HOW TO DEVELOP A DATA-DRIVEN STRATEGY FOR MIND-BLOWING IT SUPPORT

BEN BRENNAN

🕐 14:00 GMT

In this session, Ben will share how using the right data, collected in the right way, can result in a data-driven strategy for mind-blowing customer experience that is 10x more effective and transformational than old-school IT strategies.

He'll share real stories from his journey of transforming Yahoo's IT Support team from a traditional, run of the mill ITIL shop into an industry leading, award winning organisation with best in industry customer experience and NPS scores, and how you can do the same with your team.

thank you

About Me

Creativity Adventure Learning Leading
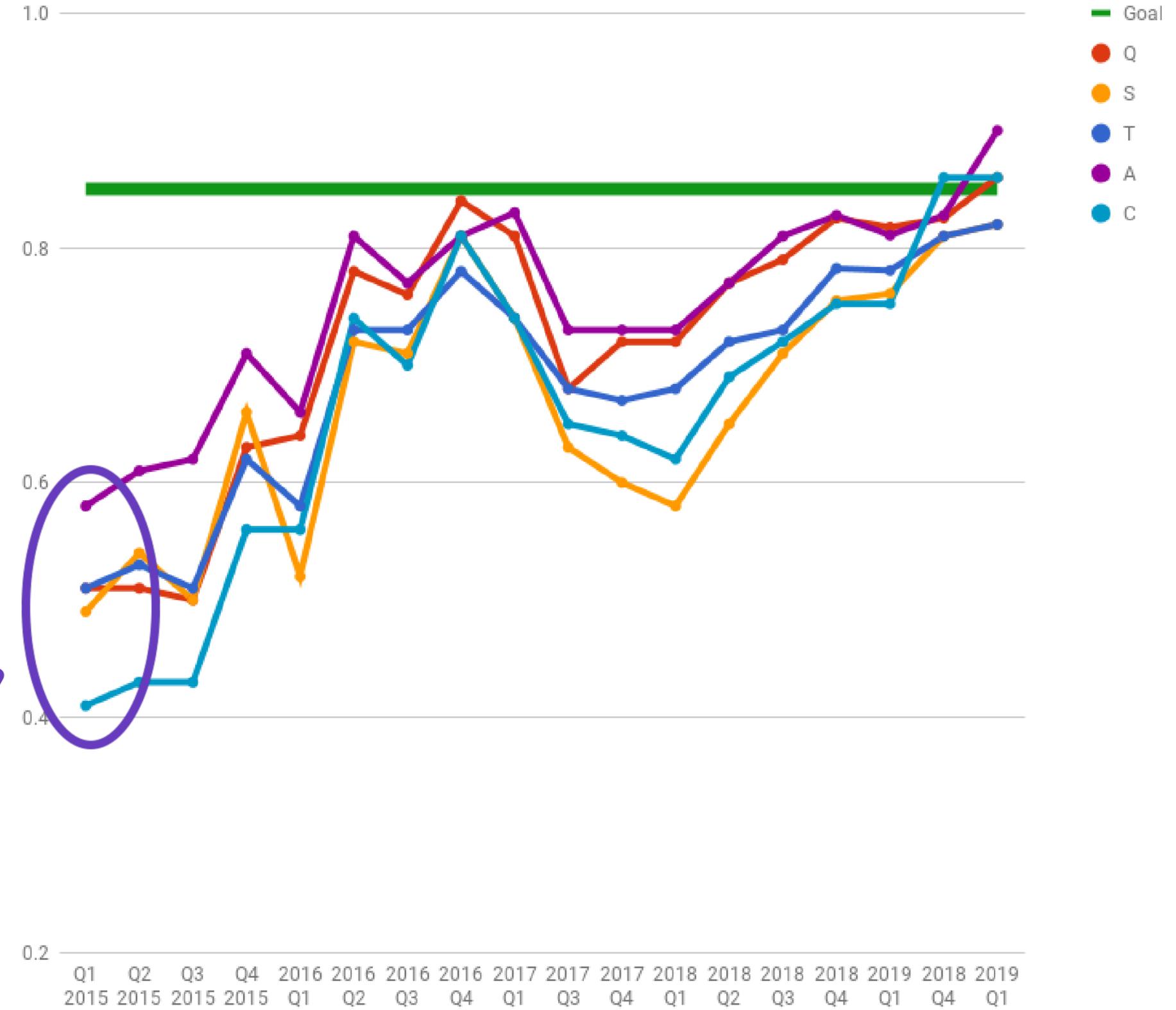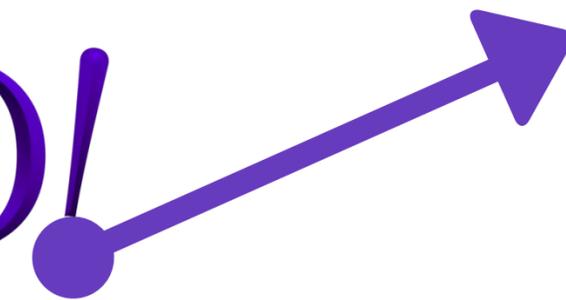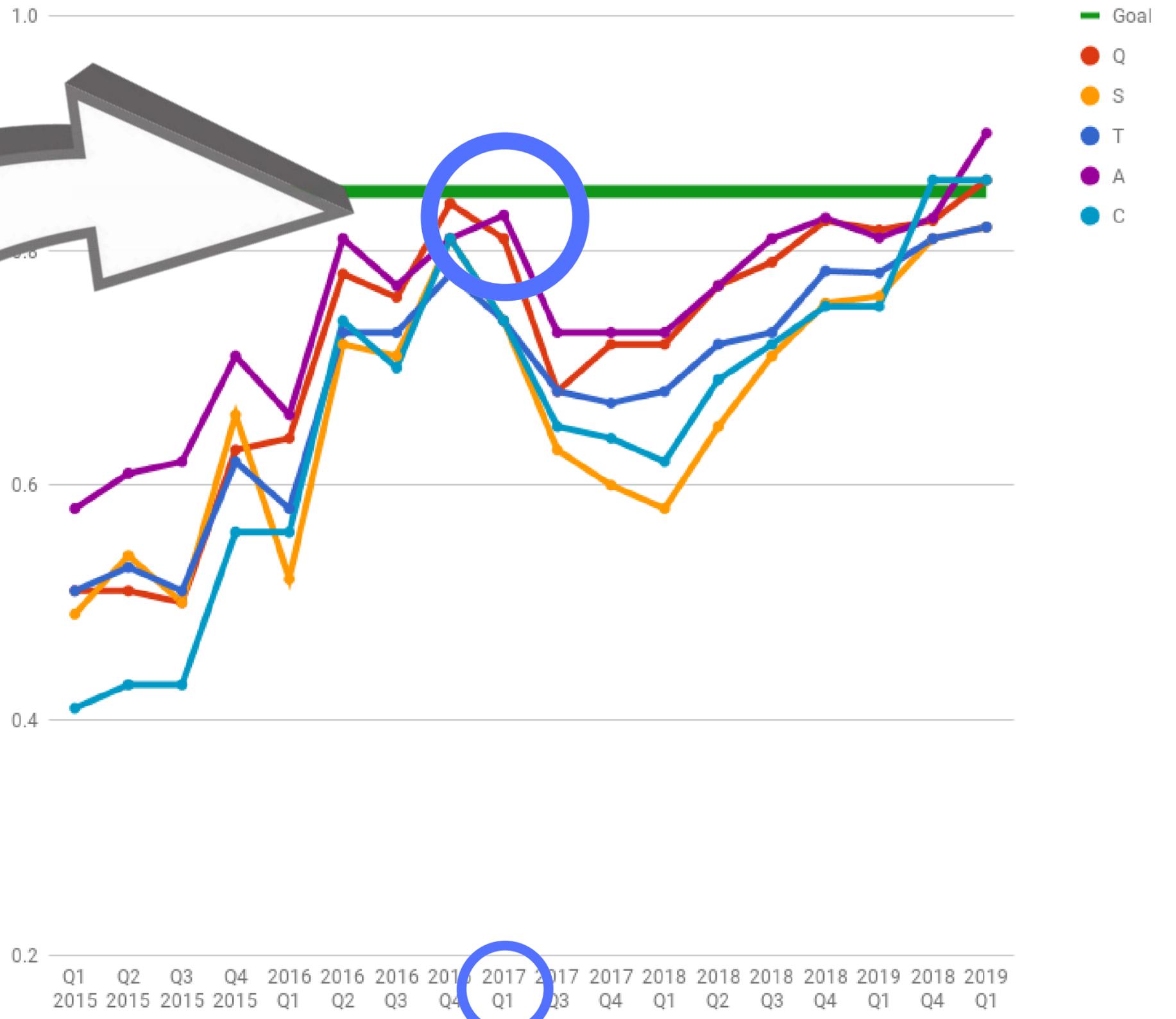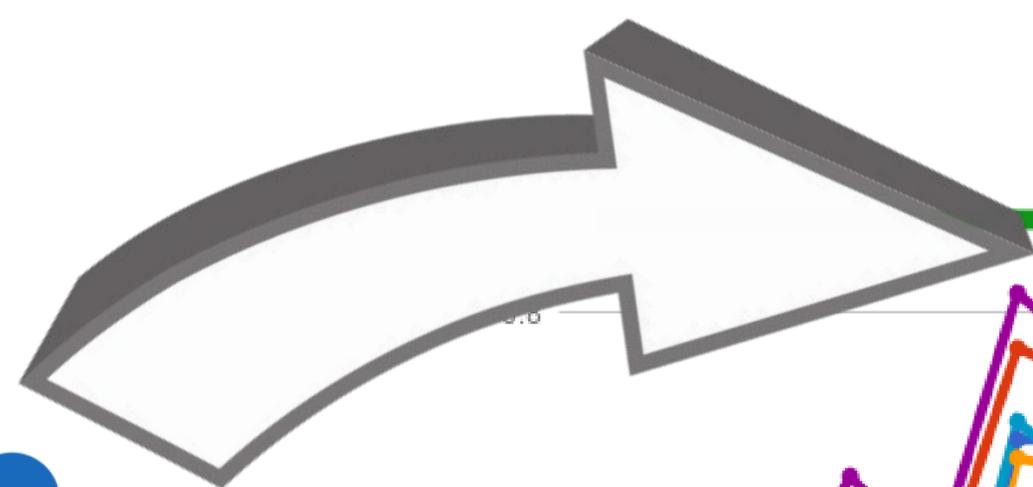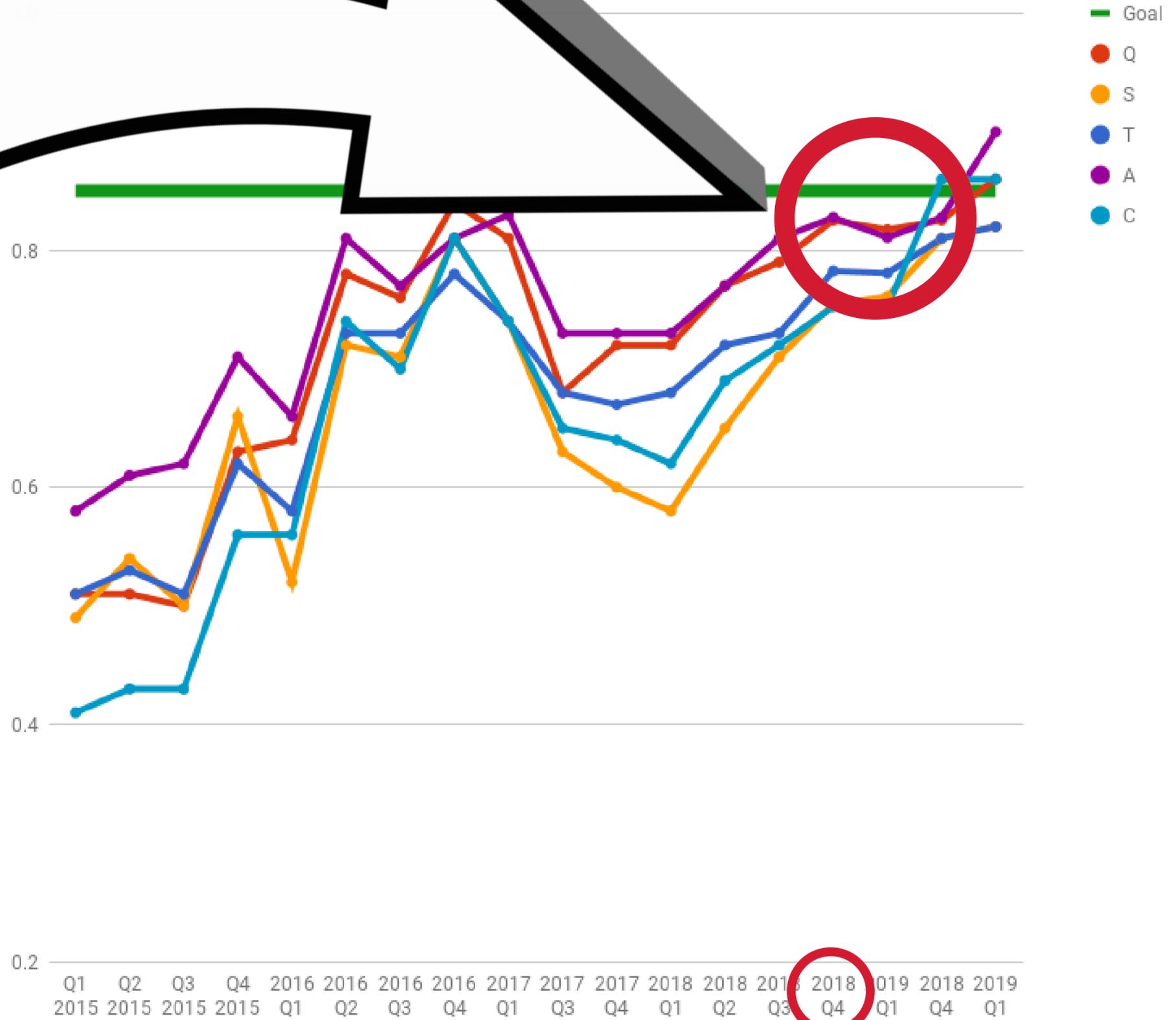
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media

