USU

The Way to a User-Oriented IT Self-Service-Portal

Best Practice approach to enhance the Digital Employee Experience

Content

Introduction

Satisfied employees work more efficiently.

And a positive Digital Experience at the workplace plays a key role in satisfaction. Alongside the opportunity to work from home and the provision of end devices, this also includes support for work-related queries. Some of the requirements are already covered by a good support network in the IT department. Self-Service Processes can contribute significantly to enhancing the Digital Employee Experience. A reason that every company should consider Self-Service to be a central topic.

This Whitepaper contains practical guidelines for the implementation of a user-oriented Self-Service-Portal. It should be the first port of call for projects that are striving for a better Digital Employee Experience.

Why Self-Service Projects are Coming More into Focus

Self-Service is the key to success when companies are striving to improve their Digital Employee Experience. For it enables IT to provide all users with an online facility where they can direct their concerns to the right place and even come up with a solution themselves.

Phases of the Digital End User Experience

How do I go about setting up a Self-Service Project? Many companies ask themselves this question and often struggle for years with isolated solutions. Either expectations are too high to begin with or the Self-Service Solutions realized are simply not used. Many companies make the mistake of not thinking of Self-Service as an end-to-end project. "If Self-Service is online and it looks good, that's great." is, unfortunately, a fallacy. For the End User is the most important part of the puzzle and it is only when added value is seen with the use of the Self-Service processes that the Digital User Experience is actually optimized. Looking at the four phases of the User Experience is therefore key to success, as at the end of the day, all phases contribute to a positive End User Experience. Consistency is crucial.

1

Road to Self-Service

Where can I direct my concerns?

2

Self-Service Portal & Shop

How easy is it to use?

3

Progress of issue-handling

What is happening in the background? How long does it take?

4

Solution response

How responses and feedback are given

1. Phase: The Road to Self-Service

The most important question for any End User in a problem situation is: "Where and with whom can I raise my concerns?"

A company typically has several communication channels: E-Mail, telephone, Teams chats or the Intranet. The bulk of accesses and tool solutions make it difficult for employees to find a suitable channel for their concerns. The Self-Service processes should therefore be able to find everything in a central one-stop shop. A portal solution with integrated shop environment is suitable for this.

Incorporating all specialist fields

Even with major projects, it is virtually impossible to plan and implement a holistic Self-Service Portal in one fell swoop. It makes more sense to divide Self-Service projects into sub-processes and start with a few little offers to begin with. This facilitates customized Self-Service Processes for the company. The knowledge lies in specialist fields and therefore the IT department should not tackle Self-Service Projects alone. In order to accomplish this, it is essential to involve specialist fields right from the start of the project planning phase. Alongside specialist fields, individual processes can be identified and a standard Enterprise Self-Service Product offered across the board.

The Portal as central port of call

→ Ensure that the Portal is the main port of call for all concerns.

→ The Portal should be able to run remotely with efficiency.

→ A Search function facilitates the finding of suitable enquiries.
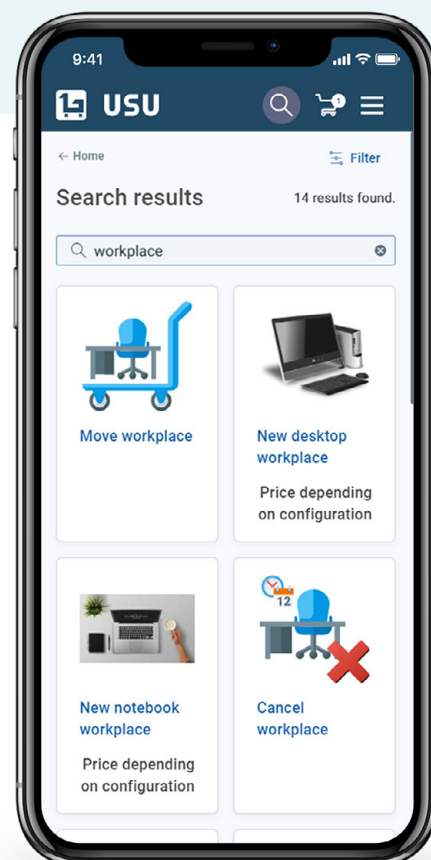
Corporate communication is important leverage

Corporate communication is an all-important sub-aspect in Self-Service Projects. In a best-case scenario, the Self-Service Experience should be so good that everybody is talking about it. "We should no longer be bombarding IT with e-mails or calls!" Though every project manager would like to avoid such statements. If employees are not informed about projects from the outset, this often results in false or overly high expectations. The important thing is to report on the project status and the planned Self-Services early on, for example via in-house communication in a newsletter or in info-meetings. It should be made clear what is available in the Self-Service Portal and what is not. Additionally, it is advisable to invite representatives of end user groups in the early planning phase. By adopting this approach Self-Service Processes are designed and proven to be user-friendly.

2. Phase: The Self-Service Portal and Shop Environment

Many companies believe the Self-Service Portal is later the place that matters most in User Experience. Although that is only half the truth.

