

Deliver a Better Service Management User Experience

Modernize service management
for a more productive workforce



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Executive Summary

The role of enterprise service management technology has changed. For many years, the focus has been on improving IT efficiency through process automation and industrialized IT. While this approach has many benefits, it doesn't go far enough to address the needs of the modern digital business. Productivity is the new measure of success.

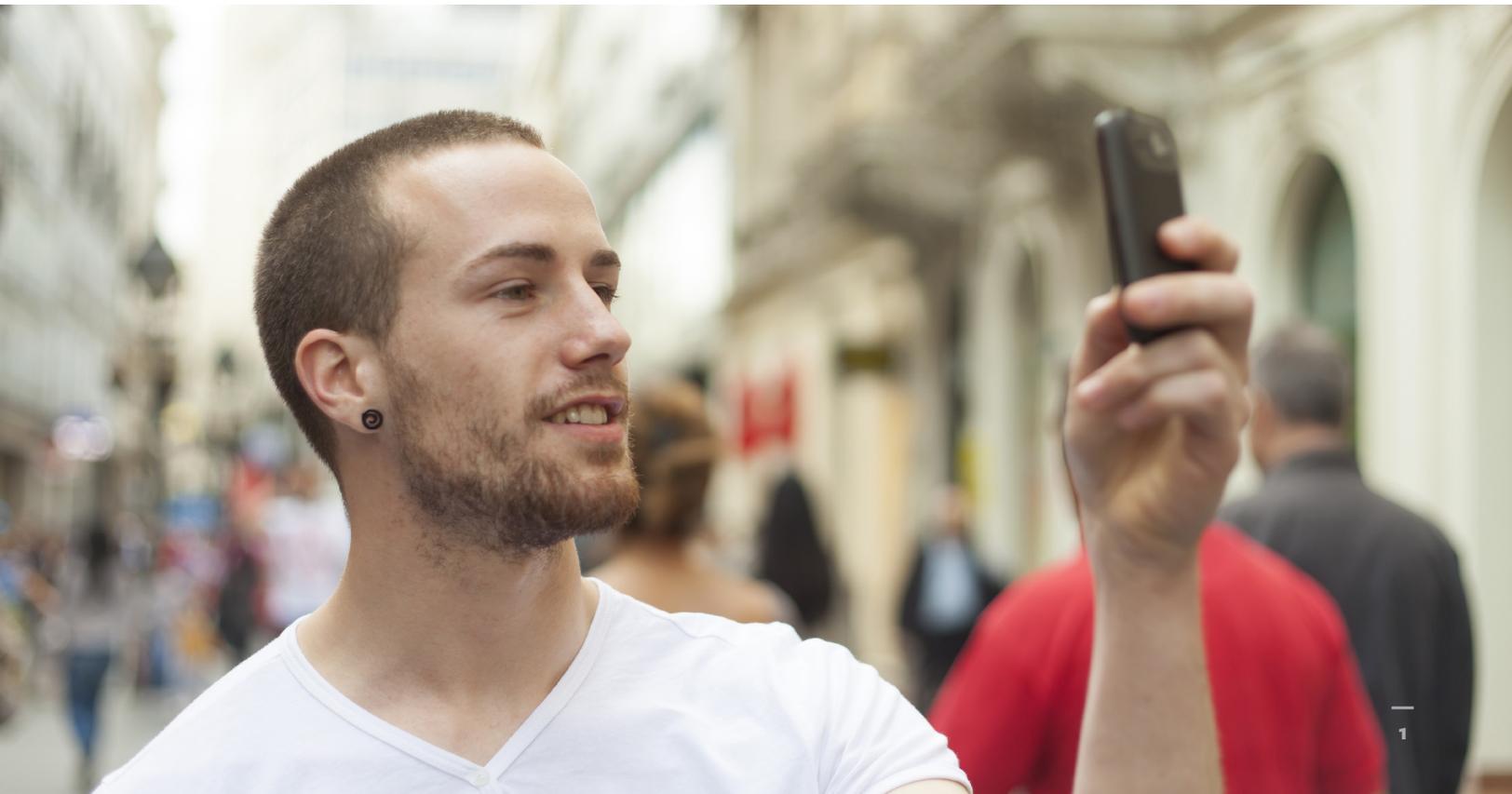
Optimum enterprise productivity relies on an empowered workforce, enabled by transformative technology to help people work smarter, faster, and more easily. It is the intersection of people and technology. Engaging, intuitive user experiences will define the success of this intersection.

