Digital Services Support Centre

The evolved help desk

An Advisory Services PoV

CGI

Putting the customer first

Customers are at the heart of every business, and delivering an excellent customer experience is therefore essential.

Organisations need to satisfy everyone; from the younger more technology-aware, to the growing elderly population that values more traditional customer contact channels (particularly voice). As a result, the customer experience landscape has had to adapt significantly in recent years to match this increasingly diverse consumer range.

The global pandemic also further complicated the customer experience, with office-based contact centres having to adapt at speed and in many cases, move to a remote, work from home model.

As a result, the traditional help desk has had to evolve to meet expectations and improve the user experience. In many cases, this transformation has revolved around embracing innovations, digitalisation and new operating models.

Transforming the traditional help desk

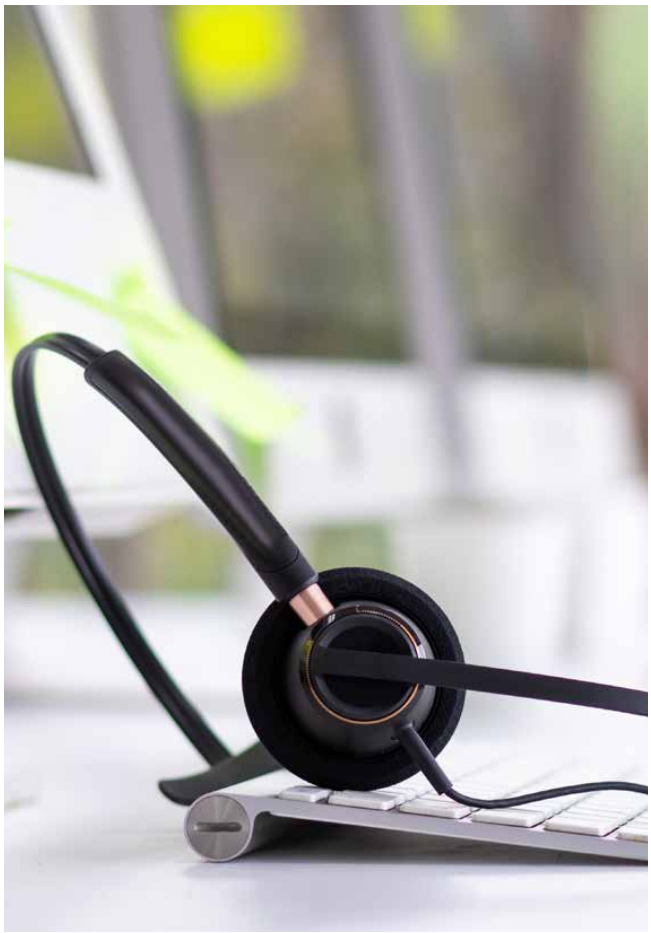
In response to the Digital Era, the traditional help desk has evolved into a contact or service centre.

Help desks have always been the single point of contact for most end user experiences. With the huge range technology that has now permeated every aspect of our personal lives, end users have come to expect the same quality IT experiences within their organisations.

To facilitate this transformation, CGI Advisory Services has created a methodology that evolves traditional methods of IT support, helping our clients to deliver a user-focused experience using modern tooling and the latest technologies.

The key features of the Digital Services Support Centre are:

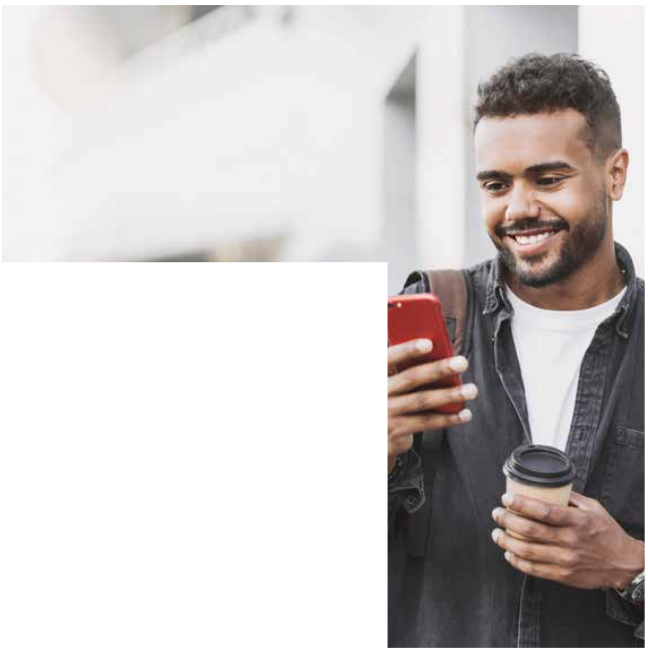
1. **Multi-platform end user support**
   - An omni-channel contact service — Enabling multiple end user channels for convenient, efficient support, including voice, text (webchat), online portal, social media, etc.
   - Service booth — Local service centre providing in person support.
2. **Rich user experience**
   - Online retail experience — Ease and simplicity of selection and ordering.
   - Zero touch service provisioning — Speed to serve.
   - User self-service - Self-service tooling such as password resets, push based notifications and knowledge articles for common issues.
   - End user analysis — Using AI for common trend analysis and satisfaction scoring to maintain a world-class user experience.



