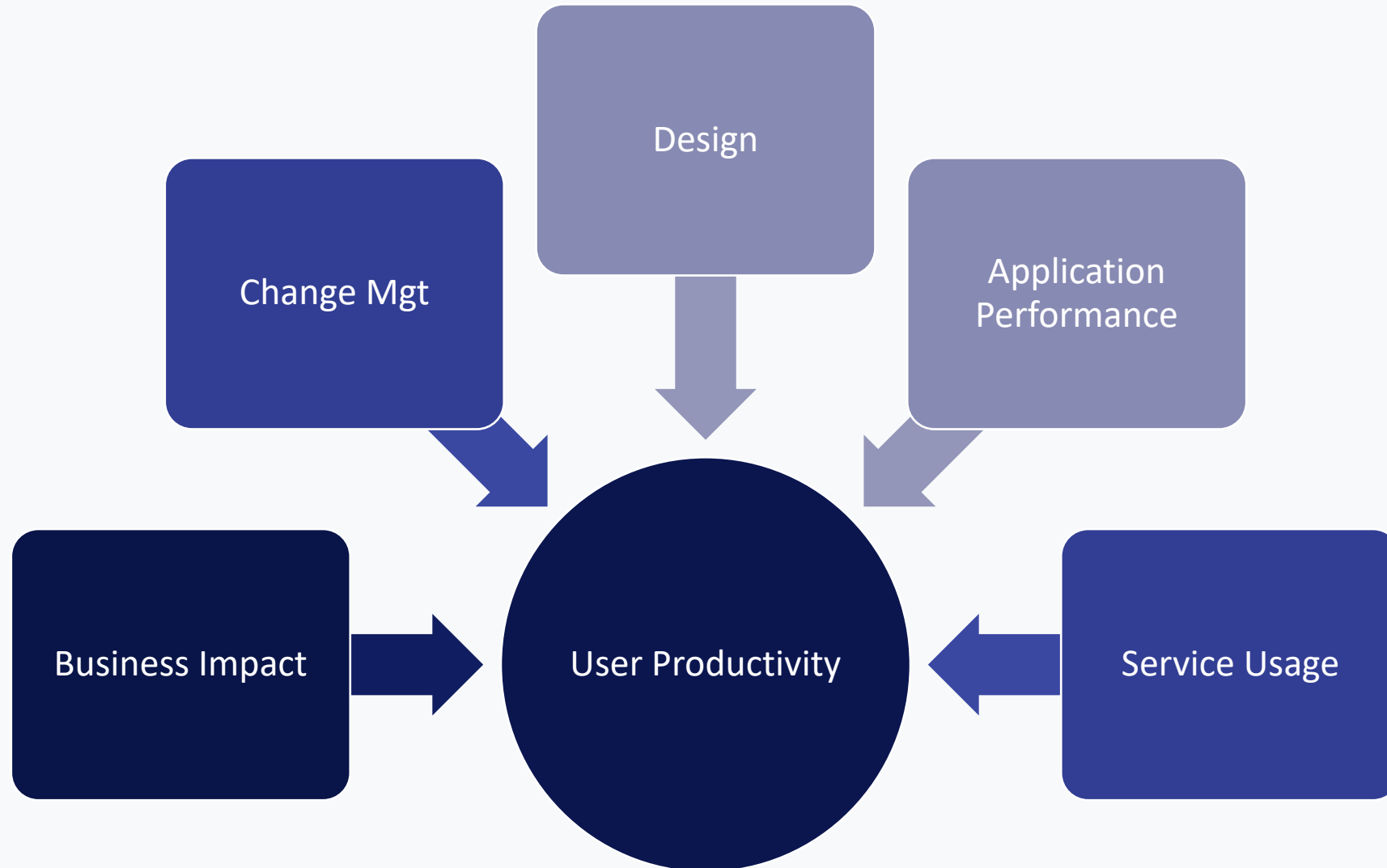


Diverse & continually changing environment

How can we plan incidents out of the service?



