USU

White Paper

Service Desk Excellence

How a new ITSM tool boosts business value

Content

Introduction

The business value of implementing an IT service management (ITSM) system can be significant, as it helps to improve the efficiency and effectiveness of the IT department and the overall performance of the company.

However, introducing a new service management tool for the IT or other service areas in the company initially involves high costs and enormous personnel costs for the organization. So how do you review the planned investment from a business perspective and evaluate the desired business value against the costs incurred?

In the following white paper we want to look specifically at the business value of a new ITSM tool and which perspectives companies should bear in mind.

Benchmarking & ROI Calculation for an ITSM Project

Service Desk Excellence

"Service Desk Excellence" refers to the measures undertaken to operate a service desk or helpdesk at the highest level and provide users and customers with outstanding service and support. This means the Service Desk is a central point of contact in an organization for receiving, managing and resolving all IT service requests, fault reports and user queries.

Benchmarking and return-on-investment (ROI) calculations are critical when introducing an IT service management (ITSM) tool. They are an essential part of the ITSM project, as they help to evaluate the financial viability of the investment.

This ensures efficient use of the resources required to achieve the business value targets. It is important to emphasize that the accuracy of an ROI calculation depends on the quality of assumptions and data. It can be helpful to consult experts or consultants to ensure the calculations are realistic.

When combined, the knowledge gained from benchmarking can be used to optimize the ITSM tool and establish a continuous improvement process. Benchmarking can be performed internally by comparing the performance of the new ITSM tool with the previous solution.

External benchmarking can also be carried out by exchanging ideas with other organizations in the industry and evaluating their experiences and best practices.

Key components

The following six aspects should be taken into consideration when benchmarking and calculating ROI.

1 Cost-benefit analysis
This is an important indicator for determining the budget for ITSM implementation. It is determined whether the investment will lead to cost savings or optimization. At the same time, the necessary resources can also be allocated and secured appropriately so that the project is financially viable for the company.

2 Efficiency and productivity
this aspect deals with how efficiently the IT service processes are handled by the old tool. Key figures such as ticket processing time and the efficiency of workflows can be measured. These key figures then serve as a benchmark for a new tool.

3 Customer satisfaction
A decisive factor in the success of a new ITSM tool. Feedback surveys can be used to measure user satisfaction before and after implementation.

4 Transparent communication
The aim is to inform all stakeholders and managers in a transparent manner about the financial rationale of the project and to convey the necessity and value of the investment.

5 Support in the tool selection decision
From the longlist to the shortlist – this is where the ROI analysis can help identify the tool that offers the greatest financial benefit to the company.

6 Future viability
The extent to which a new ITSM tool can keep pace with the growth of the organization should be assessed. Once the ITSM tool ha been implemented, a target/actual comparison can be used to continuously monitor its performance and financial success.
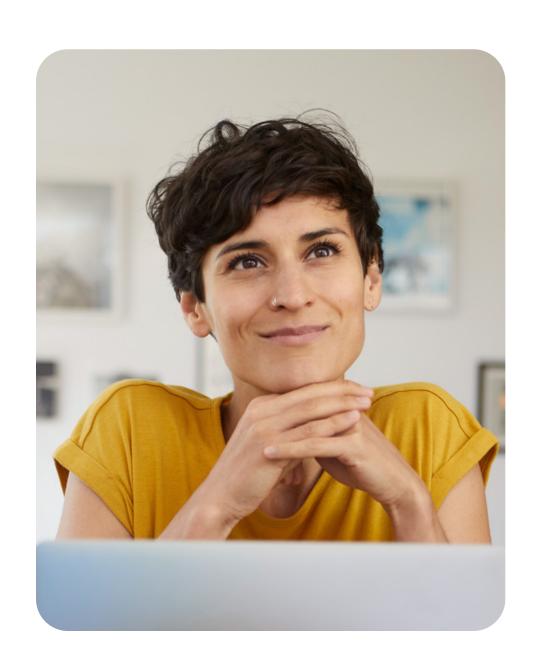
3D Business Value Analysis

The business value of an ITSM implementation depends on the specific company goals and requirements.