DATA-DRIVEN
STRATEGY
FOR MIND-
BLOWING
IT SUPPORT
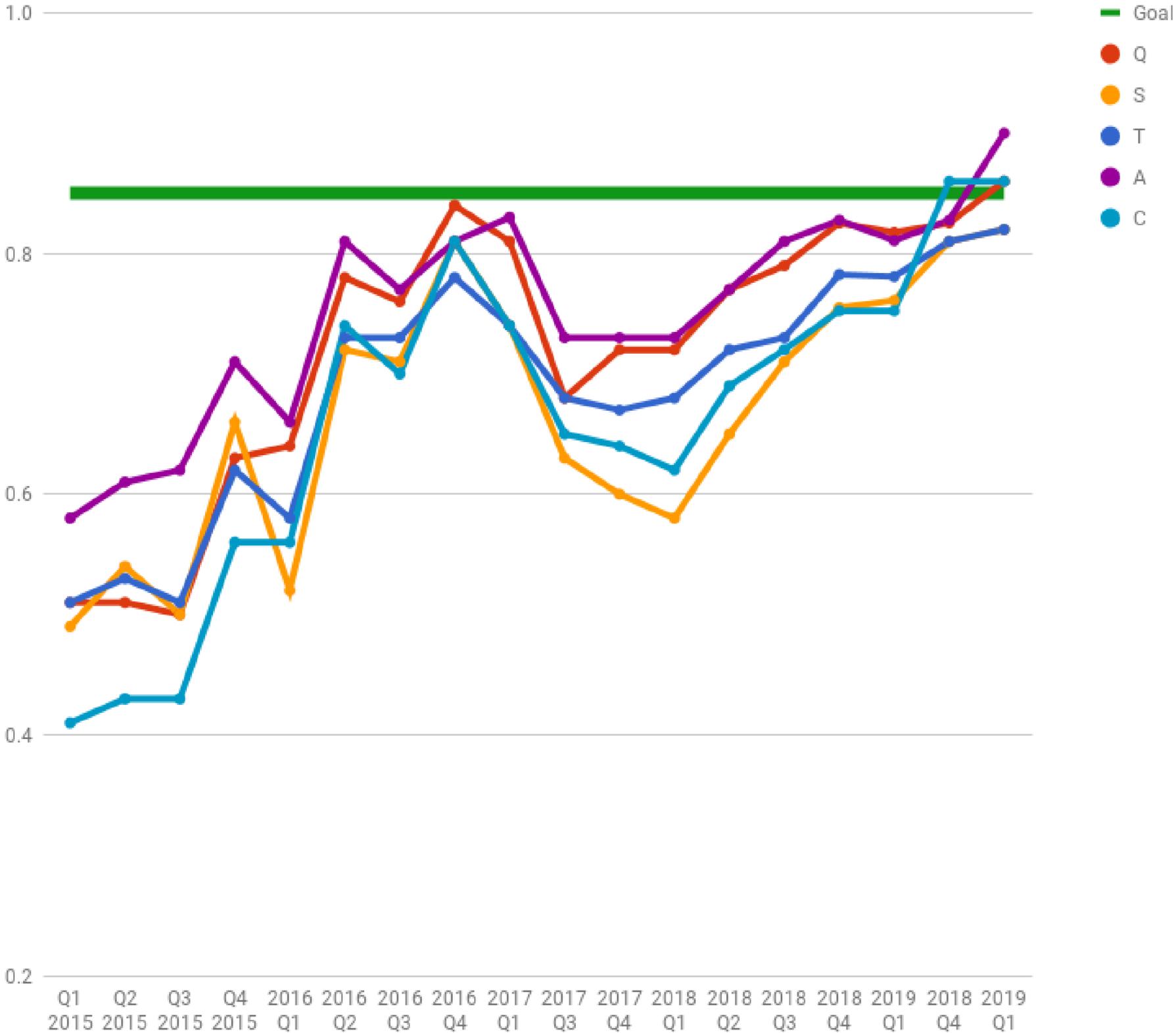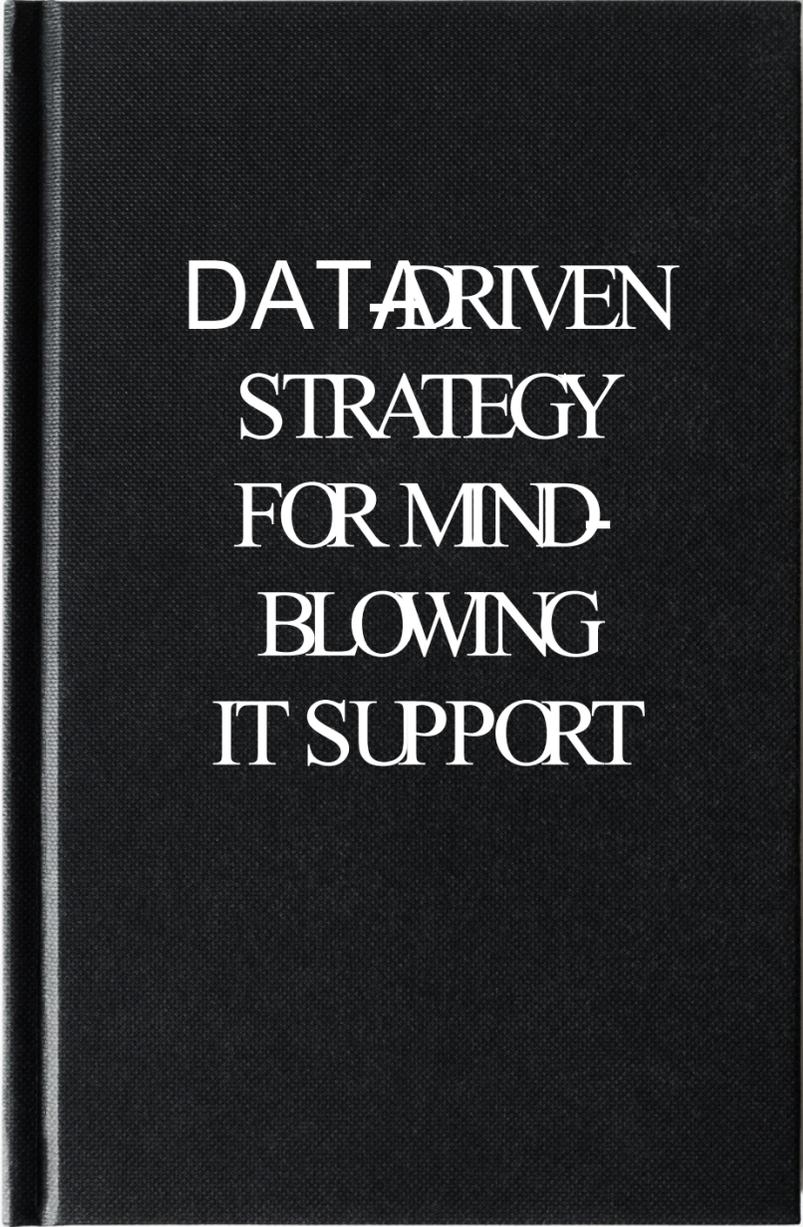
Goal
Q
S
T
A
C

