

Help Desk Institute

The Future
Where Processes Meet
Technology



Vancouver and Calgary Local Chapter Presentations
June 25th and June 27th - 2002
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The Future - Agenda

- The Industry and the Professional (brief)
- Support Industry Trends (long)
- Help Desk Institute (too long)
- Your Future (brief, but most important)



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The Industry and the Professional

- Long term growth (~700,000 in North America)
- More is expected of us as the industry matures
 - More strategic
 - More professional
 - More business like
 - Step up or step out or step to the side

Support Industry Trends





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How Are the Trends and Best Practices Determined?

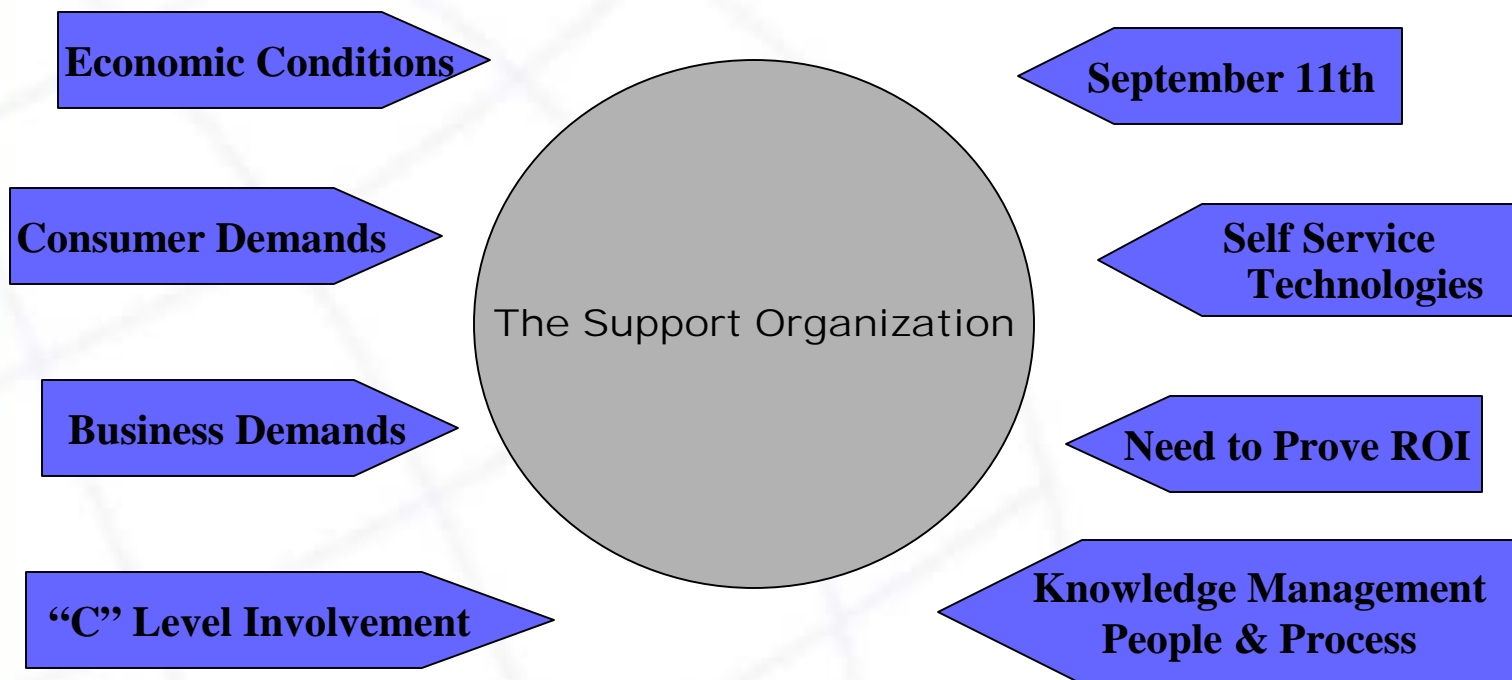
- **Strategic Advisory Board (2 meetings per year):**
Gartner Group, FrontRange Solutions, Akamai, Bank of America, SupportIndustry.com, Courion, Mayo Foundation, La Bounty & Assoc, RealMarket.com, Support.com, Abbott Labs, The Consortium for Service Innovation, IHS Support Solutions, Fry Associates
- **Member Advisory Board**
- **Practices and Salary Surveys**
- **Standards Committees (Individual and Site)**
- **Research Papers**
- **White Papers**





