

E-BOOK

WHERE **IT** AND **AI** MEET

Empowering Next-Gen
Digital Service Desk
Support Success





By adopting an integrated approach to modernizing IT support services, companies can not only resolve present challenges but also proactively address future needs.

This ensures a resilient, responsive, and user-centric IT service desk.





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Embracing the **Future**

The Case for **Next-Gen Service Desks**

The shift to remote work during the global pandemic fundamentally disrupted IT support and service desk functions. In recent years, IT teams have managed to regain a degree of normalcy, yet they still grapple with persistent employee experience (EX) issues that leave employees feeling disenchanting and disconnected from their employers.

In the world of IT, human interaction plays a crucial role in delivering positive service experiences. However, despite earnest efforts, deep-seated systemic problems continue to induce employee apathy and hinder service desks from adequately addressing evolving needs.

Even with significant efforts, employee experiences with IT and technology fall short of expectations.





55%

of individuals report satisfactory interactions with the service desk, even when their problems aren't resolved

49%

benefit from quick resolutions, with issues fixed in under an hour on average

However

only

55%

of employees feel fully supported by their service desk

15%

express outright dissatisfaction

35%

avoid using the service desk altogether

34%

report persistent issues that remain unresolved

Source: Forrester's *The State of the Service Desk*, 2024



Many of these challenges may be beyond IT's immediate control, yet it's evident that service desks struggle to meet demand and deliver the seamless experience employees expect. These technological issues not only detract from operational efficiency and EX, but also underscore the urgent need for a next-generation digital service desk powered by growing AI capabilities.

Such an evolution is critical for businesses aiming to stay competitive, responsive, and efficient in the fast-paced, continuously evolving digital landscape. Read on to discover key strategies and essential insights for a successful transition in adopting a digital service desk model for your workforce.



Mastering Modern IT

Digital Service Desk Framework

A digital service desk is essential for enterprises today to handle their vast and varied IT support needs efficiently, cost-effectively, and securely, while also enhancing the overall end-user support experience. The movement to remote work has only increased the complexity of support and demands on IT support teams. Transitioning to a digital service desk model is important to business for several key reasons:



Efficiency Through Automation

Digital service desks automate routine tasks and streamline workflows, reducing the time and resources spent on manual processes.



Improved End-User Experience

A digital service desk can provide a more responsive and personalized support experience. Features like AI-powered chatbots and self-service portals allow employees to resolve issues quickly and conveniently.



Cost Effectiveness

Automation and improved efficiency typically lead to reduced operational costs. Digital service desks can help minimize the need for physical infrastructure and reduce labor costs by handling high volumes of requests with less human intervention.



Scalability

Digital service desks can easily scale to handle increasing loads or expanding business operations without the need for proportional increases in staff or resources.



Data-Driven Analytics

Digital service desks collect valuable data on support interactions that can be analyzed to identify trends, anticipate potential problems, and continuously improve service offerings.



24/7 Availability

Unlike traditional service desks that may operate within limited hours, digital models can offer round-the-clock support, crucial for businesses with global operations or those that operate outside of standard business hours.



Enhanced Security

Digital service desks can integrate advanced security measures to protect sensitive information and ensure compliance with regulations.



Remote Accessibility

Particularly relevant in today's hybrid work environments, digital service desks are equipped to effectively support remote or distributed teams, ensuring all employees receive timely assistance regardless of their location.





Over the past decade, digital transformation has played a significant role in the evolution of service desk support. Those changes have been seen with the automation of routine tasks using AI/ML, self-service portals with rich self-help options, the use of AI and chatbots to increase availability and speed of resolution, and advanced analytics that identify trends, anticipate issues, and improve services.

With the rise of remote support, digital tools allow service desk teams to provide support regardless of location, while offering a more personalized support experience based on the user's history and preferences.

All these digital touches offer a more streamlined, user-friendly support experience, capable of handling the complex needs of modern technology environments.

Central to this evolution is Gartner's AIOps Framework, which hinges on the Observe, Engage, Act model. This framework is a cornerstone in modern operations, yet the continuous emergence of AI-powered platforms and digital accelerators are not just enhancing the existing paradigms but also redefining operational impact, driving unprecedented levels of efficiency and effectiveness.

Let's look at each phase in turn and explore how AI is changing the game.





1

Observe (Monitoring)

The “Observe” phase is crucial as it focuses on monitoring and gathering data across IT environments. Here are some key activities typically included in this stage:

- / Data Collection
- / Event Correlation
- / Performance Monitoring
- / Visibility Across Environments
- / Health and Availability Monitoring
- / Anomaly Detectio

These activities are fundamental to maintaining a proactive stance in IT operations, allowing for early detection of issues, and helping to prevent downtime or other negative impacts on business operations.