To support this new way of thinking, it is imperative that service management functions embrace a set of tools that empower the workforce on both sides of the service desk and drive new levels of productivity.

This white paper discusses four key elements for modernizing service management through engaging user experiences, including:

- **Full mobility** – With more mobile devices than people on the planet and increasingly mobile workforces, it's essential to equip the workforce with the full power of the service desk on every device.
- **Consumerized self-service** – Business users demand an intuitive, engaging self-service experience that improves the way they work.
- **Embedded social** – Collaboration, and social and crowd-sourcing capabilities must be embedded within standard workflows to maximize adoption and harness the true power of the crowd.
- **People centric** – The user experience should be focused on empowering people, keeping process enforcement behind the scenes.

IT leaders will learn how a modern approach to service management can make both business users and IT more productive.



MILLENNIALS AND MOBILES ARE SHAPING OUR FUTURE

By 2020, millennials will account for 50 percent of the workforce. By 2025 this will rise to 75 percent¹. This is a generation that has grown up with the Internet, smartphones, social networks, immediate feedback, and exceptional levels of service. Consumer IT has been outpacing enterprise IT for a decade now, and many millennials are shocked to find out just how large the gap is when they enter the workplace. The technology from many of the world's largest enterprises may afford you less productivity than the technology available to you in your personal life. This is a reality that is unfathomable to many people.

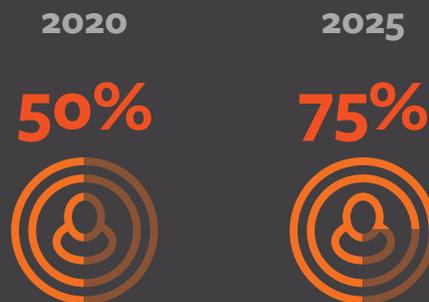
Millennials are increasing the scope of digital workplace initiatives in the enterprise. More than just virtualization and bring-your-own-device (BYOD) strategies, many digital

But the impact of mobile devices has been far more extensive than pure mobility. Smartphones and tablets have inspired revolutionary new ways for people to interact with applications. Formless, touch-screen interfaces have replaced the traditional form-based data input screens of yesteryear; built-in cameras let users add photos to applications; GPS makes applications location-aware; voice recognition allows hands-free typing; and the list goes on.

The pace of innovation in the app store has fueled the consumer IT market and forced developers to compete for users' attention. The best user experience always emerges as the victor. While the enterprise may have been watching patiently from the sidelines, it's now time for enterprise IT and consumer IT to converge.

One area of service management that has already embraced many consumer IT trends is self-service. Service desks have

Growth of Millennials in the Workforce



workplace initiatives now span social, collaboration, app store, chat, digital marketplace, and smart office capabilities. The modern service management function should be equipped to drive and unify these requirements.

Today, there are more mobile connected-devices in the world than there are people. Mobilizing the service desk has created radical new ways for service management professionals to work:

- Field engineers always have access to the latest data
- In-store customer support agents can walk the floor and are no longer constrained to kiosks
- Business users can make requests from anywhere, at any time
- Service desk agents can work remotely

provided self-service for many years, in an industry littered with unrealized business cases that promised to drive down calls to the service desk. For occasional self-service users, the old-style experience of logging on to the intranet, navigating through screens, and trying to find solutions through form- and list-based user interfaces was not only unintuitive but far more laborious than sending an email or making a call. Mobile applications have revolutionized self-service by giving users a modern, engaging experience that helps them to help themselves quickly and easily.

There is no trend in consumer IT that is more ubiquitous than the proliferation of social networks. The instant nature of insight, knowledge, collaboration, and communication has changed our personal lives forever. It's these productivity-enhancing, social IT features that will drive enterprise productivity forward.

