

# Transforming End-User Support

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The days of traditional end-user support are quickly fading. The workforce has changed significantly, and so have their expectations. Digital natives, or those who were raised with modern technology, are not just comfortable using technology in the workplace — they actually demand it.

Research shows that modern workers expect immediate access to resources to solve their problems. According to Workfront's *State Of Work 2020* report, 86% of employees expect workplace technology that looks more like Amazon and Instagram.<sup>1</sup> Another 94% say searching at work should match the ease of Googling.<sup>1</sup> Today's employees are more than willing to use self-service technologies to get the resolutions they need.

We typically refer to this move toward self-service and automation in the workplace as “shift left.” For business leaders, the key benefit of shift left is saving on operational costs by automating repetitive tasks. For users, shift left provides greater flexibility, agency and agility when troubleshooting issues.

In order to successfully shift left, companies must provide a modern support model with multiple avenues for the user to seek support, versus being funneled through a service desk to start the process of being supported. Corporate leaders responsible for end-user support must change how they deliver IT services or risk alienating the very workers they support.

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## Anticipating the future of support

As companies set out to optimize their operations to support the modern workforce, there are a few key factors they'll want to keep in mind.

### 1. Budgets are tight.

In order for the business to fund strategic IT initiatives, including digital transformation, costs must be reduced somewhere else. For the majority of companies, end-user support represents the lowest hanging fruit when it comes to cost reduction. Partnering with a Managed Service Provider (MSP) to optimize and manage part or all of the end-user support structure could lead to significant cost savings. One market report found, "by bypassing the need for additional staffing costs, enterprises that embrace MSPs have experienced a 42% savings in IT budget."<sup>2</sup>

### 2. Mobility matters more and more.

The remote workforce has grown faster than anyone could have predicted. End users now expect to be able to work from anywhere, on a range of devices, such as laptops, desktops, tablets and smartphones. With this in mind, identity and access management will be a huge concern for most organizations.

### 3. The gig economy is here to stay.

According to Upwork's *2019 Freelancing In America* report, 35% of the U.S. workforce participates in some form of freelancing.<sup>3</sup> With the loss of so many nine-to-five jobs in 2020, we expect the gig economy to grow even larger as people find short-term and freelance work to supplement their income. Business leaders will have to rely on collaboration and automation solutions to manage the increased amounts of onboarding and offboarding.

### 4. Automation and robotics will change the way we work.

Lastly, there will be an increase in the use of robotic process automation and chatbots. In the 2020 *Future Of Work* report, Forrester predicts "Some 80% of jobs will be transformed by automation technologies by 2030."<sup>4</sup> This will bring automation in the workplace to a whole new level of convenience for end users.

The convergence of these dynamics requires new ways of delivering end-user support. Companies will need to focus on lowering costs year over year, while implementing a continuous improvement roadmap and revolutionizing the end-user experience. To begin this process, leaders must understand two things very clearly: their current level of IT maturity and their desired future state for the modern workforce.

## An assessment-based approach

In order to clearly understand the current state of your end-user support model, it's best to start with a simple evaluation. Bring in expert help to identify what's working well for your users and what could be improved upon. A vendor with deep knowledge of best practices and industry trends can help you zero in on automation and self-service opportunities, thereby reducing costs and improving your end-user experience.

From our experience, a good assessment should take around two to four hours to complete and should measure your maturity level within eight portfolio areas of the end-user taxonomy:

- Sourcing and supply chain
- Configuration and image management
- Service desk operations
- Deskside support, break/fix, Installs, Moves, Adds and Changes (IMAC), and deployments
- Self-service
- Endpoint management
- Asset disposition, including remarketing, redeployment and disposal
- IT governance and continuous improvement methodologies

Figure 2 represents a sample of a client's current and desired maturity ratings.