1.0

0.8

0.6

0.4

0.2

Q1 2015 Q2 2015 Q3 2015 Q4 2015 2016 Q1 2016 Q2 2016 Q3 2016 Q4 2017 Q1 2017 Q3 2017 Q4 2018 Q1 2018 Q2 2018 Q3 2018 Q4 2019 Q1 2018 Q4 2019 Q1

DATA-DRIVEN STRATEGY FOR MIND-BLOWING IT SUPPORT

Data-Driven Strategy for Mind-Blowing IT Support

Chapter 1:
Giving Your Customers a Voice

Chapter 2:
Raising the Bar

Chapter 3:
Making the Hard Decisions
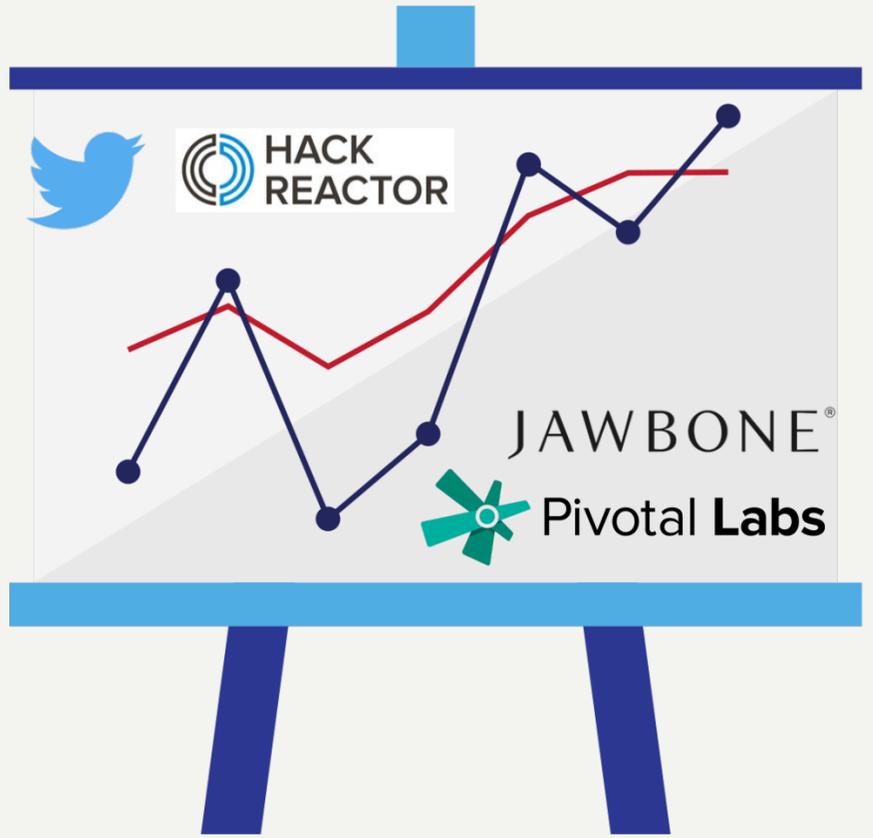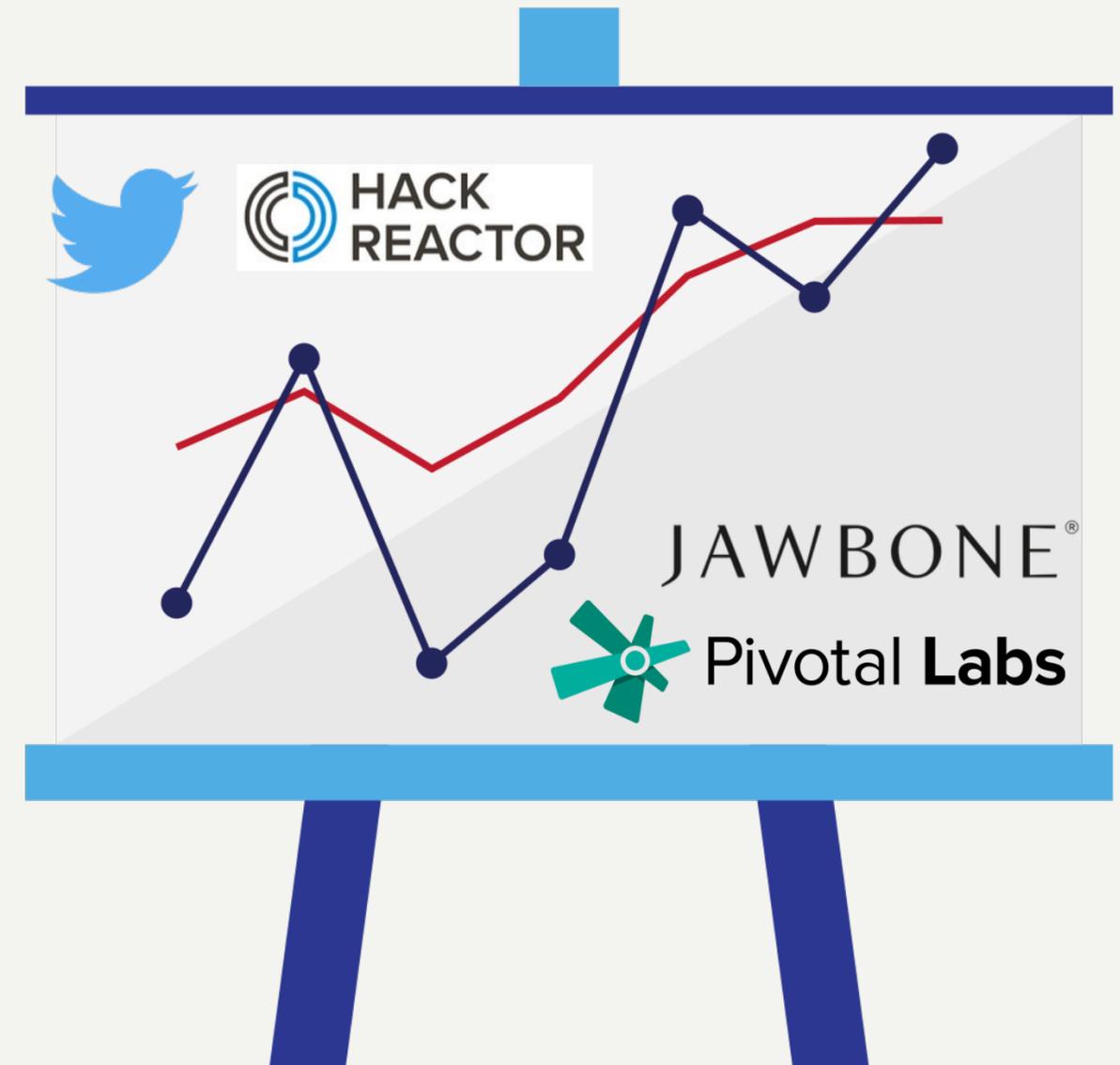
Everyone has a plan 'till they get punched in the mouth