AI-powered platforms elevate observability beyond traditional network operation centers (NOC) to empower IT Service Desk teams. By integrating proactive strategies, technicians are able to address IT issues before they escalate, transforming the IT service desk into a dynamic entity that resolves problems before they impact end-user productivity, rather than reacting post-incident.





CASE STUDY

Empowering a Global OEM's Enterprise Customers' IT Service Desks

with AI-Powered
Predictive Monitoring

Challenge

A leading global technology OEM faced significant challenges in maintaining the health and productivity of its diverse PC environment. With a vast range of workstation models and configurations distributed across numerous departments and locations, frequent hardware issues led to increased downtime, negatively impacting employee productivity and escalating operational costs.

Transformation

Sutherland assisted an OEM's enterprise clients in developing an AI-powered predictive monitoring tool for their workstation models across various departments. This tool provides the IT service desk with real-time insights into the health and performance of end-user PCs, enabling remote monitoring and diagnostics. By predicting potential failures before they occur, it allows for pre-emptive measures to be taken by the IT infrastructure team, preventing disruptions and ensuring smooth operations.

Results

20%

increase in FCR since
start of technology
transformation

70%

reduced downtime
by leveraging
predictive insights

50%

reduction in
monthly hardware
related expenses





2

Engage (ITSM)

The “Engage” phase typically focuses on the interaction and engagement aspects between IT systems and users. Here are some key activities that could be included in this stage:

- / Incident Management
- / Problem Management
- / Service Request Management
- / Knowledge Management
- / User Communication
- / User Feedback and Improvement

Leveraging AI-powered knowledge management solutions, these integrations enable knowledge-centered support, boost efficiency and responsiveness, reduce attrition, and improve the support experience for technicians and employees, ultimately enhancing interactions between IT operations and end-users.





CASE STUDY

Boosting **Service Desk Efficiency** for a Multinational Tech Company

with Gen AI-Powered Knowledge Management

Challenge

In large companies whose operations cross borders, technicians often need to follow complex, lengthy SOPs when assisting end-users through various channels such as calls, chats, or emails. These SOPs can be difficult to comprehend, resulting in the need for assistance from SMEs or supervisors, slowing the process down and impacting the quality and speed of customer service.

Transformation

The introduction of the SmartLeap™ HelpTree Gen AI Assistant has transformed service desk support, providing a streamlined approach for quick access to precise end-user fixes and responses. Technicians can rely on AI for up-to-date, comprehensive information leveraging unstructured and semi-structured data from diverse sources to accelerate resolutions and focus on user needs, significantly enhancing end-user satisfaction.

The low-code, no-code Gen AI powered platform then ensures robust and cohesive knowledge management through a step-by-step instruction guide, Decision Network Architecture (DNA), and Gen AI assistant which all enhance agent efficiency.

Results

8%

reduction in handle time

8650+

average count of AI responses

6%

improvement in ESAT





3

Act (Automate)

The “Act” phase focuses on taking automated and informed actions based on insights derived from data collected and analyzed during the “Observe” and “Engage” phases. Here are key activities typically included in this stage:

- / Automated Remediation
- / Security Response
- / Orchestration of Workflows
- / Continuous Improvement
- / Change Management
- / Proactive Maintenance
- / Capacity Optimization

These actions are critical for ensuring that IT operations are not only responsive but also adaptive to the changing needs and conditions of the IT environment, enhancing overall effectiveness.

Integrating AI-powered chatbots and self-service tools can help strengthen the “Act” phase, allowing end-users to resolve service requests autonomously before reaching out to the service desk. This automated remediation approach improves efficiency, increases availability, and empowers users, thereby improving their support experience. Offering AI-powered, omnichannel support experiences is essential for achieving high end-user satisfaction rates in today’s digital world.





CASE STUDY

Automating ITSM for a Global Leader in Stored Energy Systems

Challenge

A global leader in stored energy systems encountered challenges due to the use of disparate ticketing tools across different regions. The objective was to consolidate all ITSM processes into the cloud to streamline operations, introduce automation in ITSM, and establish a single unified system for comprehensive visibility into total operations.

Transformation

As part of the transformation, Sutherland implemented our ServiceNext™ solution to automate the client's ITSM processes. This deployment included AI-driven chatbots to enhance automated workflows and resolutions across a wide range of IT use cases, enhancing efficiency and effectiveness.