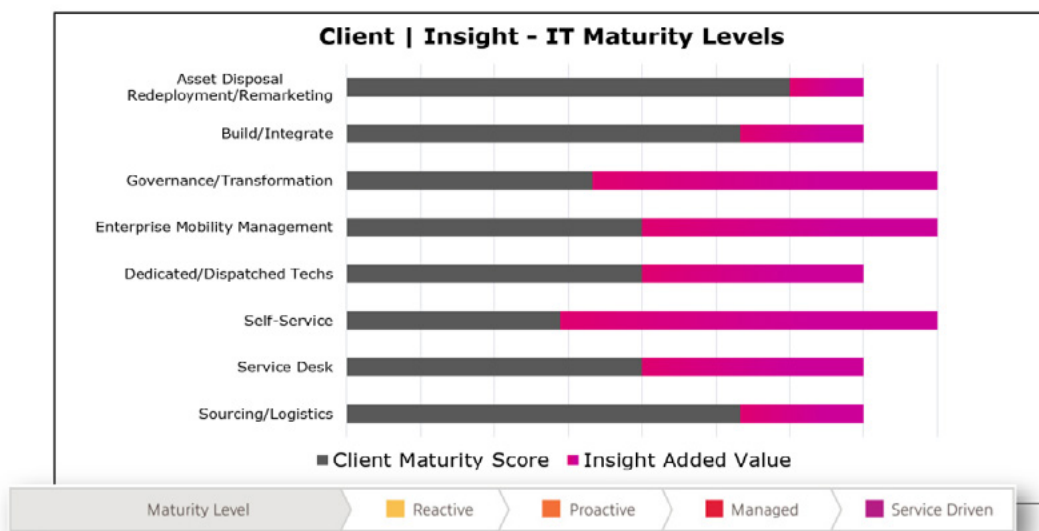


Figure 2

## Know where you stand and where you're headed.

If you book an end-user support assessment with Insight, you can expect to receive a detailed scorecard and a personalized roadmap with steps on how to achieve your goals. Together, these resources deliver all the information and strategy you need to move forward, including:

- Maturity ranking of 8 portfolio areas
- Key findings and trends
- Solution architecture and assumptions
- Transformation roadmap with quantified benefits

### Maturity

Getting to your ideal state is a journey that may require significant investment, depending on your current state. Therefore, target a reasonable future state of maturity. Your business may not have a need to be service-driven (the highest level of maturity dedicated to organizations that sell or chargeback their support to the business with Service Level Agreements (SLAs)). The assessment will address several topics within each portfolio area. Your overall maturity ranking depends on the degree to which each topic area should be improved.

### Key findings

Each key finding is an opportunity to do better. That's why each key finding plays a role in your continuous improvement roadmap. To take a common example, many environments have up to 5% of their support tickets dedicated to provisioning consumables (headsets, batteries, keyboards). This isn't an efficient use of the service desk's time, not to mention secondary costs such as storage, shipping and productivity loss. Why not implement an IT vending machine to put the provisioning and deployment of consumables into the user's hands? They'll likely be happy to have the opportunity to self-serve and get back to work faster.

### Solution architecture

IT has two modes: 1) foundational operations and support, i.e. keeping the lights on from day to day, and 2) transformational activity that matures and evolves IT to promote business objectives. Figure 3 shows how all the aspects mentioned in this whitepaper come together across these two modes of IT.

Ideally, you want your internal IT staff spending most of their time on mode 2 activities that help transform the business and achieve strategic objectives. If your team's spending the bulk of their time on mode 1 activities, their talents are likely being wasted. An IT partner like Insight can deliver solutions to reduce time spent on operational activities so your team can focus on transformational work.

