Introducing
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What is Customer Centric Support?

By the their very nature, support desks often design for problems and not people, leaving the end users feeling unsatisfied with their interactions and outcomes.

- Thinks of the organisation supported as a single system
- Finds the right customer problem to fix
- Provides the needed level of service at the most convenient time for the customer
- All processes because about customer experience

**If it is not delivering value to the customer, bin it!!**

The support function should see the customer experience as absolutely core to what you do!

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Why use the Customer Centric Support model?

1. **Check assumptions** on how end users interact with your support desk
   ○ We often imagine we are designing for people like us. Often we assume IT knowledge because we have that IT knowledge

2. **It cuts waste**, you are using and spending resources on only what matters
   ○ Prevention is better than cure

3. **Turns your support desk from a cost centre to a strategic business advantage**
   ○ Apple, Amazon, Google, Netflix, Uber - They are all customer first organisations because it is a strategic business advantage that allows them build customer loyalty but also drives down costs

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Value in ITIL 4

Look at what you do as an organisation and ensure it provides value to the customer. Anything else is a waste and can be stripped.
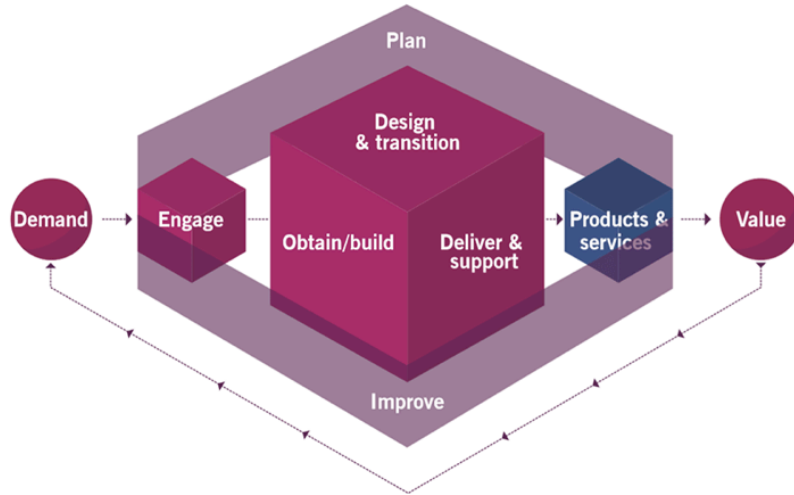
You never finish with the value chain.
You always loop back round to the demands of the business

How to put this into practice

- Spend time with your customers, listen to their concerns and understand what they do and how they deliver services for their customers.

  - With the above complete you can now look to design services for each persona in your organisation. A persona could be a job role or a department you support.

- You can pilot an offering, a way of working to a small group of users

- Document knowledge and make it accessible

- Make your self service available, even on a mobile, without downloading apps

- Notifications that drive self service adoption and customer needs

- Automate what you can but only if it delivers value

- Ensure the agent Knowledge is specific to the requester experience

- Measuring Success of outcomes, including ticket deflection trends

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