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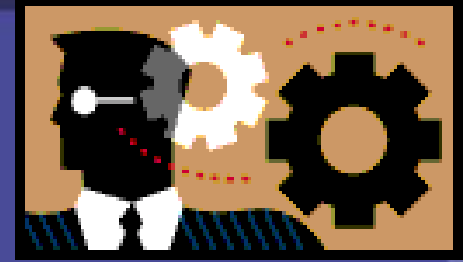
Forces Shaping The Support Industry





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Organizational Trends



Support Focused on Business Requirements

- **Definition** - Shifting from break-fix and IT only toward supporting business strategies/tactics.
- **Observations** - Greater CXO support and holistic view of support impact on business results.
- **Guidance for Support Organizations** - Learn new business management skills to better sell/communicate with C-levels; understand and align support with company strategies; develop account management strategies and internal support marketing programs.



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Organizational Trends

Mobile Workforce

- **Definition** - Providing support for employees/customers that carry their technology outside the office environment.
- **Observations** - Infrastructure and processes not developed; new security issues; Swap management required; TCO not clear; aid to those providing field support; new SLA's required; and greater interest in 24x7.
- **Guidance for Support Organizations** - Process engineer new support requirements; revisit support assumptions; use mobile tools; elevate thinking to support business requirements.



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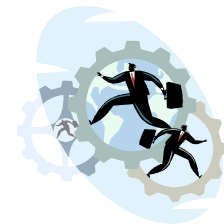
Organizational Trends

Mobile Workforce

Mobile Tool Proliferation...

"By 2004, 60 percent of office productivity workers will carry or own a least three mobile devices (0.8) probability"

» Ronni Colville, John Girard, Gartner Group, 2002





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Emerging Technology Trends

Embracing Self Service

- **Definition** - Providing the ability for the user to have questions answered/support delivered without assistance of another person (self help, diagnosis, and healing).
- **Observations** - Support embedded in new hardware/software; multiply technologies & methods; vendor acceptance ahead of internal support organizations; ROI driven; and 24x7.
- **Guidance for Support Organizations:** Pick one or two methods with high ROI; focus on problem and not tool; consider security; process flow analysis; and measure results. The mix of your work force skills must change.



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Emerging Technology Trends

Self-service Cost Savings

- Tier 1 phone support: \$10 to \$30 per call; self-service ranges 50 cents to \$10.00 -- Gartner Group, 2002
- “One touch” resolution rates will rise from 65% to 85% by 2003 and reduce cost per call from \$25 to \$18 -- Meta Group, 2002



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Emerging Technology Trends

Knowledge Management (KM)

- **Definition** - Processes and tools for efficiently maintaining knowledge repositories and management of accessible knowledge to improve organizational productivity.
- **Observations** - Greater realization that KM is more about process than tools; vendor consolidations; canned knowledge is hard to replicate due to free internet knowledge.
- **Guidance for Support Organizations** - Focus on cultural issues and processes to maintain; consider how/when knowledge to be used; and learn from past failures.



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Emerging Technology Trends

Collaborative Tools

- **Definition** - Technologies that allow instant communication with customer during support processes.
- **Observations** - Interest greater than adoption rates (i.e. remote control); greater customer acceptance of non-phone support methods; and growing use of instant messaging.
- **Guidance for Support Organizations** - Check tools already available in-house; major security/authentication issues; process flow use of tools; and consider bandwidth impact.



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Service Industry Trends

Outsourcing

- **Definition** - Support services provided by third party, regardless of location (definitions vary).
- **Observations** - More interest; focus on core competencies; greater need for after hours support (mobile workforce); and increasing support infrastructure costs.
- **Guidance for Support Organizations** - Manage outsourcer; consider for 24x7 support; major migrations and where outsourcer can provide leverage; write contract that encourages desired results; and remember it is not just about saving money.



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Service Industry Trends

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Service Industry Trends

IT Infrastructure Library (ITIL)

- **Definition** - Best practices for IT organizations defined by British standards group and being adopted by large organizations.
- **Observations** - Greater interest in process and higher adoption rate of ITIL (especially Europe).
- **Guidance for Support Organizations** - Focus on process; consider ITIL; and recognize that support processes are just one component of IT and greater organizational processes.



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Additional Trends Identified

- Release management
- VOIP
- Cyber agents (Virtual Call Center)
- Certification and standards
- Increased membership in HDI
- Publishing void

Help Desk Institute

Mission

To lead and promote help desk and support professionals by empowering its members through access to timely and valuable industry information, encouraging member collaboration, and establishing open standards, globally recognized certification and training programs.