It is important to clearly define these goals and ensure that the ITSM solution supports them. This can include improved efficiency, less downtime, better customer satisfaction, faster problem solving or other business benefits.

Since an ITSM tool has a major impact on the company, several perspectives should be taken into consideration so that the business value can be achieved.

Business Value

"Business value" refers to the benefit or added value that a particular investment, product or service offers a company. Business value is related to company goals and priorities and can be measured in various dimensions.

"Business value" in relation to ITSM software refers to the benefit or added value that this software provides to an organization, particularly in terms of the management and provision of IT services within an organization.

Business value for the IT department

One reason for long processing times of incident tickets is that the actual cause of a fault is unknown. Tickets then move back and forth between several processing groups because none of the groups considers itself responsible (ticket ping-pong).

The focus of the business value analysis for the IT department should therefore be on reducing incident processing time. A status quo analysis should be performed to determine previous manual efforts in creating, categorizing, assigning and resolving incidents. This is contrasted with the time saved by using an ITSM tool. This should determine in a realistic manner which ITSM tool functions should deliver which time savings.

In particular, automated workflows or AI Services can handle recurring IT service management tasks independently. The ITSM suite from USM uses the latest AI technology, in which empirical values from employees and previous processes are continuously incorporated into the system.

The use of AI can thus be very beneficial, especially for service requests and IT self-service processes. For example, AI-based ticket routing cuts the time it takes to create and forward tickets. The response time is likewise reduced. Other possible applications include predicting of problems or major incidents, for which AI services provide support.

Business value for the end user

The reduction in incident processing work for the service desk will also improve IT service provision for end users.

In addition to the reduced time required to fix faults, minimizing work interruptions should also be taken into account when considering business benefits for end users. More transparent IT support, transparent end-to-end processes and a clear approach to problems can save a lot of time on the end user side. For example, this can be achieved with the introduction of IT self-service processes.

For the majority of requests from the workforce, guided processes can be set up that ask employees specific questions and generate pre-filtered requests for the service desk. In many instances, the end user can even resolve their issue themselves through a guided process.

Optimized ITSM processes also reduce the time that end users previously had to spend fixing their issues. Finally, they don't have to create a ticket or call the hotline and wait for the service desk to deal with their request.

Business value for the company

Above all, the company will benefit in the long term from automated IT services that add value for the entire workforce.

This could be a company-wide service store, for example. Order processes can be mapped and largely fully automated here. Aside from IT, non-IT processes can also be mapped here, such as ordering business cards or advertising materials for a trade fair. With the new store solution, USU places additional emphasis on user experience, including accessibility.

The seamless transition between different end devices, such as a laptop, tablet or smartphone, plays another vital role. A modern ITSM tool can be implemented in such a way that IT services can be easily scaled, even with increasing complexity.

Better workflows lead to better service quality, in turn leading to an overall increase in productivity. This should be taken into account when considering business value in relation to the company as a whole. A new ITSM system can improve the agility of the entire company and help the workforce better focus on achieving business goals.

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Service desk excellence is an important part of IT service management and helps ensure that IT services run smoothly, issues are resolved quickly and users are satisfied with their IT experience. An excellent service desk can increase the efficiency and productivity of the entire organization.

If a new ITSM tool is to be introduced, special focus should be placed on boosting business value. The view over internal IT, end users and the entire company provides a comprehensive all-round perspective. Matched benchmarking and an ROI calculation provide support for decision-makers in the implementation of a new and modern ITSM tool.Entscheider, bei der Implementierung eines neuen und modernen ITSM-Tools.

USU has been a reliable and innovative partner in IT and enterprise service management for over 40 years. We would be happy to support you in implementing ITSM. We would be glad to accompany you through the implementation – from the evaluation and choice of tool, to the specification and implementation and beyond, to support in running operation.

USU **Empowered by understanding**

Discover more
on our website:

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