## Operational vs. transformational: The two modes of IT

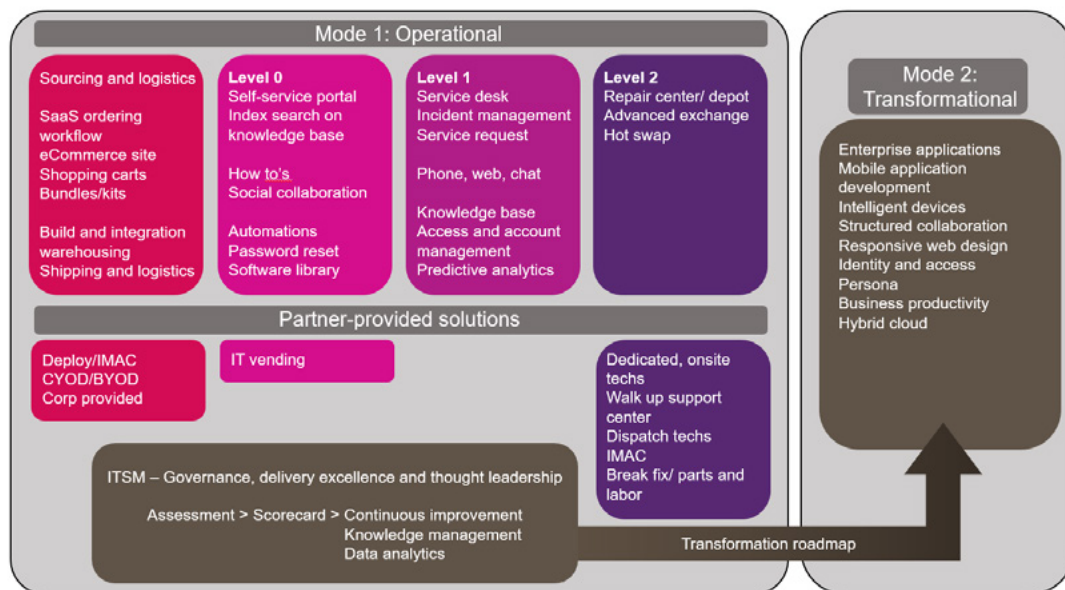


Figure 3

A modern support model will allow for cost savings and performance improvement year over year. To deliver these benefits, your support model must provide multiple ways for users to obtain support, and that support needs to align with the borderless infrastructure of a highly mobile workforce. Most importantly, the model should emphasize methodologies that ensure continuous improvement — transformation paired with smart management for today.

## Map your journey to transformation.

The transformation roadmap our experts provide at the end of the assessment provides a treasure trove of valuable insights. Your unique roadmap will identify specific areas of the business that have significant opportunities for improvement. We label each improvement opportunity with quantified benefits and a projected adoption rate. Most of the roadmap items will align with the following objectives:

- Decreasing effort to provision equipment and onboard new employees
- Empowering end users with a multitude of self-service options
- Leveraging the power of a robust knowledge management solution
- Enhancing the user experience with new support capabilities, including chat, collaboration tools, walk-up services and IT vending
- Reducing ticket volumes with automation and other solutions focused on personas, identity and access management

Figure 4 represents a sample roadmap for transforming a particular end-user support environment.

Insight Workplace Services - Implementation Roadmap															
Integration		Year 1				Year 2				Year 3					
24/7 Service Desk		24/7 SLA-Driven Support, Including French and Spanish Speaking Capabilities													
Live Chat		15% Adoption				25% Adoption				>30% Adoption					
Password Reset Tool/MFA/SSO		3% Ticket Reduction				5% Ticket Reduction				>7 % Reduction					
KM Self-Service Portal		5% Adoption				10% Adoption				>15% Adoption					
		Top Incident/Requests Automation				2% Ticket Reduction									
Account Management Automation		Condense New Hire & Termination Timeframe / Task Reduction													
		SW Distro & Patch, A/V				Improves Security / 1% Ticket Reduction									
		Lockers		Hot-Swap Program / Gives Field Resources Access to Functioning Equipment in Remote Locations											
2016		2017				2018				2019				2020	
Q4		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	
		Go Live													
Legend:		Build Phase				Run Phase / Benefits									

Figure 4

Insight's end-user support assessment also provides concrete examples of the expected impacts of every change that will be implemented. Since the primary goal of transformation is to prepare for the always-on, highly mobile, modern workforce, our team is always happy to speak to a number of related topics, including:

- Enterprise mobile applications
- Intelligent devices
- Structured collaboration
- Responsive web design
- Identity and access management
- Personas
- Business productivity
- Hybrid cloud

#### Ensured value

The critical component to ensure transformation while managing an end-user environment is to leverage sound IT Service Management (ITSM) principles. Requirements for success include governance methodologies that contain elements of:

- IT Infrastructure Library (ITIL)
- Project Management Institute
- International Organization for Standards and Control Objectives for Information and Related Technologies (COBIT)
- Audit and measurement capabilities
- Continuous improvement and transformation roadmap
- Dedicated program management

The program management team, over time and with maturity, will change the support model to reduce costs and increase end-user satisfaction — namely, by implementing more self-service and decreasing on-site services.

The key to successful transformation lies in a thorough understanding of your current end-user support maturity and a vision of how your future state can support your end users. If you use this understanding to prepare a strategic roadmap and enact strong governance, thought leadership and program management, your business will be positioned to succeed.

## Case Studies: How Insight helps

Using this approach generates many successful transformations. Here are some examples:

- A major multinational biomedical company with more than \$9 billion in revenue, 5,500 U.S.-based employees and an additional 1,200 global workers struggled with a rigid IT support infrastructure that was failing to keep up with demand through rapid organic growth and a series of acquisitions. Scalability and consistent service delivery across all users were lacking.

Following a thorough assessment of the client's concerns, Insight implemented a new support program, including advanced integration and lab services, a 24/7 multilanguage service desk with custom application support, robust knowledge management solutions and scalable IMAC, deployment and deskside support.

With focused program governance and the direction provided from the strategic roadmap, we helped transform the client into a support model with improved business processes, scalability and maturity. The solutions also lowered costs of operations per user, improved service levels for all support activity and produced better visibility, reporting and analytics. The client is able to keep up with demand while continuing explosive growth.

- A major food products corporation with more than \$7.2 billion in revenue and 34,500 employees across 70 locations was struggling to expand while working with outdated support systems. Its end-user support was not scalable for seasonal demand, and service was inconsistent across its diverse locations.

After assessing the client's environment, Insight developed a roadmap and implemented a new support program, including advanced integration and lab services, a 24/7 multilanguage service desk with custom application support, scalable IMAC, deployment and deskside support, and an enhanced support program for the mobile terminals used for inventory management across the distribution facilities. Additional solutions included asset disposition services, data center services and our Remote Network Operations Center (RNOC) capabilities.



The client saves millions of dollars annually in reduced support costs and less product spoilage due to IT outages. The company also benefits from enhanced business processes, scalability and maturity. With improved visibility, reporting and analytics, the client is able to better forecast and manage support spending, freeing IT leadership to focus on strategic initiatives. End-user satisfaction levels also increased.

## Ready to transform your end-user support?

If you're ready to deliver a better support experience for your users and save money in the process, Insight can help. We invite you to reach out to [ConnectedWorkforce@drift.insight.com](mailto:ConnectedWorkforce@drift.insight.com) to schedule an assessment or request more information. You can also visit our webpage to learn how we help clients like you [provide innovative, anywhere IT support for hybrid workforces via our Tech Hub solution](#).

## About Insight

Insight Enterprises Inc. empowers organizations of all sizes with Insight Intelligent Technology Solutions™ and services to maximize the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Center Transformation, Connected Workforce, and Supply Chain Optimization solutions and services, we help clients successfully manage their IT today while transforming for tomorrow.

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<sup>1</sup> Workfront. The State Of Work 2020.

<sup>2</sup> Panettieri, J. (2021, July 19). Managed Services Market Growth Forecast, Research: 2021 to 2026. Channele2e.

<sup>3</sup> Upwork. (2019, Sept. 23). Freelancing In America 2019.

<sup>4</sup> Forrester. (2019, Nov. 20). Top Research For CIOs: The Future Of Work.