

# Leveraging New Technologies To Provide Extraordinary Customer Support



# Panel Members

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# Agenda

- ◆ What is Extraordinary Customer Service?
- ◆ The Evolution of the Customer and Customer Service
- ◆ Standard Support Tools over the years
- ◆ Emerging Technologies
- ◆ Preparing the Service Desk for Tomorrow
- ◆ The Future of Customer Service
- ◆ Q&A

# What is Extraordinary Service?

- ◆ Standard vs. Extraordinary service



# The Customer

- ◆ How the Customer changing?

- ◆ Home Office Worker/Mobile Worker
- ◆ International Offices
- ◆ Non-traditional business offices (regional offices)



- ◆ How is Customer Service changing?

- ◆ Changes in Technology
- ◆ Consumerization of IT
- ◆ Globalization
- ◆ Economics



# Standard Support Tools

## Yesterday, Today and Tomorrow

	Yesterday	Today	Tomorrow
Support Channels	Phone only Heavy Desk Side Support	<ul style="list-style-type: none"> <li>• Phone</li> <li>• Email</li> <li>• Chat</li> <li>• Online Request (web)</li> <li>• PC Remote Control Support</li> </ul>	Video Chat? Self/Assisted Service?
Service Tickets	Limited ticketing system choices <ul style="list-style-type: none"> <li>• Heat</li> <li>• Track-It</li> </ul> Anecdotal Knowledge	ITIL-compliant Service Desk Systems <ul style="list-style-type: none"> <li>• incident management</li> <li>• problem management</li> <li>• change management</li> <li>• service catalog</li> </ul> Searchable Knowledgebase	Automated logging/ tagging/ resolving
Phone Systems	Voice only	<ul style="list-style-type: none"> <li>• Interactive Voice Response Systems (menu driven call routing)</li> <li>• Automatic Call Distribution Systems (call routing based on availability or specialty)</li> <li>• Voice/Email/Chat</li> </ul>	Camera Phones (Video Calls) SIRI type support? Google now?
Support Model	Decentralized Help Desk	Single Point of Contact ITIL Service Desk Model Tiered Support (Level 1, 2, 3) Triage Support	Swarming Disaster Recovery Scenarios The Role of Trusted Advisor Service Desk/NOC



# Standard Support Tools

## Emerging Technologies

- ◆ Video Chat
- ◆ Chat URL - integrated with ACD
- ◆ Cloud options
- ◆ Lync
- ◆ Mobile Device Management - starts at cell phone, tablets, email, remote view, other tasks
- ◆ Self help options (e.g. "help" in browser takes user to a form)



# Preparing the Service Desk For Tomorrow

- ◆ Training analysts for tomorrow
  - ◆ Triaging - reaching the right person quickly
  - ◆ Training Help Desk Analysts
    - ◆ BYOD (i.e. iPads, Surface tablets, etc.)
    - ◆ Soft skills
    - ◆ Certifications
    - ◆ Disaster Recovery/Business Continuity
- ◆ Support models of tomorrow
  - ◆ Helpdesk Analysts as trainers
  - ◆ Business Unit/Practice Group Liaisons
  - ◆ Swarming
  - ◆ Globalization





# The Future of Customer Service

- ◆ Law Firms of the Future



# Q & A

- ◆ Thoughtful Discussion Points for Audience
- ◆ Question and Answer for the Panel

# THANK YOU

- ◆ “Future Law Office: Technology’s Transformation of the Legal Field”, Robert Half Legal, 12, 2010-2012, 1, Print