Help Desk - Service Desk

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OBJECTIVE

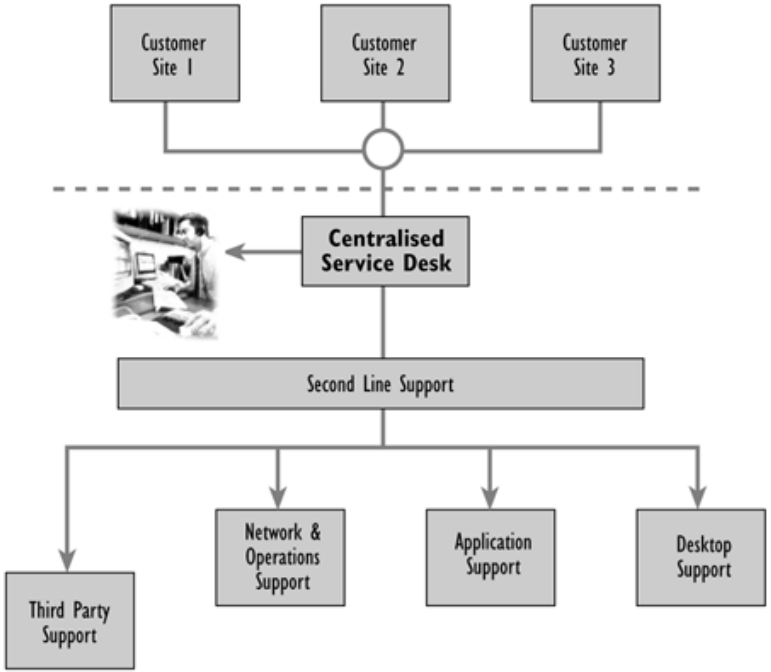
- ✓Understand the Service Desk (SD) function
  - ✓ Definition
  - ✓ Costs and Benefits
  - ✓ Sizing and Scoping
- ✓Learn the basics behind a Service Desk project
  - ✓ Implementation Plan
  - ✓ Pricing Models
- ✓ Outsourcing considerations
- ✓Capabilities offered by Near Contact

DEFINITION

The Service Desk is a single point of contact (SPOC) for end-users who need help.

It's main objectives are:

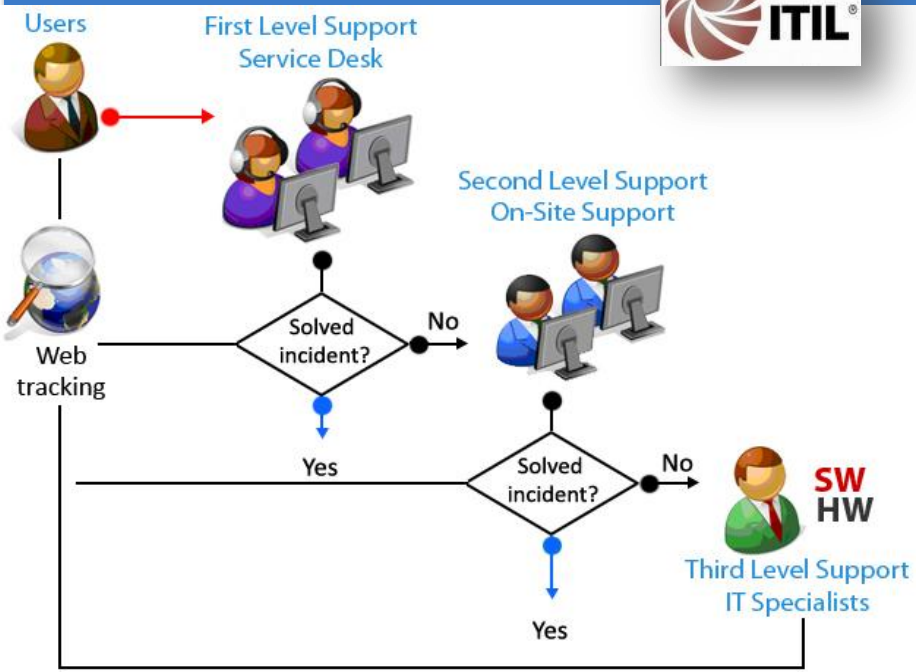
- From a business perspective:
  - ✓To drive and improve service to and on behalf of the business
- From an operational perspective:
  - ✓To provide a single point of contact to provide advice, guidance and the rapid restoration of normal services to its Customers and Users