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Background & History

- Founded in 1989
- World's largest technical support association
- Membership exceeds 7,500 worldwide



Help
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Products and Services

- Membership
- Certification
- Certification Training
- Conferences & Events
- Research
- Industry Resources



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Why Join HDI?

- *THE* industry association
- Community (networking)
- Promotion of the industry
- Member benefits
- Savings, discounts, special offers
- Achievement recognition



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Membership Benefits

- *SupportWorld* magazine
- Quarterly focus books
- Practices Survey
- Salary Survey
- Industry Insider e-newsletter
- Local chapter membership
- Discounts and savings to training and events
- Access to members-only, content-rich area of HDI Web site



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Member Companies



NORDSTROM



We bring good things to life.

Microsoft



STARBUCKS.CO



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Local Chapters

Local Chapter Presence Continues to Grow

- 52 chapters
- 33 states in the US
- 5 Provinces of Canada



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HDI Certification

- Internationally recognized standards developed by a global forum of independent industry experts
- Open standards
- Proctored exams
- Individual certifications
 - Customer Support Specialist
 - Help Desk Analyst
 - Help Desk Senior Analyst
 - Help Desk Manager



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Certification Training

- Online
 - CSS and HDA available on HDI site in 30 days
 - HDSA and HDM expected by September 1
- Authorized Training Partners (ATPs)
 - 60+ certified trainers
 - Located throughout North America
 - Course locations, availability and registration located on HDI's Certification Training Calendar
- Public or on-site training available



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Certification Training

- Customer Support Specialist (CSS)
 - For every new staff member in your support/contact
- Help Desk Analyst (HDA)
 - For front-line support center analyst – Should complete by end of first year on the job. Learn to be more professional in customer skills, problem solving, and roles/responsibilities.



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Certification Training

- **Help Desk Senior Analyst (HDSA)**
 - Should complete by the end of your second year in the support organization. Developed to extend HDA skills and to prepare you to be a team leaders/supervisors.
- **Help Desk Manager (HDM)**
 - A must have for every support professional wishing to be a manager. The program covers management skills and practices unique to support organizations.



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Awards Programs

- Team Excellence Awards
 - Highly prestigious
 - Presented annually at HDI Conference & Expo
 - Categories for internal and external support
- Local Chapter Excellence Awards



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Conferences and Events

- Annual Conference and Expo
 - 2002 – Orlando
 - 1,300+ registered attendees
 - More than 60 exhibitors
 - 2003 – Las Vegas
- “Best of the Best” Series
 - Beginning Q3 2002
- HDI Executive Forums



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Research

- iSupport Report: A Benchmark & Analysis of Internet-based Support Performances and Practices
- ROI on Self-Help Technologies
 - Available Q3 2002
- Workforce And Staffing Planning
 - Available Q3 2002
- Practices & Salary Surveys
- Gartner Research Notes Subscription
 - Exclusive offer for HDI members
- Additional Research Planned For Quarterly Release



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Resources

Whitepapers

- Available for download to members
- Self-upload feature for whitepaper posting

Career Center

- Member access only
- Several links to topics that include interviewing, career development, salaries, hiring, and more
- Developed in cooperation with RHI Consulting, HDI's Exclusive Career Planning Partner



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Resources

HDI eStore

- One-stop shopping experience for industry-specific books, multimedia tools, HDI certification training materials, certification testing vouchers, HDI merchandise, and more. Open to members and non-members.

HDI Job Board

- Connects qualified support and help desk candidates with hiring companies



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Resources

Service Providers Network

- First support industry clearinghouse to match staffing and consulting needs to qualified service providers
- Users of the Network matched to service providers based upon project needs, location, and availability of resources



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Looking Forward

- Membership Growth
- Certification Awareness campaigns
- Promote and support Authorized Training Partners
- Development of Strategic Relationships



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Your Future

- Over 60% of our lives are spent at work
- 60% of motivation and productivity is tied to how well we are matched to our work
- Your work is meaningful – that is the real reason you do it. Admit it! you love it!
- Together we raise world productivity!!!



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The Four Agreements

Written by Don Miguel Ruiz

- Toltec Masters (Naguals) taught that:
 - We live in our own Mitote
 - We are “domesticated” by the Mitote
 - You must make new agreements
- You must not be free of the parasites that invade your mind:
 - The Judge
 - The victim
 - The belief system



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The Four Agreements

Written by Don Miguel Ruiz

- **THE FOUR AGREEMENTS**
 - Be impeccable with your word
 - Don't take anything personally
 - Don't make assumptions
 - Always do your best

You can apply the principles to support and to your future...good luck! Go for it!

Help Desk Institute

The Future

Thank You
Ron Muns
rmuns@thinkHDI.com



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