Mike Tyson
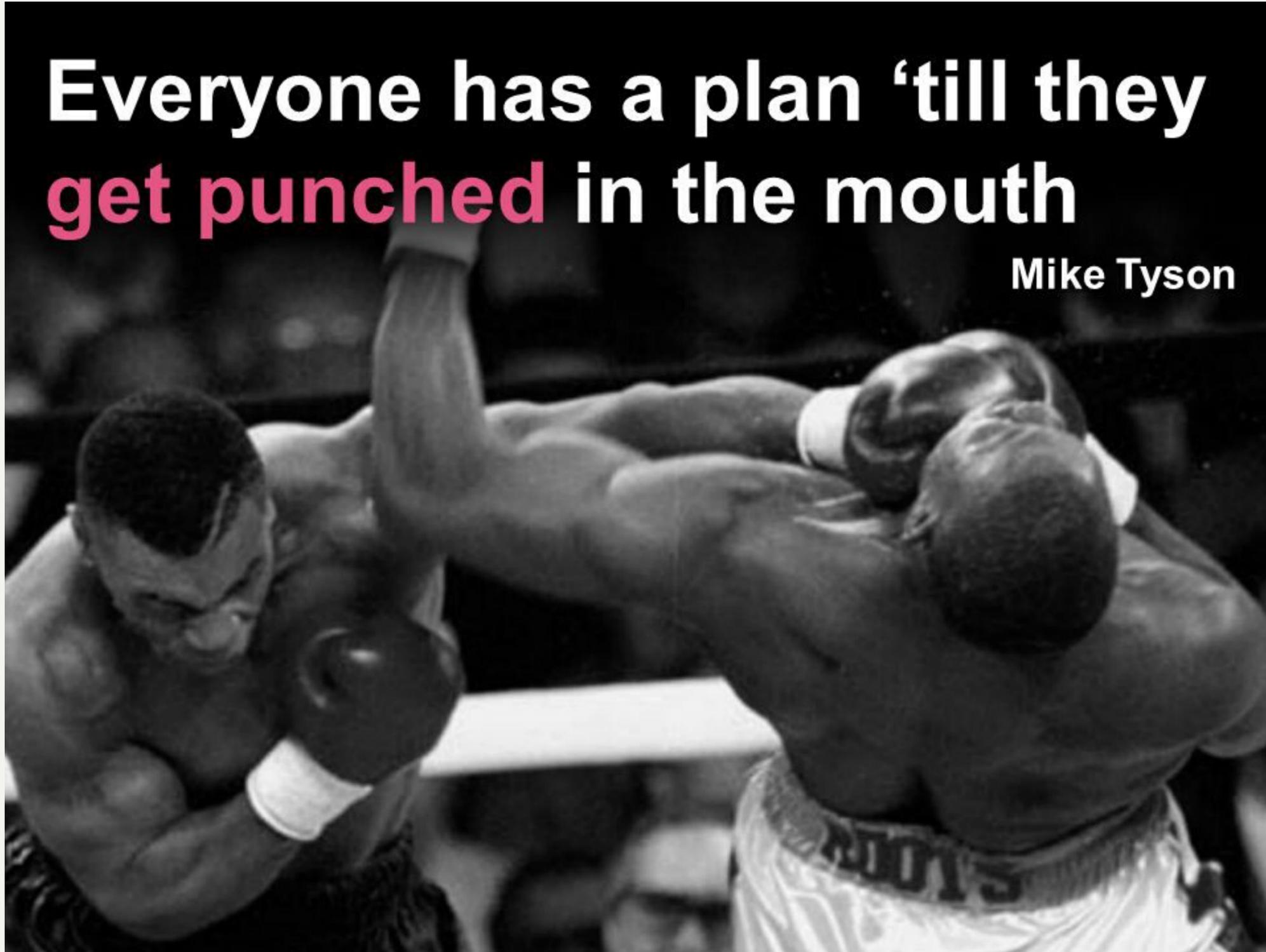
PLAN B

Data-Driven
Strategy

Q.S.T.A.C.
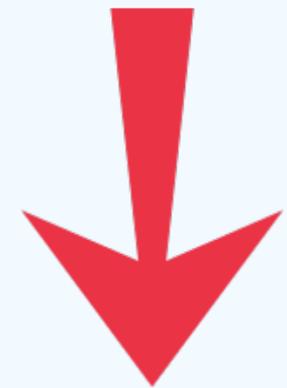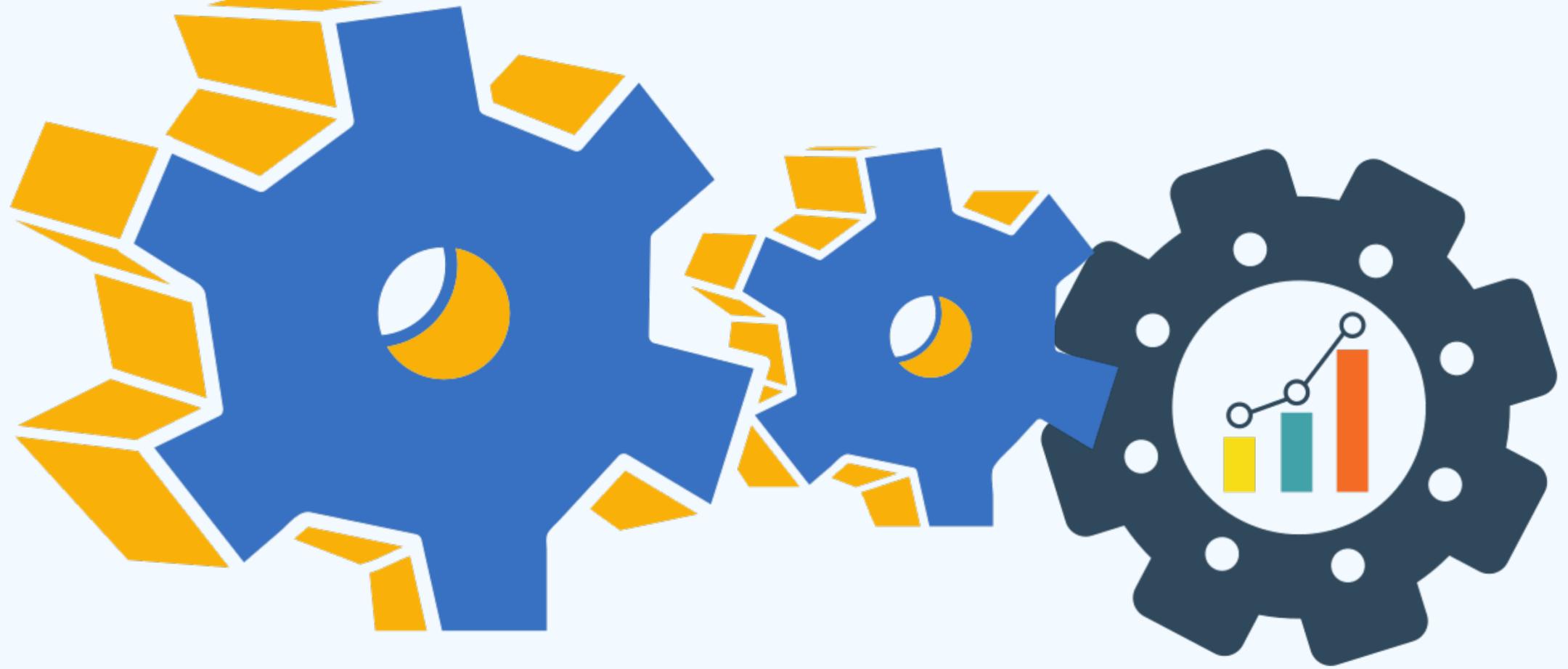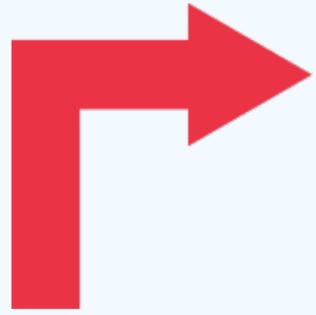
Strategy + Decisions