(source: OGC-Service Support Book)

COMMON ACTIVITIES

- ✓ **Log** all incidents/requests reported
- ✓ **Support** and solve tier 1 issues and requests
- ✓ **Classify, prioritize** and **escalate** unresolved incidents to support group(s)
- ✓ **Track** all logged incidents/requests
- ✓ **Maintain** communication with end users and IT groups on progress
- ✓ **Close** tickets along with client authorization
- ✓ **Deliver** performance reports
- ✓ **Analyze** calls and incident trends
- ✓ **Perform** monthly/quarterly customer satisfaction surveys
- ✓ **Recommend** actions to optimize and reduce call/incident volume



Typical Support Structure
Second Level Support include a variety of support groups

COSTS AND BENEFITS

COSTS

- **Personnel** – to man the Service Desk (Set-up and ongoing)
- **Facilities**– Physical location (Set-up and ongoing)
- **Software** – Tools (Set-up and ongoing)
- **Hardware** – Infrastructure (Set-up)
- **Education** – Training (Set-up and ongoing)
- **Procedures** – external consultants etc (Set-up)

BENEFITS

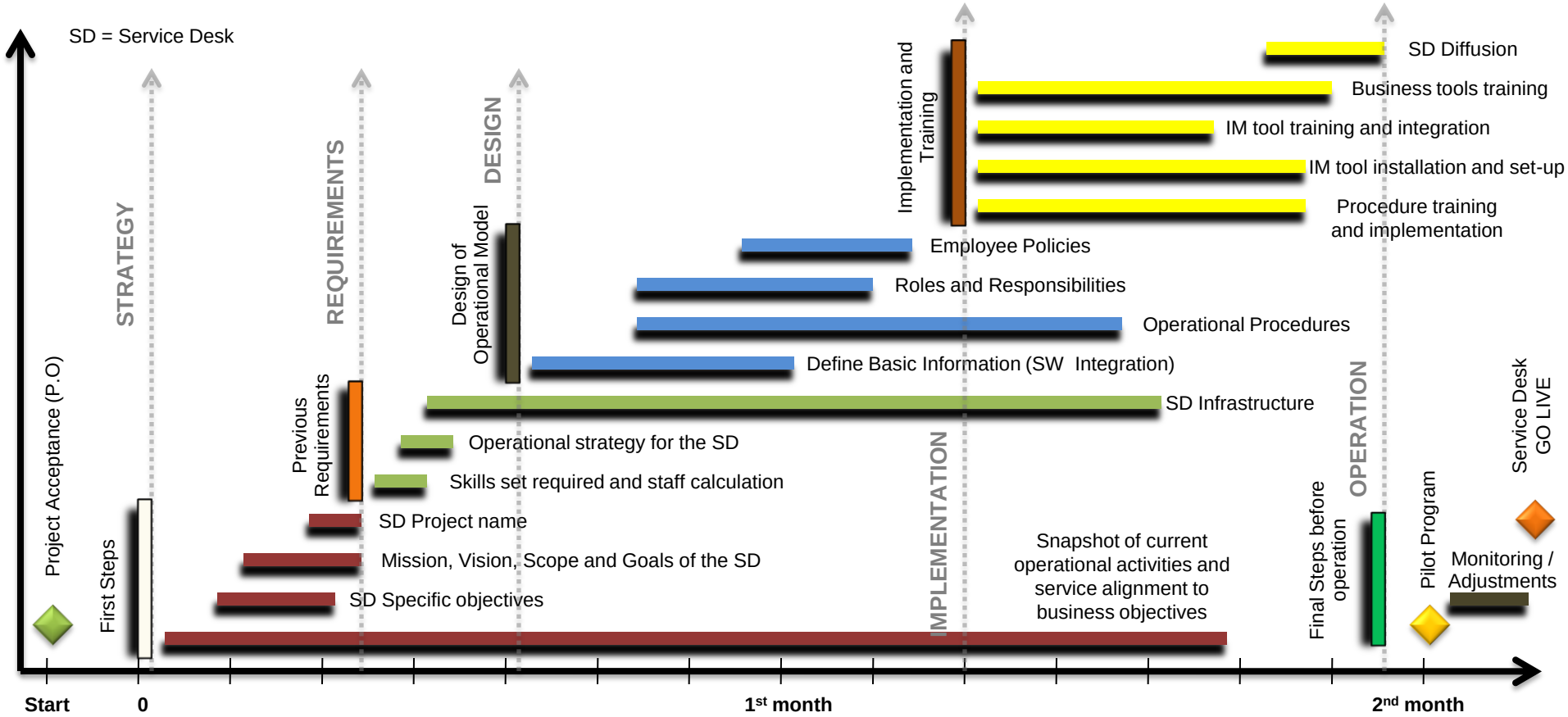
✓Improved customer service, perception and satisfaction
✓Increased accessibility through a single point of contact
✓Better-quality and speedier turnaround of customer requests
✓Improved teamwork and communication
✓Reduced negative business impact
✓Better managed infrastructure and control
✓Improved usage of IT support resources and increased productivity of business personnel
✓More meaningful management information for decision support