What dimensions do we need to consider



Strategy: Demand and Portfolio Management



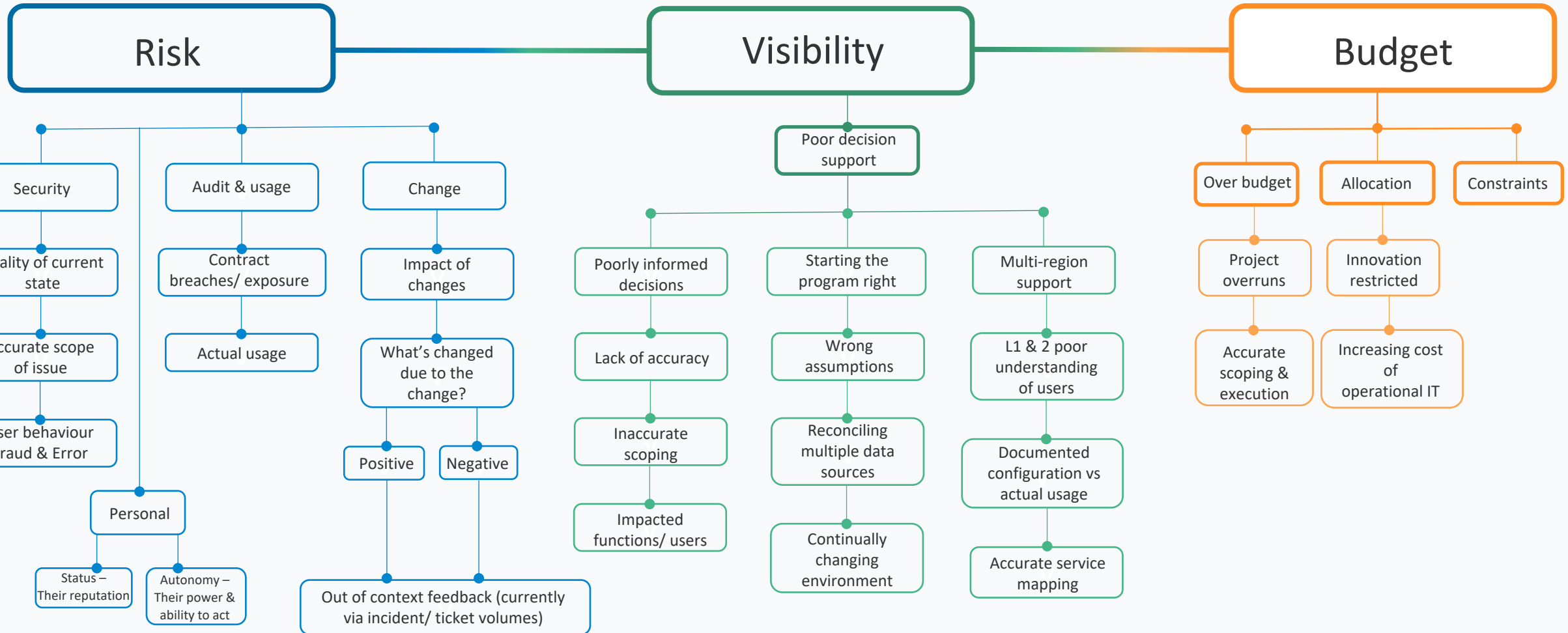
The two areas that have become most important to UEM over the past three years are *application performance* and ***portfolio planning and optimization***, which were tied for first place.

Putting the user into *user experience management* can provide insights into:

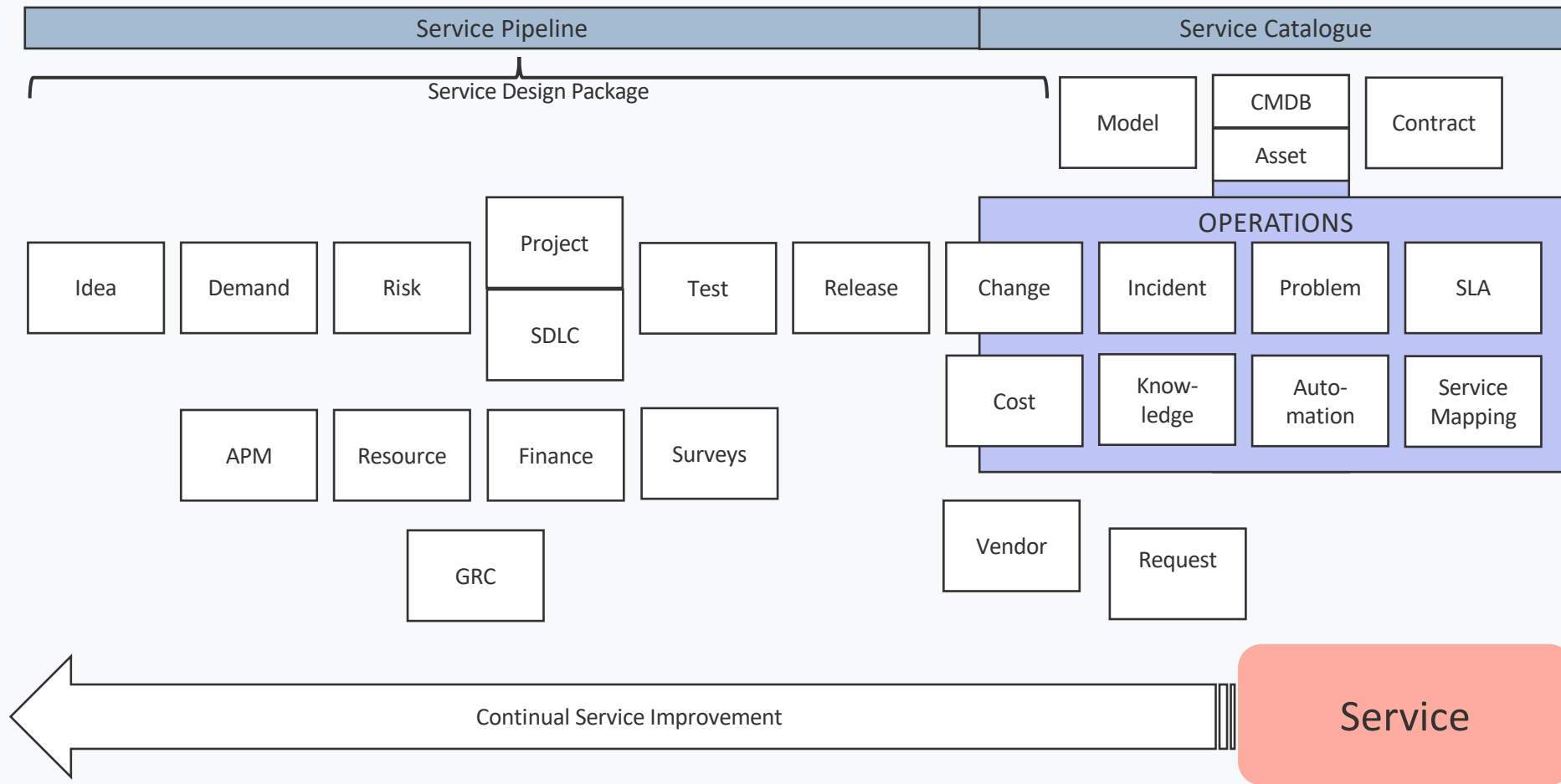
- What's being used and what's not?
- And to what effect?
- What are the business outcomes?
- What business processes are enhanced? Which are slowed?
- And at what cost to business performance?

Dennis Drogseth, EMA: Putting the "User" into User Experience Management. April 2018

Strategy: Demand and Portfolio Management



Feed Me, See More...



Service Health

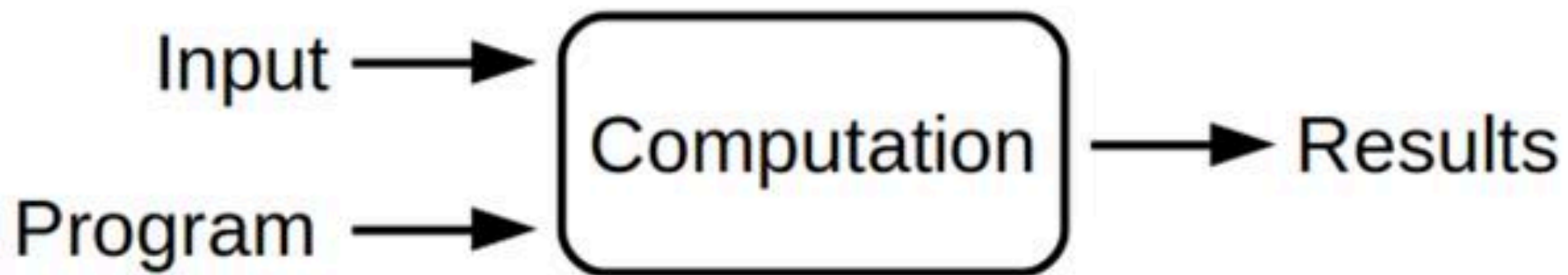
- Operational Reports
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Service Maturity