Measure

WHAT WORKED
WHAT DIDN'T WORK
WHO'S KILLING IT
WHO IS DECIDEDLY NOT
STAFFING STRATEGY

The Results
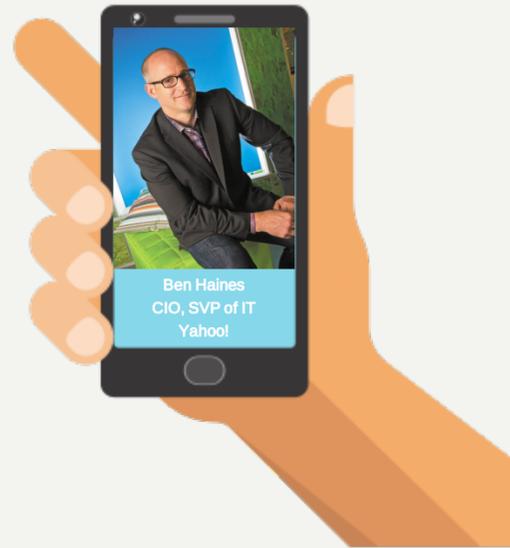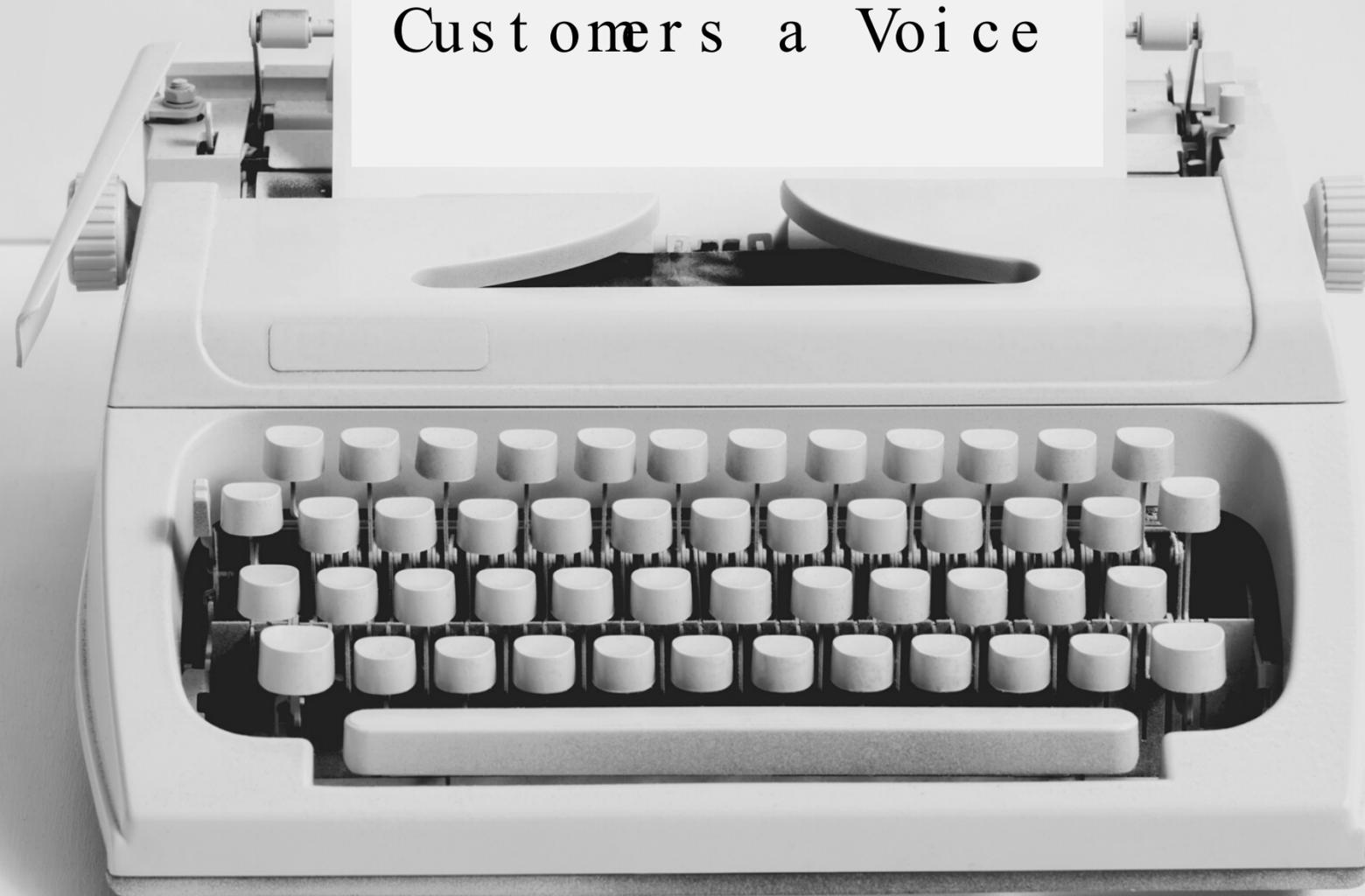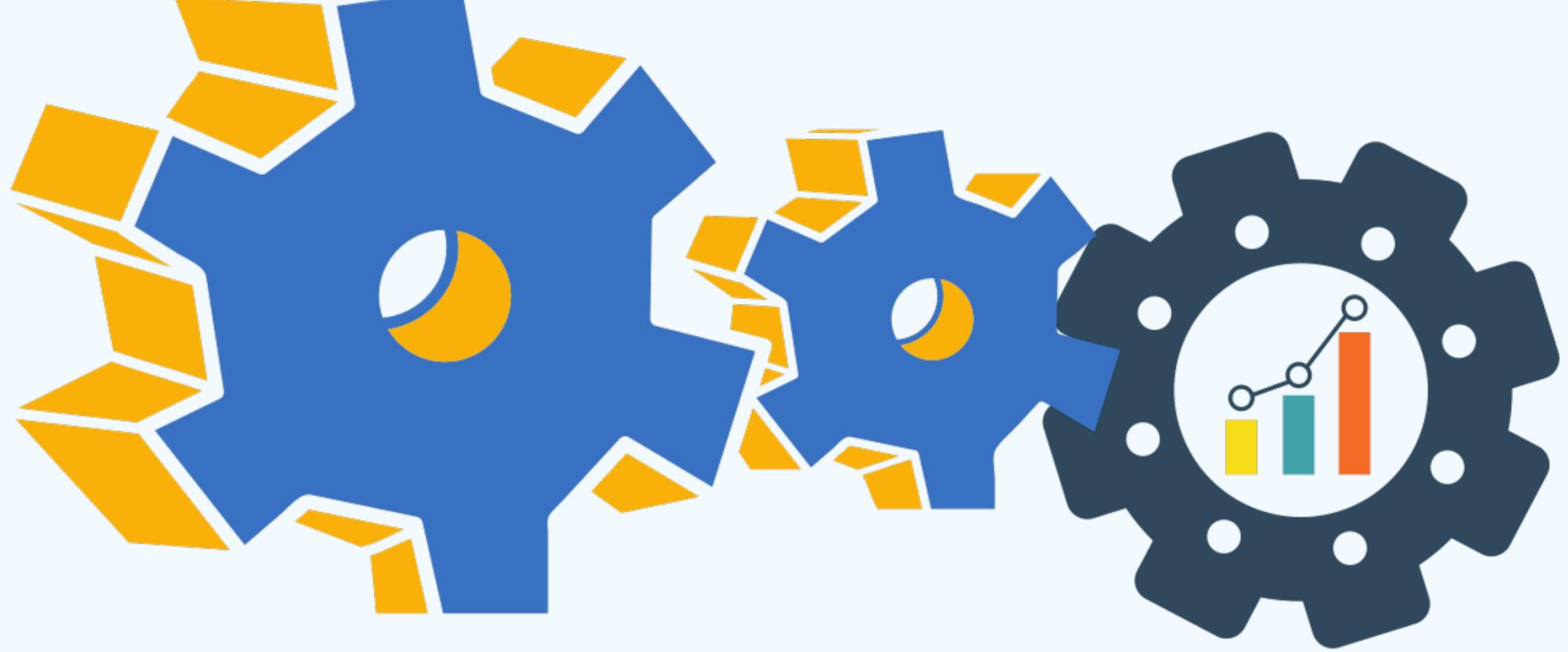
Q.S.T.A.C.

Q.S.T.A.C.