SIZING AND SCOPING

When determining the size and scope of your Service Desk, take into consideration these set of variables (High level considerations):

- Service hours (8 X 5, 24 X 7)
- Average daily and monthly calls
- Total end users to be supported
- Average daily and monthly incidents
- Average call length time and incident resolution
- Service Acceptance Criteria (SAC)
  - Max. abandon rate (i.e.: ≤ 10%)
  - First Contact Resolution (FCR)
  - Average Speed of Answer (ASA)
  - Customer Survey Score (i.e.: ≥ 90%)
- Response, Follow-Up and Restoration Times
- Skills Set required (Jr., Sr. or Sr. +)

HIGH LEVEL IMPLEMENTATION PLAN



PRICING MODELS

$ / call or ticket

High price per call

Low FCR (First Contact Resolution)

Advantage: Takes calls on-demand.

$ / min

High price per minute

Common disputes between customer and service provider regarding average call length time

Advantage: Scalable and on-demand

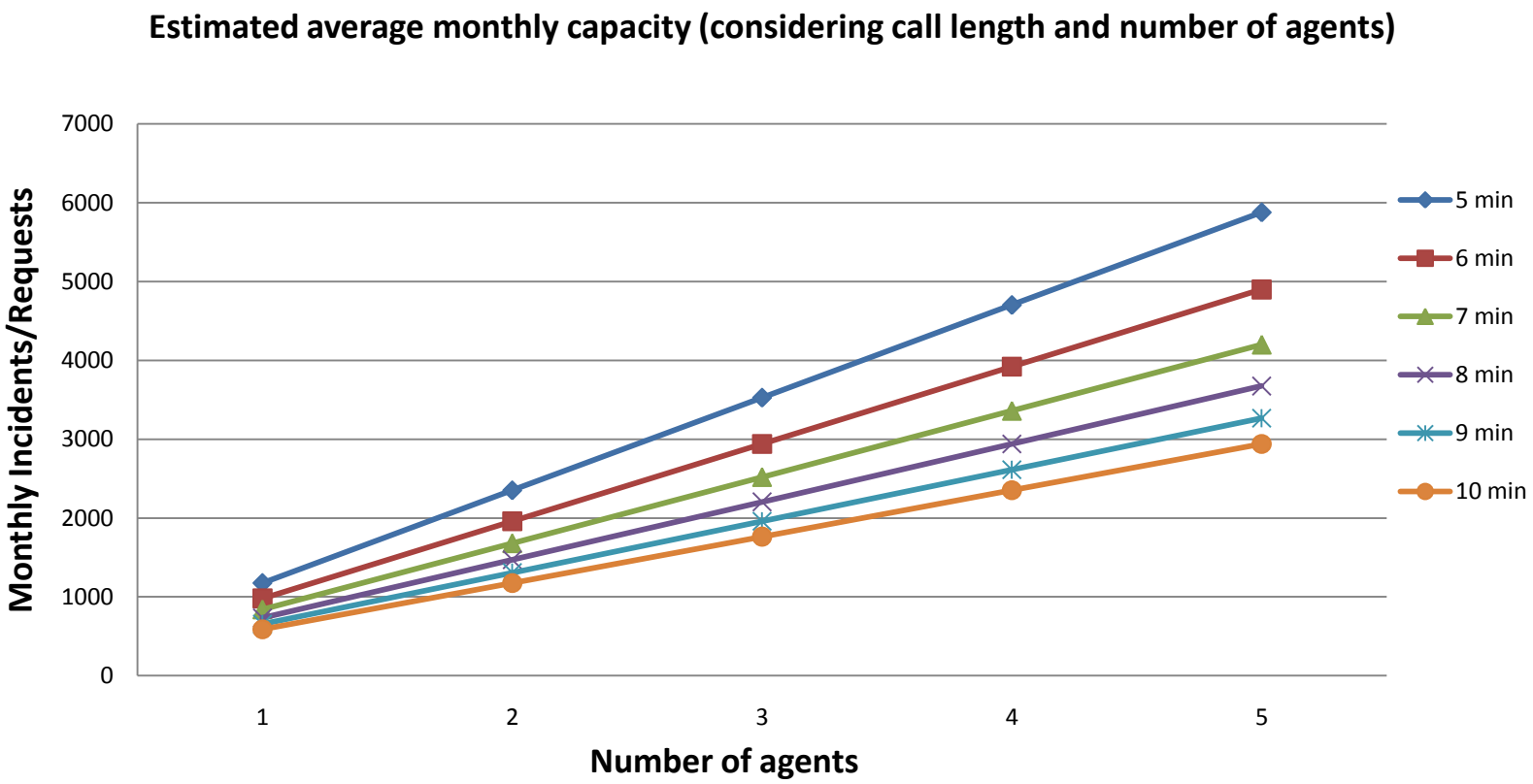
$ / agent

Medium to low price per call

High FCR, Low abandon rate and predictable capacities.

Advantage: Agreed Service Levels and Scalable

TEAM CAPABILITIES



OUTSOURCING CONSIDERATIONS

✓ Evaluate Service Provider experience, take a look at their client base

✓Have the outsourcer use *your* Service Desk tool if you have one, not the other way round – often internal support staff are involved in the support process and you do not want to retrain them each time you change supplier. But, have in mind that Service Providers usually bring to the table very robust applications.

✓Insist that you have complete access/ownership to management information at its source

✓Make sure the supplier is capable of supplying suitably skilled and qualified staff

✓Continually monitor 'value for money', deliverables and the business benefits derived

✓Make certain that the contractual terms and deliverables are clearly understood and agreed by both parties

✓Try to avoid complex contractual terms with a supplier.

NEARCONTACT AT A GLANCE

- **US HQ**
  - Austin, TX
- **MEXICO HQ AND LOCATIONS**
  - Monterrey, MEX
  - Mexico City
- **DELIVERY CENTERS**
  - Apodaca, NL “Regio Parque”
  - PIIT Technology Park
- **PARTNER DELIVER CENTERS**
  - Mexico City
  - Guadalajara
  - Aguascalientes
  - Tijuana
  - Querétaro
  - Madrid and Leon (Spain)

300+ employees
15+ Years!