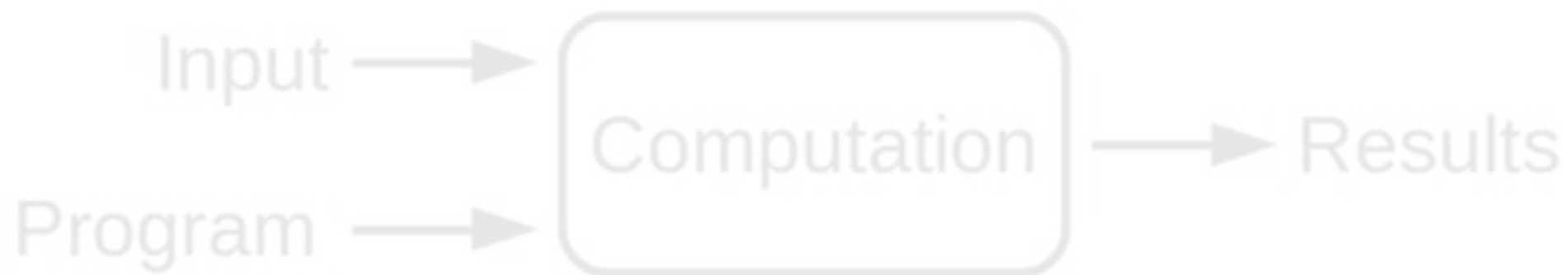
- Availability
- %Auto Change
- Resilience
- Alignment
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- Agility

How Can Machine Learning help?

