

5 ways to IMPRESS

your technical support customers

1 Know your customers and their preferences

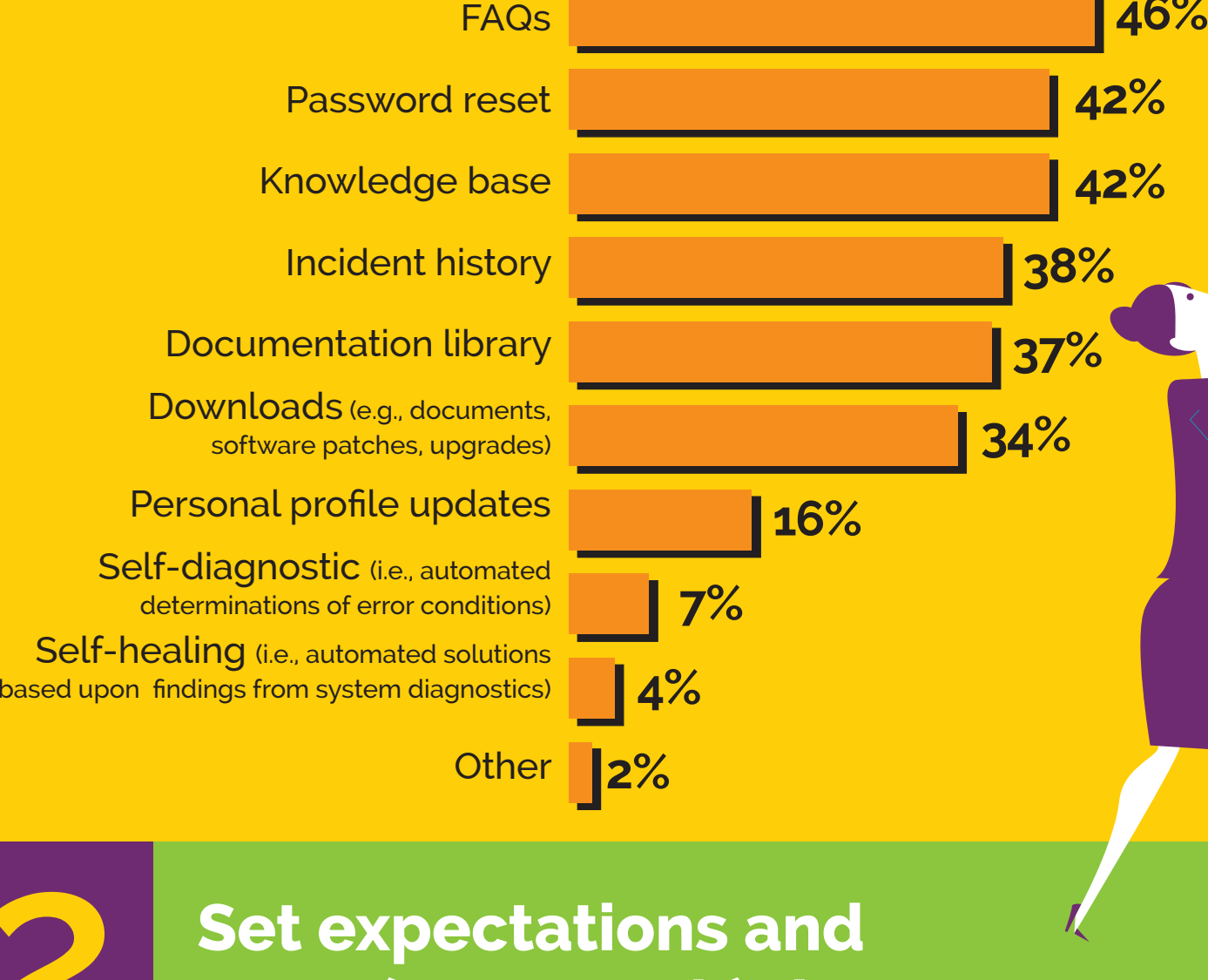
How do they want to contact support?

	% of organizations that offer each channel	% of end-user tickets received through each channel for organizations that offer it
Phone	90%	48%
Email	89%	35%
Walk-up	48%	10%
Web Form	45%	22%
Chat	32%	15%
Autologging	22%	23%
Fax	10%	13%
Text message	7%	12%
Mobile App	6%	18%
Social Media	6%	12%

Do they want to resolve their issues without contacting support?

85% of support organizations offer some type of tier 0 solution to end-users

Percentage of support organizations with each tool



2 Set expectations and meet (or exceed!) them

31% of support centers maintain single service level agreements

39% of support centers maintain multiple service level agreements

18% of support centers maintain operational level agreements

52% of organizations meet SLA/OLA goals for at least 8 out of 10 of tickets

3 Be proactive

The formalized processes of **service management** allow organizations to proactively manage areas of the business that impact customers and improve their productivity.

Top 5 areas of service management used in support centers:

- 1 INCIDENT management
- 2 CHANGE management
- 3 PROBLEM management
- 4 KNOWLEDGE management
- 5 ASSET management

68% of organizations use service management solutions + 19% are planning to implement or are currently implementing one

4 Wow them with timely resolution

Industry Metrics

Average Time to Resolve (median)

Incidents: 8-24 hours
Service Requests: 1-2 days

First Level Resolution Rate (average)

Incidents: 67%
Service Requests: 62%



REMOTE CONTROL - used by more support organizations than even incident management - allows for more timely and cost-effective resolutions than dispatching technicians.

43% of organizations are resolving more than half of their desktop support tickets through remote support.

5 Let them know you care

Customers want to be heard. You should listen.

Customer feedback is most commonly collected through survey invitations via email

90% of support centers measure customer satisfaction with ticket resolution

83% are satisfied (above neutral) with their ticket resolution

Which should not be confused with measuring customer satisfaction with the support center overall, only measured by 62% of organizations

81% are satisfied (above neutral) with the support center overall

Sources of data: 2014 HDI Support Center Practices & Salary Report, HDI 2014 HDI Desktop Support Practices & Salary Report, HDI Service Management: Not Just for IT Anymore, HDI and ITSMF USA