3. **Proactive user engagement**
   - Push rather than pull approach — Communicate actively with end users about what they need to know, whether that be incidents, issues, new services, etc.
   - Analytics-based end user upskilling — Understand end users, identify common issues, develop standard resolution descriptions, effectively communicate with those who need to know, etc.

End user support

Whilst businesses' and organisations' operations have evolved from working in fixed locations on specific devices towards more flexible models, so have their end user support methods. End users use multiple devices every day, whilst moving across various locations. This adds complexity not only to IT itself but also the service centre support required; no matter where the user is, they require quick and efficient support.



Self-service and automation methods have therefore become essential to not only reduce the cost to serve, but keep stakeholders happy. Specifically, our Advisory Services help clients adopt the right technologies, tools and knowledge hubs that empower end users to adopt self-service methods wherever possible to conveniently resolve simple issues as well as reduce the average call lifecycle.

User self-service

- Automated password reset.
- Click to fix – Automated scripts are executed by an intelligent agent or are available directly for the end user's reference.
- Developing a knowledge-based repository of facts and information on how to resolve common issues and problems, these knowledge articles can be text- or video-based.

Artificial intelligence

- Through dialogue with an intelligent agent, end users are guided by an expert system technology (artificial intelligence) and present with either a knowledge article or resolution path.

Social media

- A common platform for end users to raise issues, problems and observations, also enabling peer interactions for potential resolutions.
- Instant messaging functions for convenient communication of information to support end users.
- Service centre governance of resolution integrity and appropriate use of the social media site.

Self-service and automation methods reduce the cost to serve whilst keeping stakeholders happy.