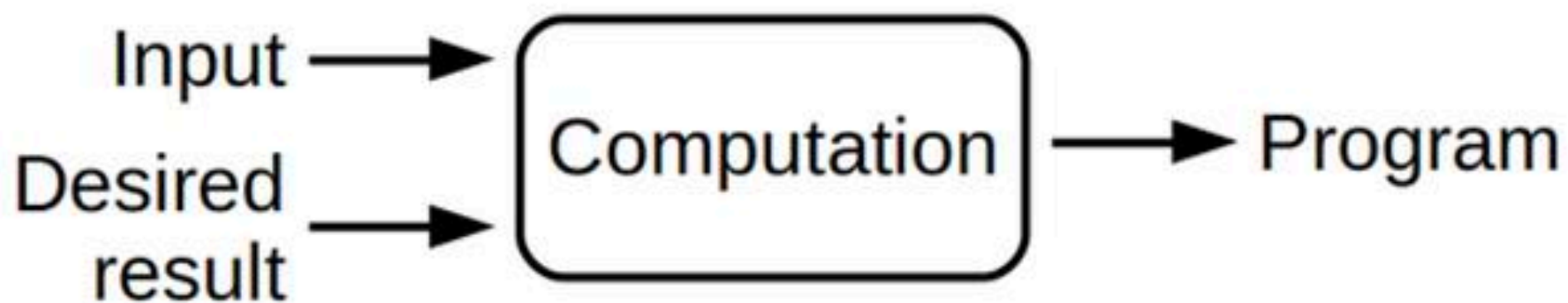
Traditional programming



Traditional programming



Machine learning



THE DATA SCIENCE HIERARCHY OF NEEDS

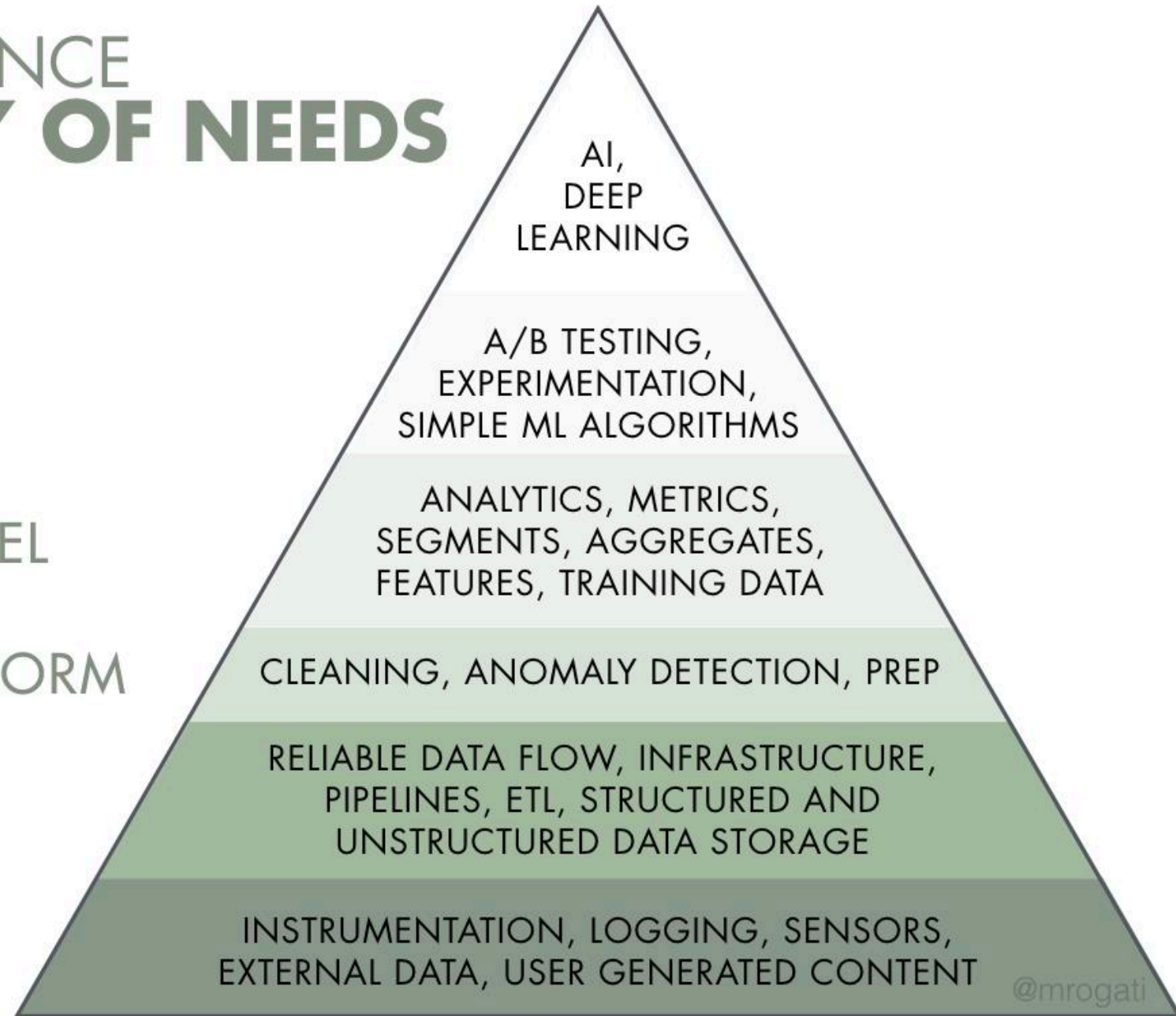
LEARN/OPTIMIZE

AGGREGATE/LABEL

EXPLORE/TRANSFORM

MOVE/STORE

COLLECT



Examples at the current level of maturity

- Varying levels of Chatbot functionality
- Enhanced Assignment / Categorisation / Workflow
- Semantic analysis / element recognition and enrichment

make a problem

Community your question

My Open Incidents

Disk was almost full: clean up

INC0010423 • 23m ago

Disk was almost full: clean up

INC0010415 • 2h ago

Outlook problem

INC0010413 • 2h ago

Outlook problem

INC0010412 • 2h ago

Disk was almost full: clean up

INC0010410 • 15h ago

Core Service. (issue 3/3)

Can I remove them from the computer's startup?

Thank you, John.

Everything I Can Assist With

Fix my Outlook issues.

Fix my OneDrive issues

Check my PC health.

Install OneDrive

Fix my PC slow.

