

How **KNOWLEDGE SHARING** is improving the Service Desk

Everyone wants answers – and the quicker the better. Enhancing the management of knowledge at the Service Desk is helping to achieve this goal.

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Everyone can think of a time when their computer just wouldn't do what it was meant to. No matter how simple or how complex, a quick resolution is required. Service Desks are dealing with this challenge by transforming how they manage knowledge. Typically, service desk agents have to wade through information on intranet sites or in shared folders to find answers. At worst, they need to consult other technical teams.

With so much information available, organisations are looking for more cost-effective ways of using existing information and data to resolve the problems and get customers back to work as quickly as possible.

“Customers are consistently saying they require more automation, quicker responses and the personal touch,” says Peter Jones, Standards and Effectiveness Manager, Customer Services, Fujitsu.

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Knowledge transfer

This new approach to knowledge management is equally well received by the service desk agents themselves. Paul James, Service Desk Operations Manager, Fujitsu explains: *“We all like to help, and now we can do it a lot more often by giving agents access to useable and relevant information.”*

“A specific methodology is followed when compiling ‘Knowledge Articles’. They all follow a standard format of incident summary, explanation and references to other useful information.”

Agents are able to add to articles and edit them, all governed by a stringent submittal and approval process. As a result, they have visibility of any recent major incidents or new roll-outs, and how to deal with any related calls.

Service desks are evolving. Rising customer expectations are demanding it. Managing invaluable 'know-how' will ensure successful ongoing delivery.

Unearthing the root cause

However, shouldn't the ultimate goal be to eliminate these incidents at the source?

“Obviously, that is what every service desk needs to have their sights set on – identifying the root cause of a problem and how to build extra capability into the system to prevent it reoccurring. Our Sense and Respond® approach means that we identify common issues and take proactive action to rectify them once and for all rather than focusing on quick fixes. This drives continuous, long-term improvement and ensures time and money is wisely invested,” Jones comments.

It would seem paradoxical, then, that service desks are aiming to cut the number of calls they receive, focusing on

giving customers the tools to deal with simple requests themselves. So is there still a need for service desks?

“Absolutely. A commitment to creating a knowledge-centric culture empowers organisations to be proactive with customers at every opportunity,” Jones adds. *“It’s all part of our ‘shift to the left’ philosophy, which is constantly looking at ways of taking solutions closer to the customer. Essentially, customers should only need to contact an agent if they cannot resolve the issue themselves or the complexity of the issue is higher than in the past.”*

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A NEW APPROACH TO THE SERVICE DESK	
Standard helpdesk	Knowledge-centric helpdesk
Log a call	Understand the business impact
Categorise the call	Diagnose the problem
Allocate a support route	Resolve, workaround, commit
Request update	Manage expectations
Close	Verify
Report	Analyse and disseminate knowledge
SLA conformance	Business value driven
Problem count	Prevention

WHAT NEXT?

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