- ✓ITIL Certified Engineers
- ✓ISO 20,000 Consultants
- ✓CMMi – ML 2
- ✓Cisco Premier Partners

DIVISIONS

SOFTWARE DEVELOPMENT

- End-to-End projects
- Software Factory
- On-site SW Development
- Staff Augmentation
- Development Cells (Maintenance and Support)

IT SUPPORT

- Tier 1 (Service Desk)
- Tier 2 (On-site Support)
- Data Center Mgmt
- IT Specialists
- Staff Augmentation

SPECIALIZED NETWORK SUPPORT

(1st CISCO DMS Partner in LATAM)

VOIP – Security & VPN – Wireless Networks – LAN/WAN – Network Mgmt

CHALLENGES

Today's challenges for the IT Service Management industry

- ✓ Increase efficiency and quality of service
- ✓ Focus on Customer Satisfaction
- ✓ Cost reduction due to market conditions (Unification)
- ✓ Keep control of projects, knowledge and operations
- ✓ Be able to react to market needs (Scalability)
- ✓ Avoid complex contract conditions

HOW WE CAN HELP

- Mexico offers very reasonable prices for doing business
- Strong technology expertise (Focus on IT Support/Service)
- Fast ramp up implementations and transitions ("Transparent Model")
- Focus on business relationship (Engagement Management)
- Simple contract conditions (Fix price models)
- Proprietary tools and solid support structure in the back-end (Value add)

CURRENT TEAM

Role	Insurance	Automotive	Retail	IT/Health	Manufacturing	Telecom	Beverage	TOTAL
Service Desk Managers	2	1	1	1	2		1	8
Service Desk Agents	17	5	10		5	25	6	68
On-site Support Managers		1			1			2
On-site Support Reps	3	5		1	5	31		45
Tier 3 Managers						5		5
SQL Specialists						3		3
Office Automation						3		3
Testers						11		11
Unix Operations		3			2	5		10
Exchange Administrators				1				1
SQL Administrators	6							6
AIX Administrators					1	1		2
Others…								

Tier 1 and 2 around 78%

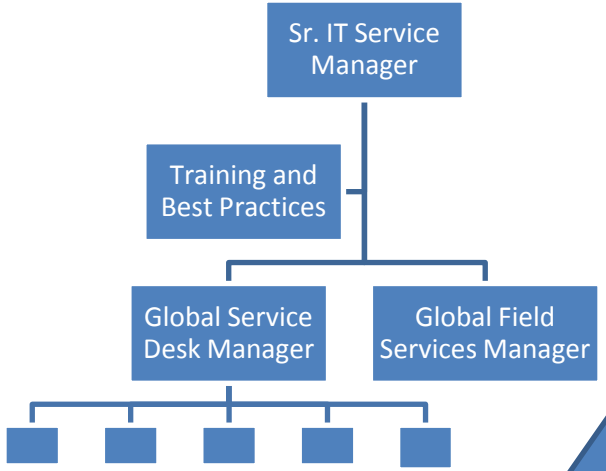
REFERENCE ACCOUNTS

Axtel Mexico	Service Desk supporting more than 24 cities all over Mexico. 7 X 24	Remedy 19 agents	4.0 min (ART*) 53% solved (FCR*)	Some common products that we support among our clients: - Windows 2000 Pro, XP Pro and Vista (all versions) - Office 00, 03 and 07 - Trend Micro, Symantec, Avast, Karpesky, McAfee - Browser issues - Software in PDAs - Active Directory and Exchange issues - Outlook - Manufacturing Pro (login sessions) - POS Systems (i.e:2020) - Printing issues - Network issues - Others as required…
Retail Client (Confidential) Mexico	Service Desk supporting nationwide staff in Mexico.	Altiris 7 agents 1 manager	5.5 min (ART*) 40% solved (FCR*)	
Metalsa Mexico – US	Service Desk supporting Mexico and Roanoke, Virginia staff.	OpenSer 3 agents 1 manager	6 min (ART*) 45% solved (FCR*)	
Beverage Industry (Confidential) US – Mexico	Service Desk support	Remedy 6 agents 1 manager	6 min (ART*) 58% solved (FCR*)	