Pick a topic or type a request

Health check

General device status

Antivirus up-to-date

CPU load

Dangerous binary executions

Days since last reboot

Firewall real time protection

Memory load

Network connectivity

O365 install status

OS up-to-date

System drive free space

Please pick an o

Dangerous binary executions

Days since last reboot

Firewall real time protection

Memory load

Network connectivity

O365 install status

OS up-to-date

System drive free space

I see there is one thing I can do for you:

Your disk is almost full

I can clean up your disk. Do you want me to fix it?

Yes

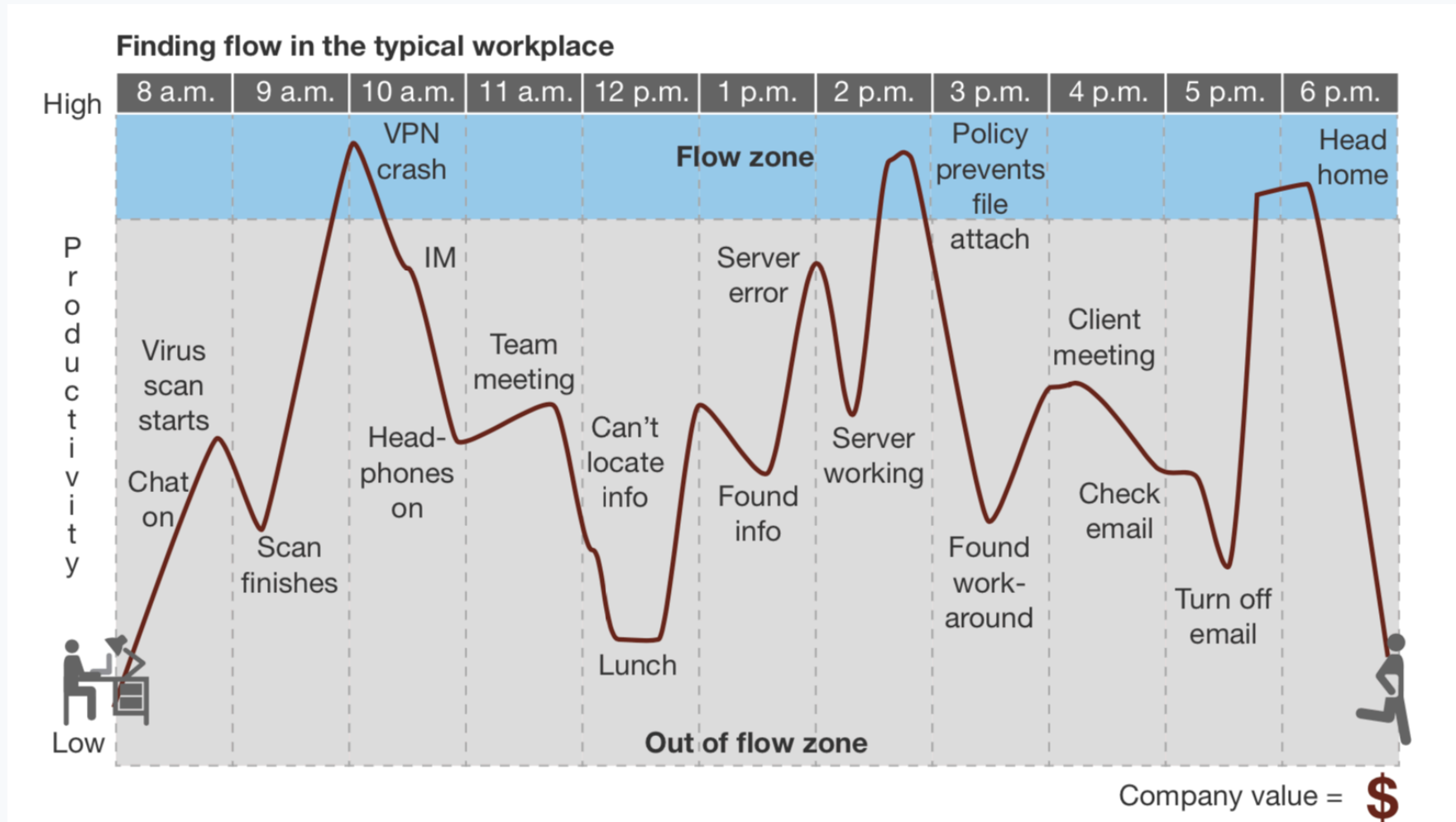
No

Please pick an o



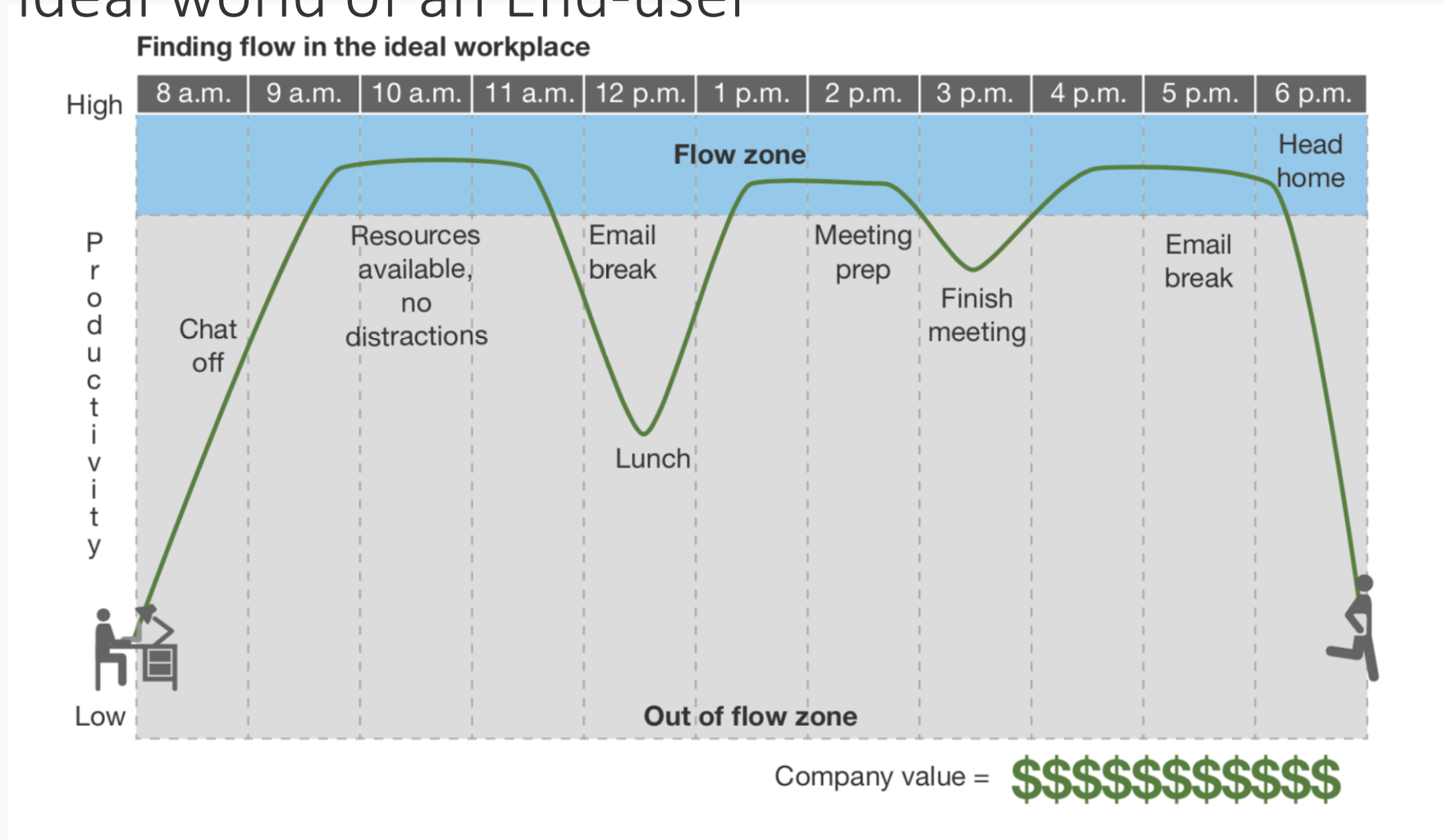
Outcomes?

We can go from this...



Source: Forrester Research, Dec. 2017, "Engineer Your Technology Environment To Improve Employee Productivity And Flow" by David K. Johnson

To the ideal world of an End-user



Source: Forrester Research, Dec. 2017, "Engineer Your Technology Environment To Improve Employee Productivity And Flow" by David K. Johnson