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Strategy +
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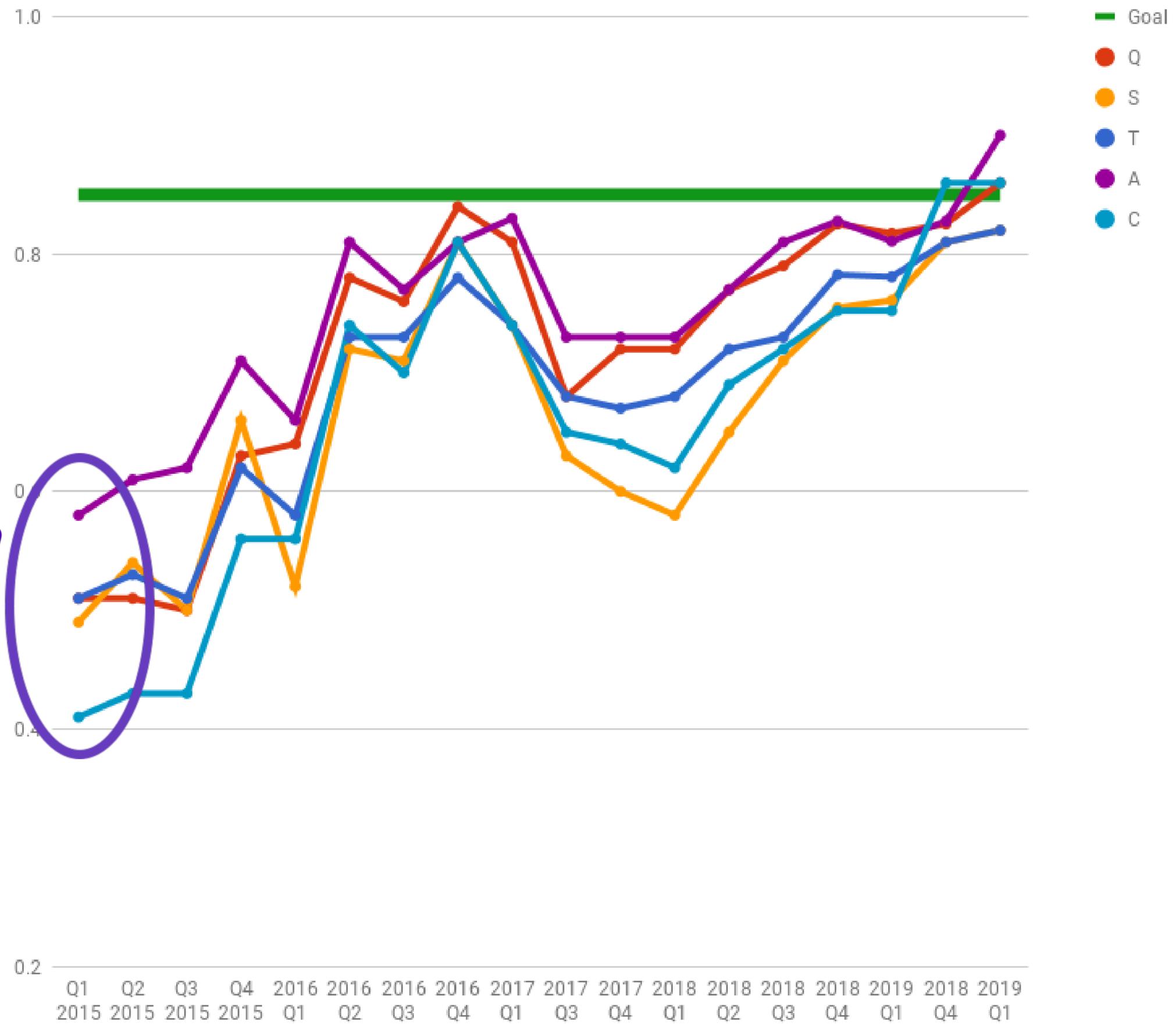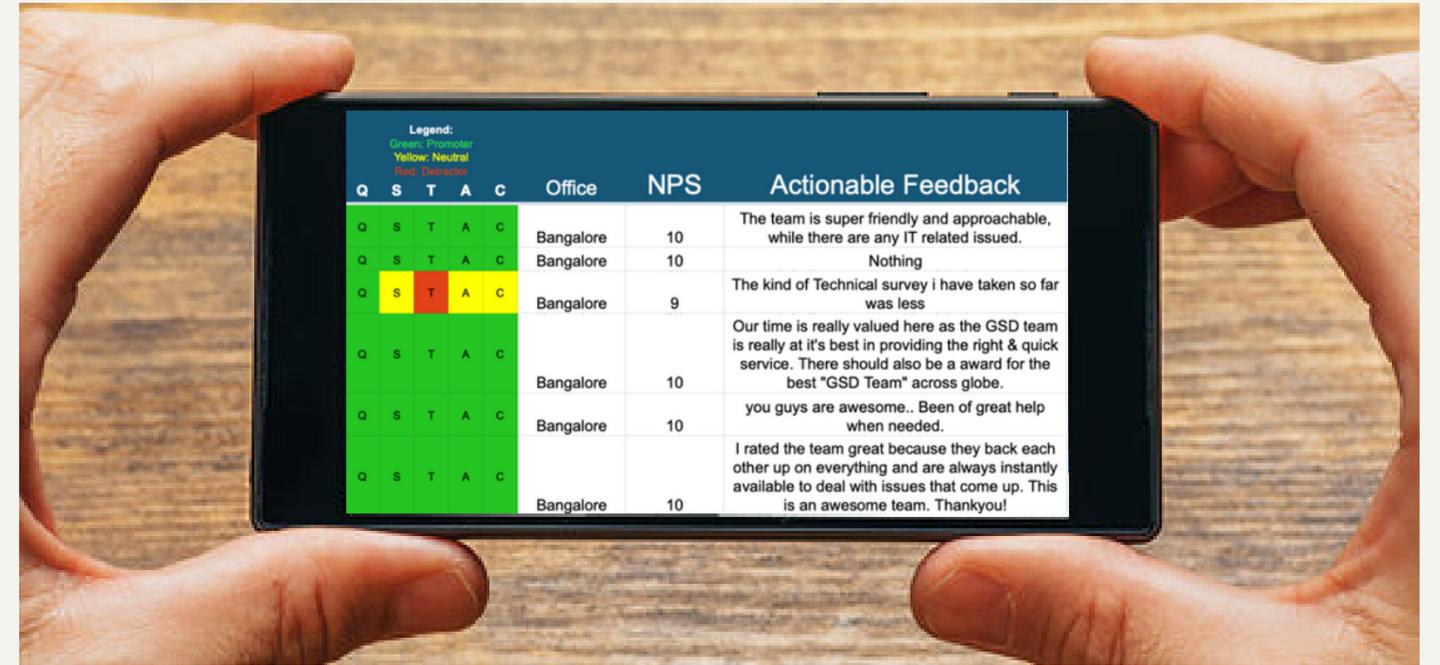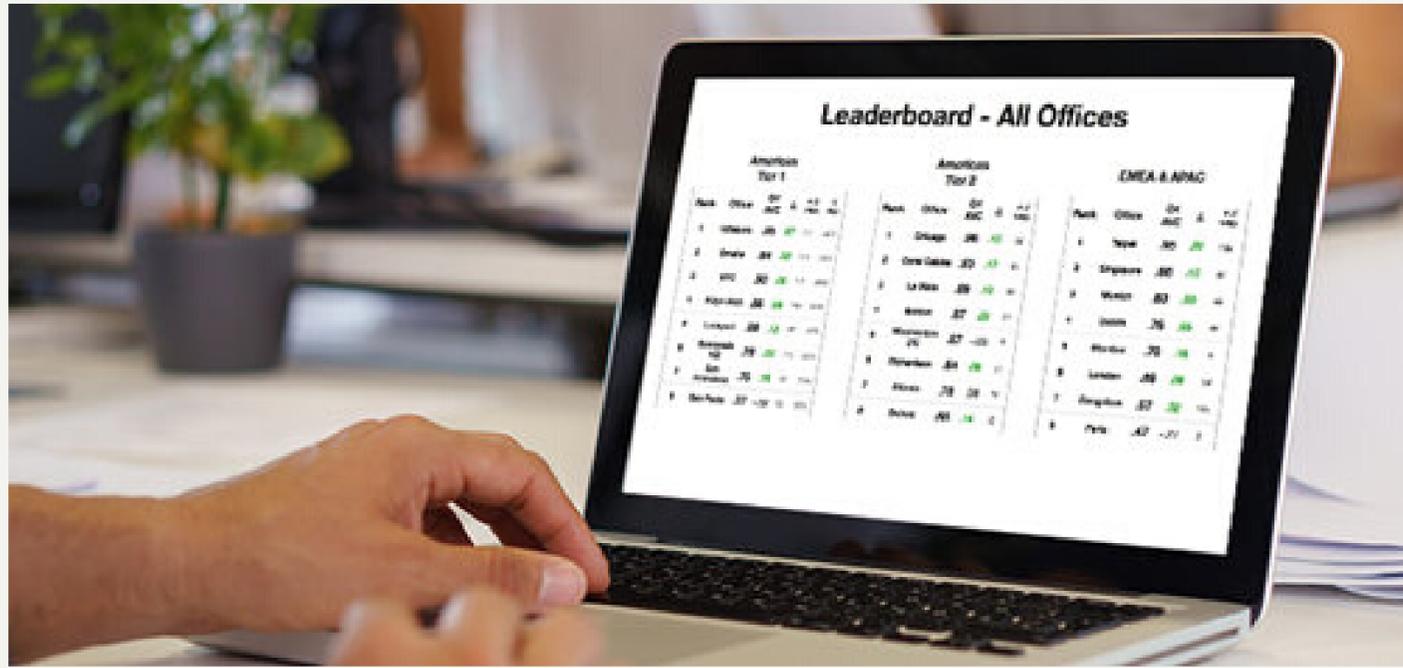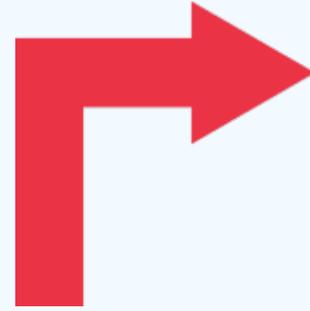
GSD

GLOBAL SERVICE DESK

Chapter One:

Giving Your Customers a Clear Voice

Caveat #1

World class Support does NOT mean giving people everything they ask for

Chapter One:

Giving Your Customers a Clear Voice

Caveat #2

Garbage In, Garbage Out.

Not All Data Is Transformational

|	CSAT	NPS®	CES	QSTAC™
Stands For	**Customer Satisfaction**	**Net Promoter Score®**	**Customer Effort Score™**	**Quality Speed Technical Knowledge Approachability Communication**
Used By	Like, everyone.	Apple, Ritz Carlton, Audi, Zappos, IBM	Recommended by Harvard Business Review. Ridiculed as unnecessary by other sources.	IT teams going for best-in-industry, world-class customer service
The Philosophy	Important to keep the customer "satisfied"	Fiercely loyal customers (Promoters) grow your business.	Reducing customer effort necessarily increases loyalty	Badass is the new "good"
Strenghts	Simple, available out of box on most CRM software.			
Limitations	Data is not particularly meaningful or scientific. Doesn't differentiate between "good" experiences and "awesome" experiences very well	Awesome for consumer-facing teams. Unfortunately, not granular or actionable enough for most IT teams ~~in its current format.~~	Doesn't get specific enough about what the obstacles are or why they exist. Only measures one thing: ~~effort.~~	Fine tuned for excellence and specifically for badass, best-in-industry service orgs; companies who are happy being "good" are unlikely to see the same value or returns.

GOOD DATA IS...

ACTIONABLE - TELLS YOU CLEARLY WHAT TO DO

RELIABLE - YOU CAN TRUST IT, CONSISTENTLY. IF YOU GIVE IT TO A GREAT COMPANY

ACCURATE - MEASURES WHAT YOU THINK IT'S MEASURING.

MEANINGFUL - INSTANTLY COMMUNICATING SOMETHING THAT IS NOT DIRECTLY EXPRESSED.

QUANTIFIABLE - IF IT'S NOT A NUMBER, HOW DO YOU TRACK PROGRESS?

PRESCRIPTIVE - TELLS YOU WHAT TO DO. SPELLS OUT WHAT ACTION TO TAKE.

DESCRIPTIVE - DEFINES SUCCESS AND SHOWS HOW CLOSE TO OR FAR FROM IT YOU ARE.

TRANSFORMATIONAL - THE DATA ITSELF TRANSFORMS PEOPLE AND ORGANIZATIONS.

Backlog | % Handled ... 99.68% | GOAL: 85%

First Res. Time (This Qtr)
Median Response Time
1.37
Goal 3

Time to Res. (This Qtr)
Median TTR
4.71
Goal 4

New Tickets This Qtr
Tickets
747
Growth from past QTD 34.6%

Current Open Tickets per Status
Customer 25
31%
53%
16%
TB-Resolved 42
Support 13

Support KPIs over Time
#Tickets
Resolution in Days (Median)
Response time in Hours ((Median)

Created Tickets by Nature
Product Error
User Error
Unknown Error
Upcoming Change
12%
87%
Change of Request
Change of Request | Upcoming Change | Unknown Error
User Error | Product Error

"NOISY CUSTOMERS" - Top 10 Accounts By #Tickets in last 30 days
Nec Incorporated 2 7
Adipiscing Elit Etiam Ltd 1 5

Positive Reactions Last 30 Days - Tech
383
A MINUTE AGO

Neutral Reactions Last 30 Days - Tech
8
A MINUTE AGO

Negative Reactions Last 30 Days - Tech
4
A MINUTE AGO

Positive Reaction Rate Last 30 Days - Tech
0.97
A MINUTE AGO

Neutral Reaction Rate Last 30 Days - Tech
0.02
A MINUTE AGO

Negative Reaction Rate Last 30 Days - Tech
0.01
A MINUTE AGO

Customer Satisfaction
79
% SATISFIED
Great 69%
Good 10%
Fair 14%
Poor 7%

JobMaster Dashboard
New Tickets 6035
Closed Tickets 4962
Open Tickets 1073
Date Logged
Day of week logged
Hour of being logged
Job Type
Priority
Status

Filters Overview

Date
1/1/2018 - 12/31/2018

Support Status
1,094 tickets(2...)
2,182 tickets(43.81%)
Resolved
Open
Unresolved
1,705 tickets(34.23%)

Support Requests
4,981 tickets

Avg Hours Spent to Resolve Issue
31.14hr

Hours of Up and Down time per Month
Up time | Down time

Average Time to Resolve Issue
26.55hr
3.01hr 1.53... 7.71hr 1.05hr 6.54hr
CMS DNS Hardware F... Network Registry co... WINS confi...
IssueType

Total Number of Tickets Resolved in Each Category
396 463 701 367 255
No Response | Patched | Phone Conversation | Unsupported Usage | Web Meeting

Ticket Status by Issue Type
CMS DNS Hard... New... Regis... WINS...
Resolved | Open | Unresolved

☑ GOOD DATA CHECKLIST

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☐ RELIABLE - YOU CAN TRUST IT, CONSISTENTLY. IF YOU GIVE IT TO A GREAT COMPANY

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☐ TRANSFORMATIONAL - THE DATA ITSELF TRANSFORMS PEOPLE AND ORGANIZATIONS.