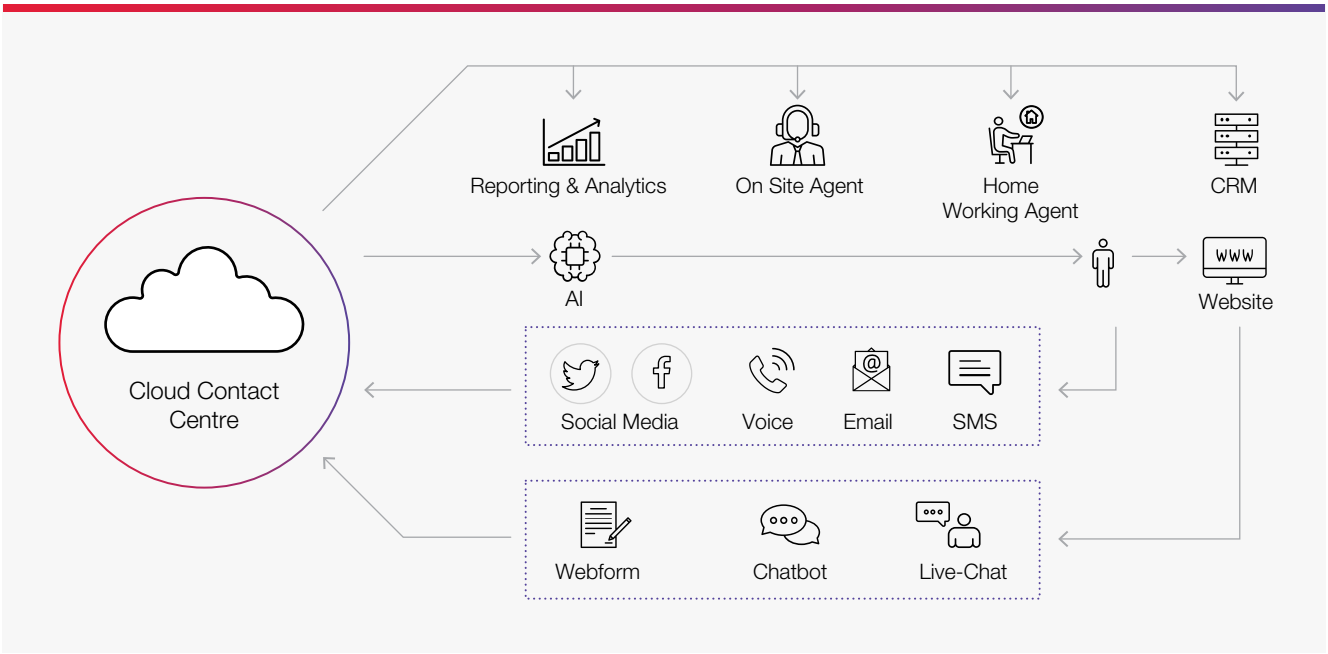
Omni-channel capability

At the heart of the service centre's transformation is end user experience.

People expect their questions and issues to be addressed in a convenient and efficient manner. An omni-channel experience is therefore key, providing end users with the freedom to interact with the service centre via an interface they are most comfortable with, whilst also enabling the organisation to integrate tools that enhance user experience and reduce ticket resolution time.

Our omni-channel solution seamlessly blends contact channels; An agent can handle a call, email, webchat or a social media post all using one single user-interface, and by linking this to your customer record management (CRM) platform, the agent has a 360-degree view of the customer and their full journey in order to provide the highest quality service.

Furthermore, we help our clients integrate additional capabilities including intelligent services such as Bots and AI assistants into their current support solutions, helping to maximise the use of their current investment.



Technology-driven user satisfaction

Ongoing cost and operational efficiencies are essential to driving enhanced end user satisfaction; here, automation underpinned by artificial intelligence and analytics plays a key function.

Our Digital Services Support Centre solutions use automation technologies to continually reduce manual intervention, thereby driving a more convenient and efficient service:

- Service request fulfilment – Zero touch processing of end user requests, automated approval processes linked to automated deployment.
- Project requests – Minor projects requiring IT support.
- Fixing non-end user issues, e.g. infrastructure incident resolution within data centres, cloud, networks, etc.

Reporting and dashboards

- Obtaining an end-to-end view on the end user experience.
- Performance insights.
- Channel efficiencies.

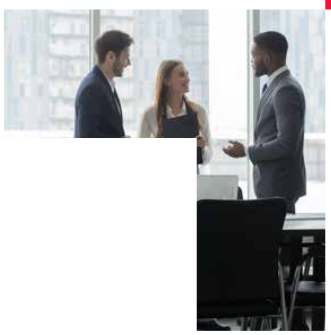
Continuous improvement

- Analytics-led service – Common trend analysis and survey-driven insights.
- A more proactive approach to improving the end user experience.
- Increased insights into the overall health of IT.
- Proactive communication to push information out to end users.
- Quality control.
- Determine areas for improved efficiencies.

Digital Services Support Centre Advisory

Our team members are passionate about the industry and genuinely care about customer experience.

Recruited from the contact centre and customer experience industry, our consultants all have a proven track record in delivering and leading world-class operations for the largest, best-known organisations both in the UK and abroad.



Meeting your exacting requirements

We don't make compromises, and we wouldn't expect you to either. Our approach is to completely understand the outcomes you are seeking, and advise you accordingly on what is possible. Every step along the way, we clearly define what your solution should look like and the benefits it will deliver.

We are not technology "resellers", and we are not tied to any one vendor. Instead, we have identified a panel of vendors who offer the best solutions for our clients, but do not let that limit our capability. We know the industry market and on occasions where our panel may be unable to provide you with the optimum solution, we will work with you to source technology that meets your exact requirements.