Results

64%

of incoming IT service desk tickets automatically resolved

55%

reduction in IT ticket MTTR through workflow automation





Opportunity Ahead



This e-book has outlined a comprehensive strategy for evolving traditional IT service desks into next-generation, digital-first support ecosystems.

By leveraging cutting-edge technologies such as AIOps, predictive analytics, endpoint monitoring, and automated knowledge management, organizations can significantly enhance operational efficiencies, reduce costs, and improve both end-user and technician experiences.

With an integrated approach to modernizing IT support services, this transformation not only addresses current challenges but also positions businesses to proactively meet future demands, ensuring a resilient, responsive, and user-centric IT service desk.

Embracing this digital transition is key to delivering superior support, achieving higher satisfaction levels, and maintaining a competitive edge in today's dynamic technological landscape.



The Sutherland **Approach**

But where do you begin? Sutherland offers a comprehensive suite of services to guide you through every step of your digital transformation journey.

Using the AIOps framework to form the foundation of our offering, we've built a cutting-edge, customizable, digital service desk rooted in our core principles, combining top-tier platforms, digital accelerators, and tech partnerships, all within our global delivery network. It's agile, ready for today, and adaptable for tomorrow's tech evolution to unlock digital performance and new possibilities.

We currently showcase only a fraction of the potential use cases that can enhance your digital service desk experience. Our suite of digital tools seamlessly align with the Monitor, Engage, and Act segments of the AIOps framework. As a technology-agnostic provider, we aim to deliver solutions tailored to your needs, ensuring smooth integration with your existing IT investments and maximizing the return on current investments.

On the right is a list of the tools we offer and their alignment within the AIOps framework.

Platform	Monitor	Engage	Act
SmartLeap™ Predicative Analytics & End-Point Manger <i>(end point management and analytics platform)</i>	✓	✓	✓
ServiceNext™ <i>(AI-enabled chatbots)</i>		✓	✓
SmartLeap™ HelpTree <i>(knowledge management platform)</i>		✓	
Sutherland CX360 <i>(predictive analytics and insights, quality automation platform)</i>	✓	✓	✓
Sutherland Robility™ <i>(RPA platform)</i>		✓	✓
SmartLeap™ SmartSolve <i>(technician toolkit)</i>		✓	✓
SmartLeap™ Desktop Resident Tool <i>(PC resident tool for self-serve)</i>	✓	✓	✓





Our Process

Unlocking Hidden Potential: IT Service Desk Audit and Assessment

Our experts will conduct a thorough IT service desk audit and assessment, identifying areas for improvement, evaluating current performance against industry benchmarks, and assessing your readiness for digital transformation. We'll uncover hidden inefficiencies, pinpoint critical gaps, and understand your unique needs to create a personalized roadmap for success.

2. Charting Your Course: Current and Future State Blueprints

Based on the audit findings, we'll collaborate with you to develop a clear vision for your future IT service desk. Our current state blueprint will establish a baseline of your current operations, while the future state blueprint will map out a strategic plan

featuring actionable steps for achieving your desired outcomes. This roadmap will include recommendations for technology integration, process optimization, and workforce enablement.

3. From Blueprint to Reality: Transformation Execution

Sutherland doesn't just plan, we execute. We'll partner with you to implement the transformation plan, leveraging our proven methodologies and expertise. Our team will handle the heavy lifting, including technology deployment, process implementation, and workforce training. This ensures a smooth transition and minimizes disruption to your daily operations.

WHY SUTHERLAND

Sutherland's commitment goes beyond simply delivering solutions. We are dedicated to helping you deliver measurable results that drive long-term success. Our team of experienced professionals will be by your side every step of the way, providing ongoing support and ensuring your IT service desk continues to evolve and adapt to meet your unique DNA and changing needs.





Embrace The **Future**, Today

Don't wait to unlock the full potential of your IT service desk. Contact Sutherland today to schedule your IT service desk audit and assessment. Together, let's build a digital-first support ecosystem that empowers your employees, delights your customers, and propels your business forward.



Unlocking Digital Performance.
Delivering Measurable Results.

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Sutherland is a leading global business and digital transformation partner. Leveraging our core expertise in artificial intelligence, automation, cloud engineering, advanced analytics, and our advanced products and platforms, we unlock digital performance for our clients. We work with iconic brands worldwide, spanning Healthcare, Insurance, Banking and Financial Services, Communications, Media and Entertainment, Travel, Logistics, and Retail industries. Our offerings are tailor-made, combining our market-leading technology with proven, rapid formulas to enhance digital capabilities uniquely suited to each client. We bring together human expertise and artificial intelligence to develop digital chemistry. This unlocks new possibilities, measurable transformative outcomes, and enduring relationships.