Chapter Two:
Raising
The Bar

WORLD CLASS

WORLD CLASS
WORLD CLASS
WORLD CLASS

WORLD CLASS
WORLD CLASS
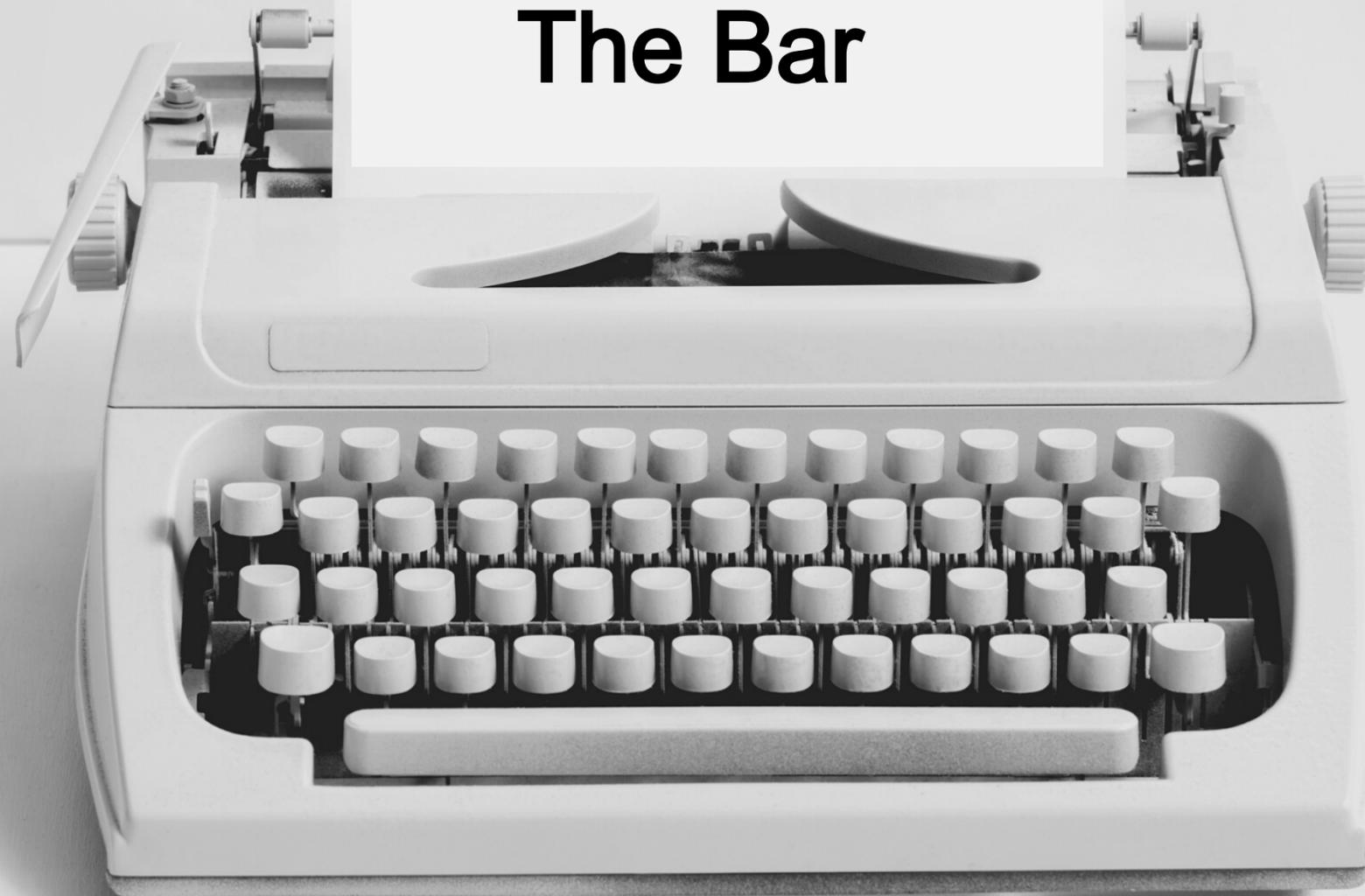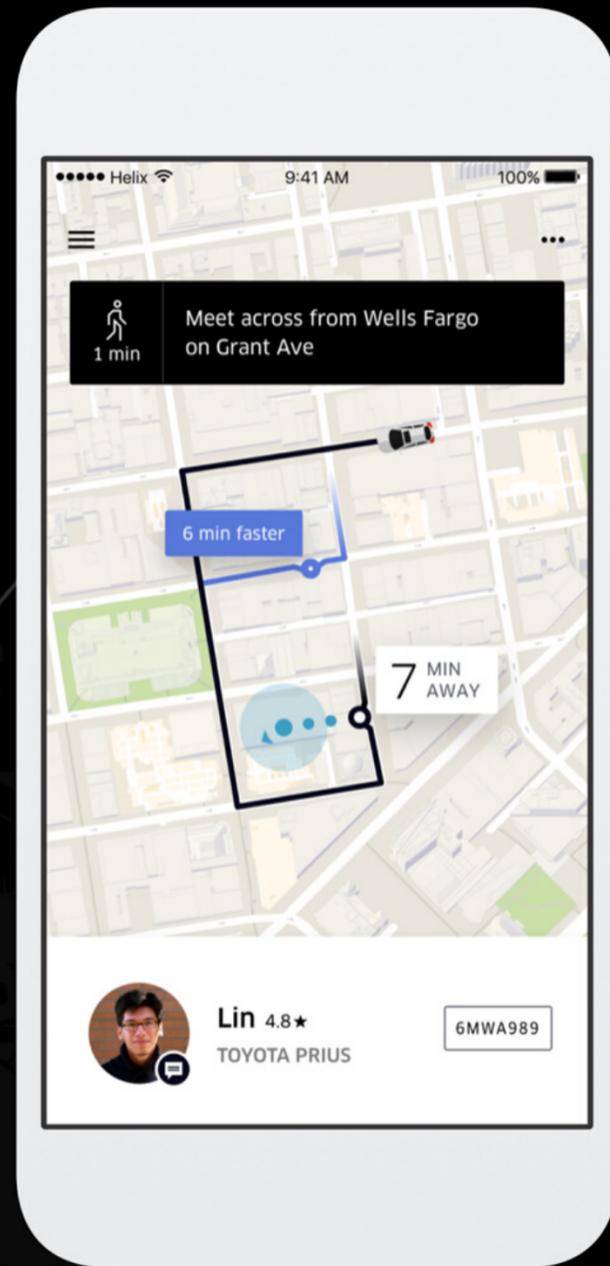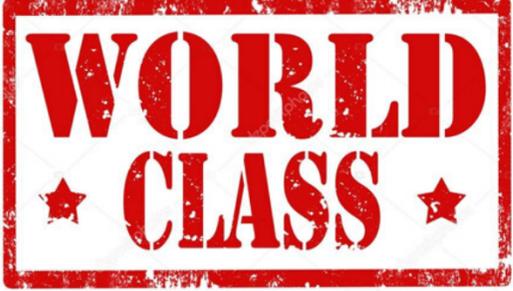
Please make it stop.

Literally.

Chapter Three:

Hard Decisions & Momentum
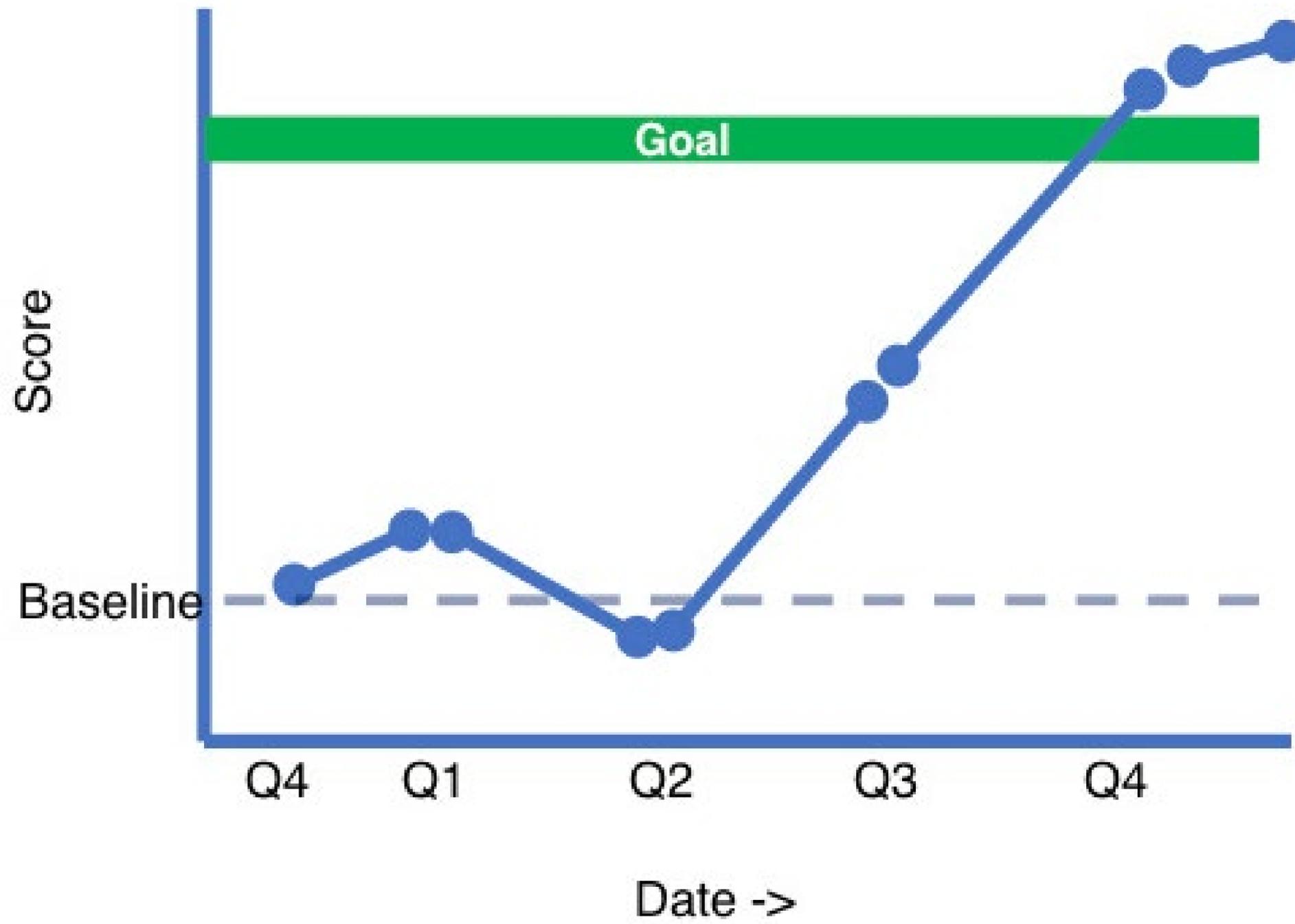
QSTAC Scores: 2015 - Present
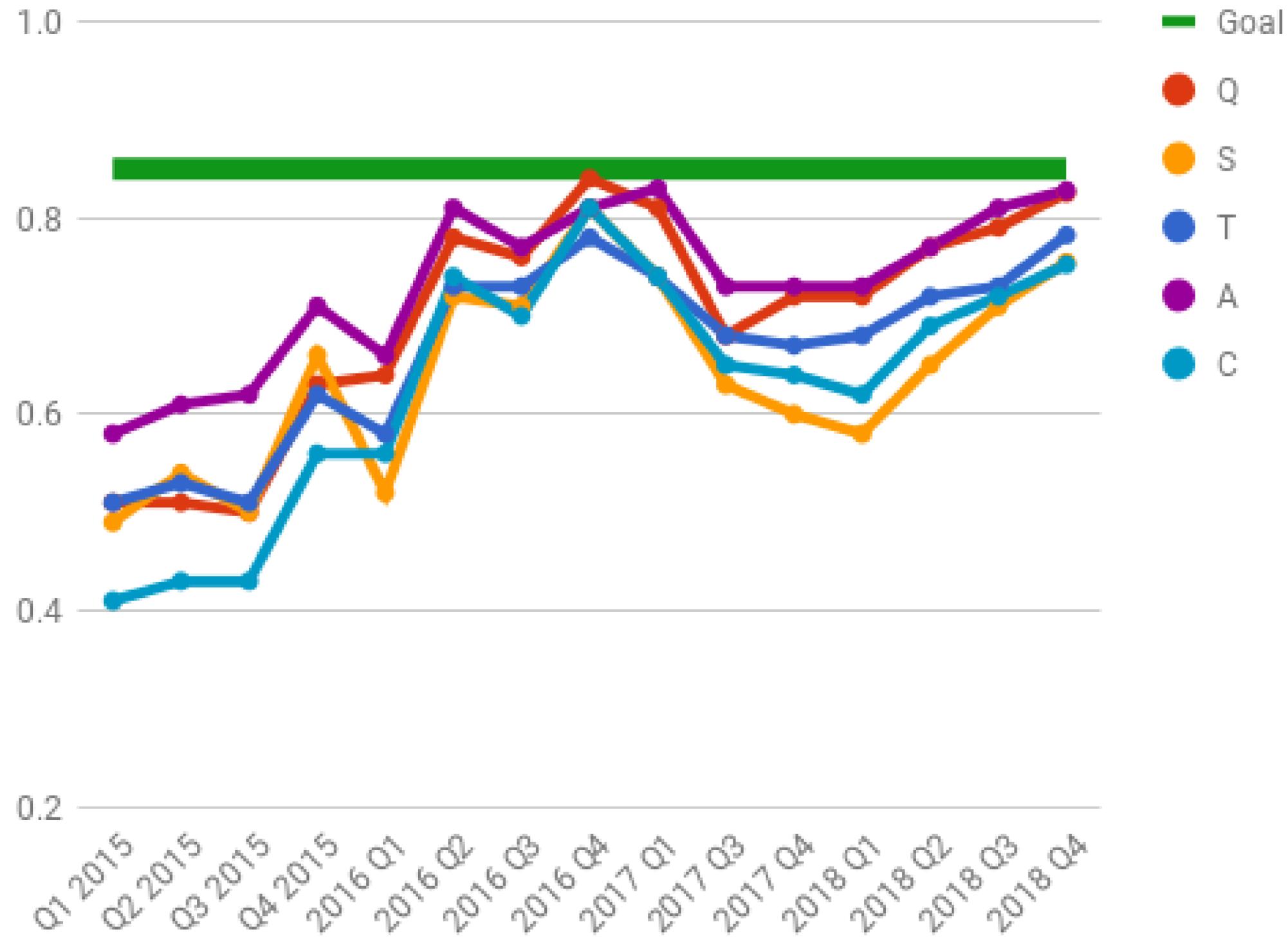
RECAP AND TAKEAWAYS

TAKEAWAY 1:

GIVE YOUR CUSTOMER A VOICE

TAKEAWAY 2:

RAISE YOUR OWN BAR

TAKEAWAY 3:

DECISIONS → MOMENTUM → VICTORY

Three Lessons

•GIVE YOUR CUSTOMERS A CLEAR VOICE

Caveat: Don't just give them what they ask for.


•NOT ALL DATA WILL TRANSFORM YOUR SERVICE

Caveat: Data Driven Strategies are only as good as the data driving them.

MOMENTUM REQUIRES HARD DECISIONS

Caveat: You **will** face resistance. Courage Required.
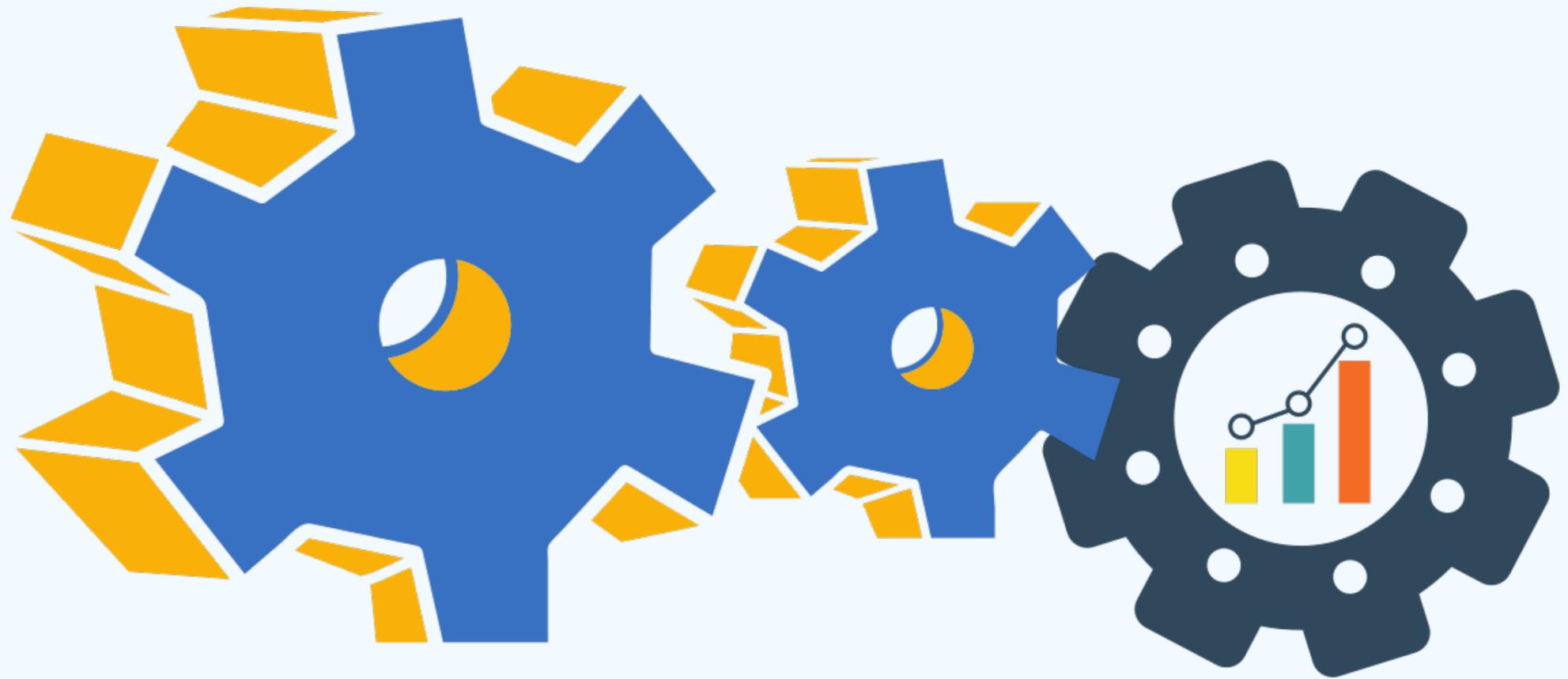
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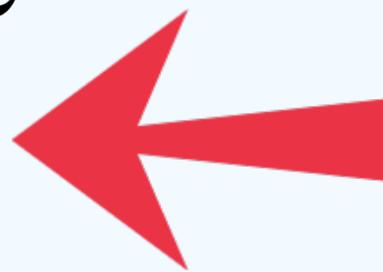
Strategy +
Decisions

Keep in Touch!

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Book on Amazon: Badass IT Support

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