More than just technology

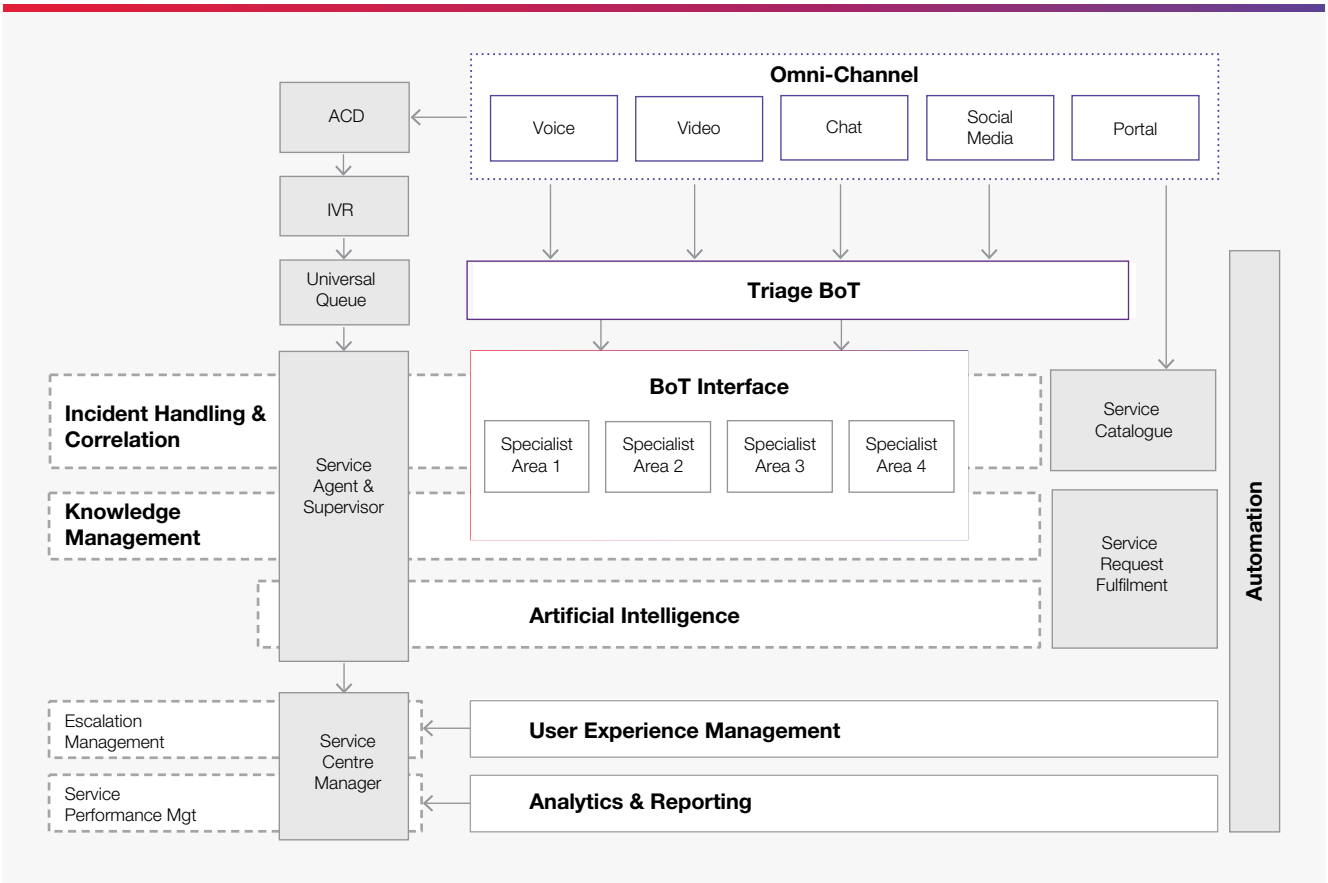
Contact centre customer service is not just about the technology; it is about the people who interact with the customer every day. Our team will work you to focus on three pillars: people, process and performance.

Additionally, climate change is an issue that no organisation should ignore; we know just how important it is for businesses to work with sustainability in mind, and are proud to work alongside our dedicated Sustainability and Climate Change Advisory team to support our clients in this vital area.

Our solution blueprint

We have developed a holistic solution blueprint that supports clients in defining and driving their transformation from a traditional help desk to a service centre.

Using ITIL 4 practices throughout, our blueprint enables our clients' existing technology platforms to be leveraged, as well as any new technologies to be introduced.