¹ How Millennials Could Upend Wall Street and Corporate America, Brookings Institute, May 2014.

The key to successful social IT in the enterprise is to make it pervasive. In our personal lives, we can choose to tweet, pin, like, or share web articles from within a web page itself; we have no need to log in to a separate social feed or site. By embedding social capabilities and making them immediately available to users in their normal workflow, adoption and use can flourish. Service management relies on collaboration and knowledge sharing, so user experiences should be built with embedded social capabilities to foster better collaboration and create more engaged teams.

You look at a user interface, but you engage with a user experience. In that way, a user experience is more than just the screen you look at; it describes the experience you have when you interact with an application. To create truly engaging, empowering user experiences, you must focus on people's habits, patterns, and workflows; simplifying these is the priority.

Historically, service management has taken a different approach, focusing on implementing processes, such as ITIL, as a framework to guide people through an application. While this approach does help enforce a consistent process, it is not the optimum experience for the end user and can in fact be incredibly inefficient. A great user experience can take a process and hide it from the user. To create empowered workforces, service management must focus on a persona-based approach.

The combination of mobile, consumerized, social, and persona-driven service management is the cornerstone of a modern platform. Engaging user experiences that foster collaborative teams are the key to driving employee productivity and future proofing the enterprise.

FOUR ESSENTIAL ELEMENTS OF USER-CENTRIC SERVICE MANAGEMENT

IT leaders have talked for years about how important automation is in improving efficiency and responsiveness. Automation is indeed critically important, and it plays a role in a broad range of innovations, but it's important to begin with a comprehensive and holistic vision for modern service management. The four areas of focus described below can help you bring your IT organization and your business to new levels of performance.

Full mobility

Both sides of the service desk must have access to a fully functional service management experience through native smartphone, tablet, and browser-based applications. Native applications should be tailored to suit the device, ensuring an optimum user experience. Mobile devices also offer a unique set of capabilities to enhance the service desk experience: built-in cameras can be used to attach photos to incidents or knowledge articles; voice recognition enables hands-free annotation of tickets; and GPS provides location-aware capabilities.

Consumerized self-service

Self-service should be quick, simple, and easy to use. App-store style interfaces should provide the user with an experience that is similar to their consumer IT applications. Self-service must be fully mobile and delivered through native apps. Social capabilities should enable users to tag, like, follow, share, or comment, and consequently drive adoption and collaboration. Integrated knowledge management is critical to effective self-service and should be intuitive for occasional users.

Embedded social

Chat, social, and collaboration capabilities should be embedded and pervasive to encourage use without breaking users' workflows. The purpose of this functionality is to help both the business and IT work smarter and faster while fostering more engaged teams. Natural language processing capabilities should support context-aware presentation of relevant data to provide users with instant insight to help them make better decisions.

People centric

Process is vital to ensuring consistency and data integrity, and minimizing risk. But to the end user it can be perceived as a hindrance to working productively. The modern user experience should take a persona-based approach that hides the underlying process from the end user—one that creates a personal, role-based workflow to help users work smarter.

A ROADMAP TO MODERNIZING SERVICE MANAGEMENT

A staged approach to implementing a modern service management platform may be preferable, with the stages organized around user groups rather than technology stacks. Social, mobile, and collaborative technologies are complimentary and can be rolled out simultaneously where appropriate. User groups that are keen to embrace new technology should be targeted for the initial rollouts and offer a great opportunity for feedback and service improvement before a full-scale rollout.

CONCLUSION

The new era of enterprise productivity will be defined by an empowered, engaged workforce. Human productivity is the lynchpin of success. Service management must take a leading role in supporting and delivering digital workplaces that enable both IT and business users to work smarter, faster, and easier. The service desk must prioritize a consumerized approach to self-service and use native, mobile applications with embedded social capabilities to drive collaboration. The combination of these capabilities will allow self-service to flourish. Finally, by focusing on people, user experiences can empower, engage, and inspire the workforce across all generations.



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