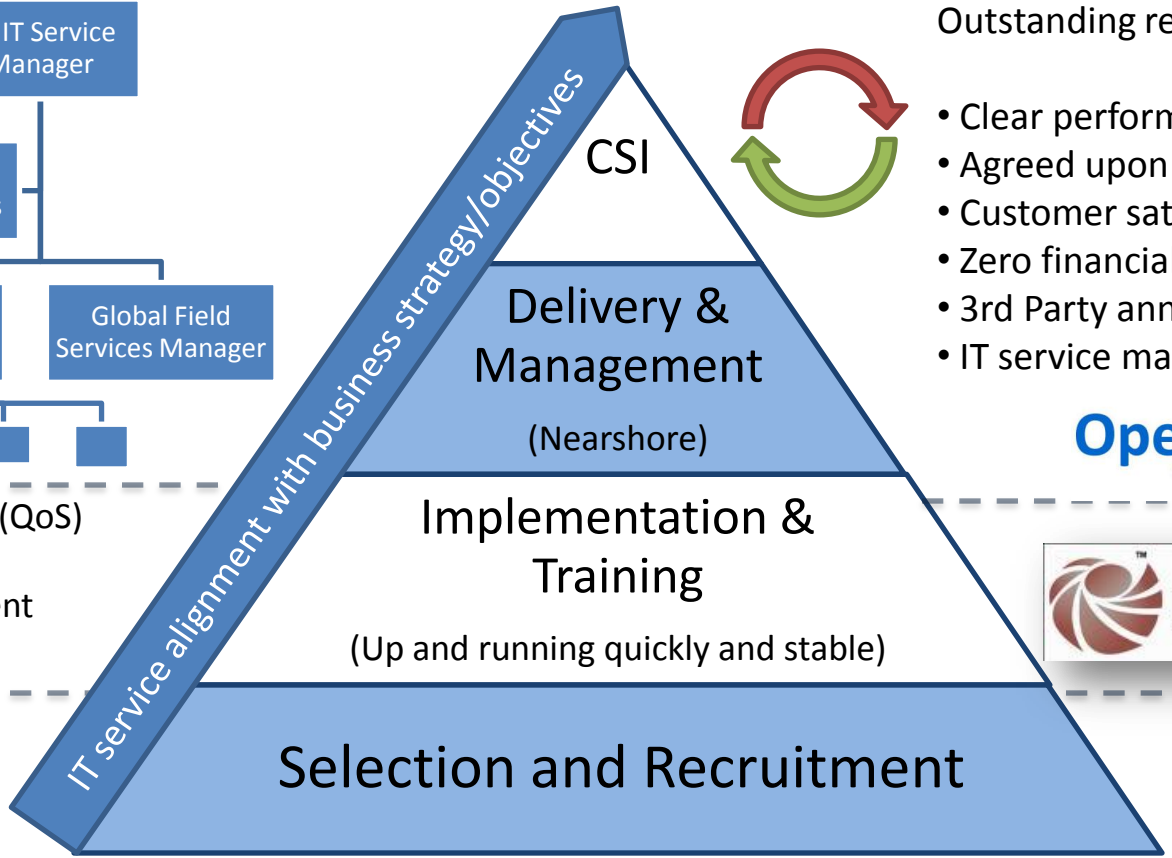
*ART = Average resolution time for Tier 1 incidents

*FCR: Overall first contact resolution rate . Usually, the Service Desk solves more than 85% of the issues considered to be solvable in the 1st call

HOW WE DO IT



- Quality of Service (QoS)
- ITIL Awareness
- Stress Management
- Teamwork



Outstanding results through:

- Clear performance metrics (KPIs)
- Agreed upon SLAs
- Customer satisfaction score
- Zero financial risk (Fix budget)
- 3rd Party annual audits
- IT service management tool usage