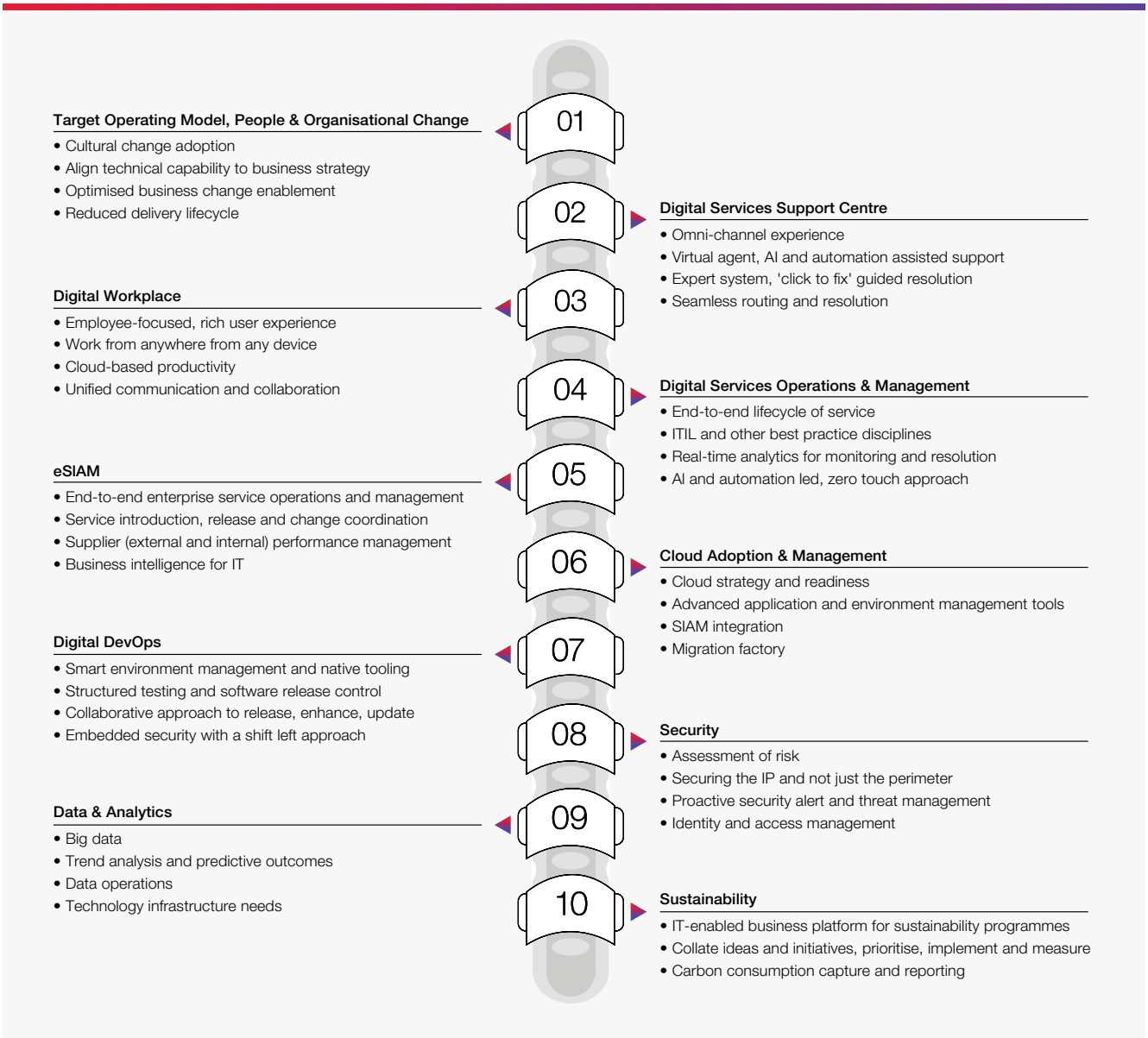


Advisory Services

Technologies can help organisations to unlock their full potential – but only when done right. We understand that digital transformation isn't simple, and CGI Advisory Services is here to help you develop the right solutions which are aligned to your business capabilities, transforming the way your organisation works.

The Digital Services Support Centre is part of our broader Digital Backbone

The Digital Backbone methodology is our portfolio of Advisory Services solutions, designed to encourage digital transformation and enable IT as an extension of our clients' organisations.



About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 88,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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