APODACA DELIVERY CENTER

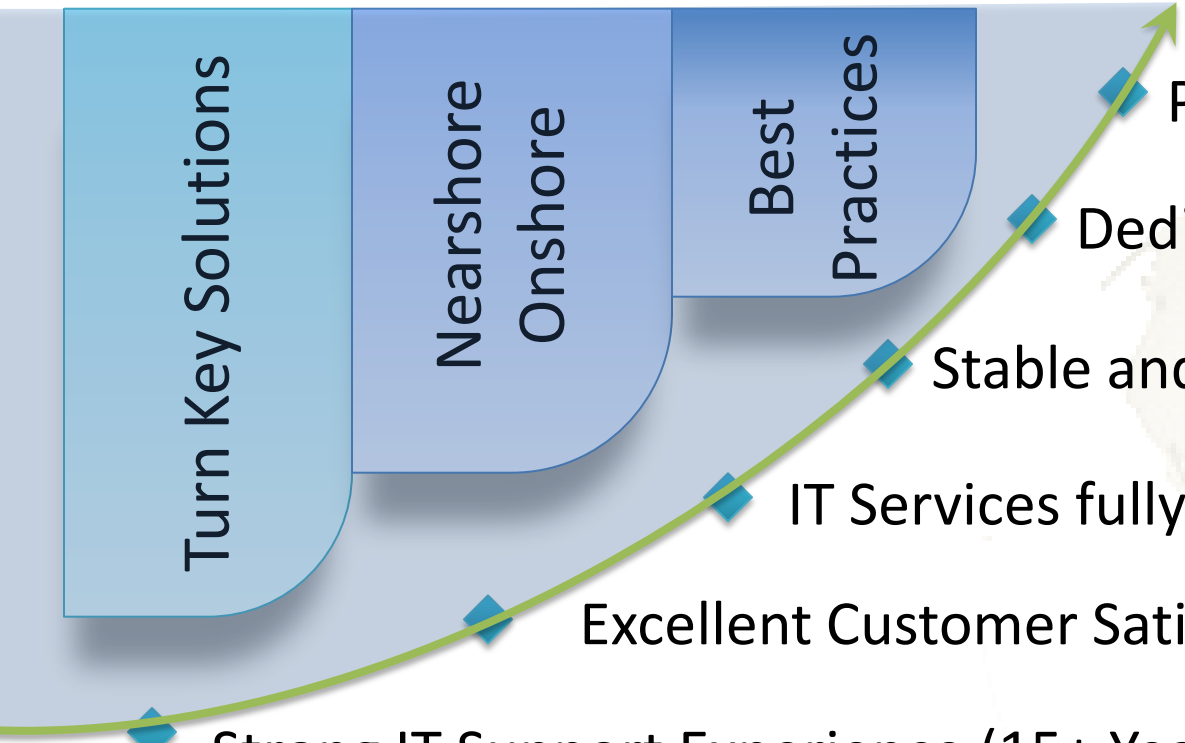
Our new "Apodaca Center" is strategically located near important business parks, Monterrey city center and Monterrey "Mariano Escobedo" international airport. It offers security and best in class infrastructure to support operations for +100 agents working comfortably:

- 8,600 sq ft
- Emergency back-up power generator
- VOIP enabled communications
- Controlled environment
- Controlled access
- Steel frame building
- Accessible via public transportation
- On-site surveillance
- Near commercial and industrial areas
- Common areas that include: bathrooms, conference rooms and a large break room

SAMPLE SLA

Metric	SLA Compliance Rate	SLA Attainment Average - Accepted
Hours of operation	7 X 24 X 365	100%
Holiday Support operation	Full Compliance	100%
Average Speed of Answer (ASA)	≤20 Seconds	90%
Abandonment Rate	≤ 5 %	
Service Portal Response Time	90 Minutes	
First Call Fix Rate	85% of the tickets defined as solvable by the Help Desk	
Response, Follow-up and Restoration Time for Incidents according to severity of issues	Fully compliant to Appendix X Severity – SLA Matrix	100%
Customer survey score	≥ 90% as very satisfied	100%

OUR VALUE PROPOSITION



- Predictable IT Support Costs
- Dedicated staff
- Stable and growing company
- IT Services fully customized to client needs
- Excellent Customer Satisfaction Rates (> 95%)
- Strong IT Support Experience (15+ Years!)

Thank You…

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