Certainly, an appealing User Interface and Design play a large part in the acceptance of a new portal. However, Usability should be just as important. "Can employees quickly find their way? Can you find the right Self-Service Process for the concern?

Can the processes also be easily operated remotely?" Technology and people are crucial to the development of a Self-Service Project. Technology forms the basis in the form of a Portal or a Shop Solution, people determine the success of a solution.

Digital Accessibility

It is important to design accessible applications, in order to facilitate ease of use for people with impairments.

But there are also different characters and digital skills within the workforce. Therefore, it is vital to check whether the process is clear enough for all user groups. In addition, it is important to consider what knowledge an end user brings to the table.

Each employee has different levels of knowledge and abilities in technology matters. It is therefore essential to design processes in such a way that everybody can

use them. A good way to assist the End User is to incorporate simple questions to contain the problem. Demonstrative images, videos or screenshots can also help to make complex matters clearer.
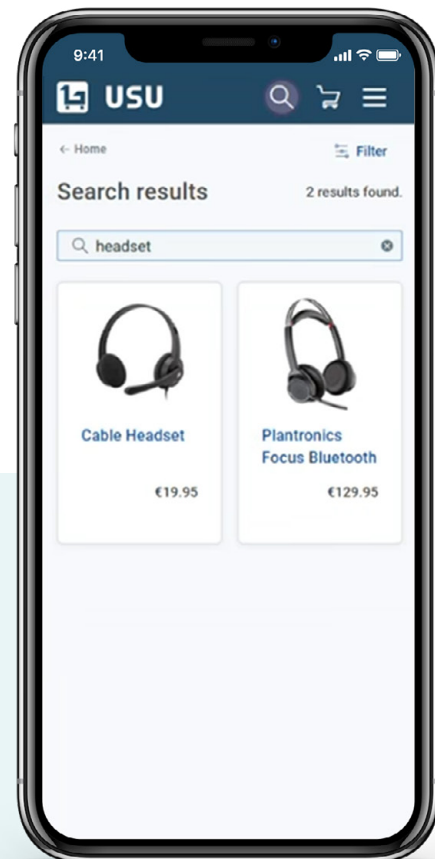
The knowledge of the End User

→ The Portal and Shop environment should be customized to the level of knowledge and abilities of the user: Which Headset model should be ordered?

→ Digital content such as images videos or screenshots help during orientation.

3. Phase: Processing Enquiries

Processing is often the part of the user experience that runs in the background.

In the first step, users are satisfied because the Self-Service Process has run smoothly for them up to this point and has allayed their concerns. Now, the waiting time starts for some enquiries. So, what is happening behind the scenes?

End User Guidance and Automation

An employer's goal should be to create an experience that is as seamless as possible and can be used anywhere and on any device. Thus, facilitating access to relevant content and services at any time. Self-Service Processes should also be designed in such a way that they are comprehensible for all End Users.

This requires end-to-end and guided processes. In addition to concerns that are processed in the form of Tickets by the Service Desk Agent, there are also questions that can be answered with a strong knowledge database. This way, high-quality knowledge can be provided for simple questions so that end users can help themselves. In other cases, automation can be the solution.

Self-Service Process IT-encompassing designs

→ alongside standard IT processes, together with specialist fields, individual processes can be designed, for example from Facility Management, Human Resources or Customer Services.

→ Which information can a user field?

→ The processes should be easy and comprehensible.
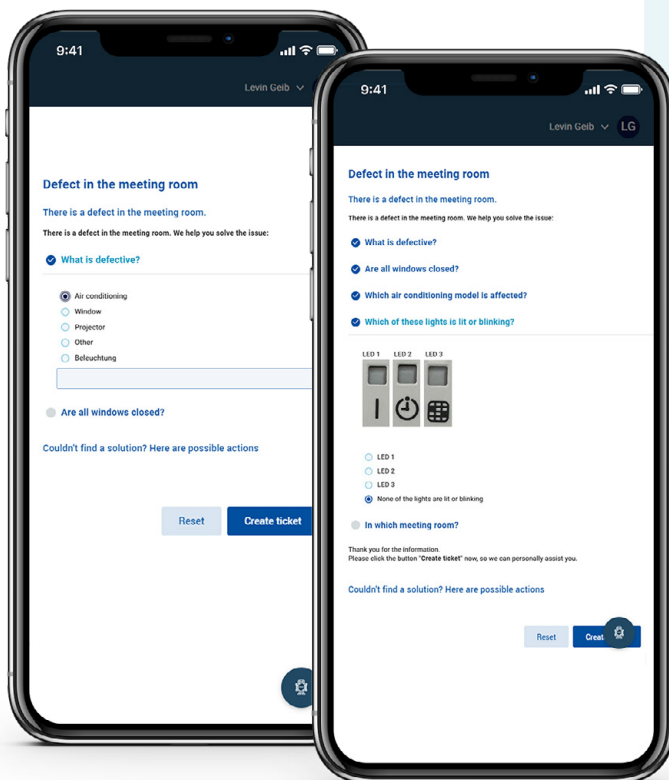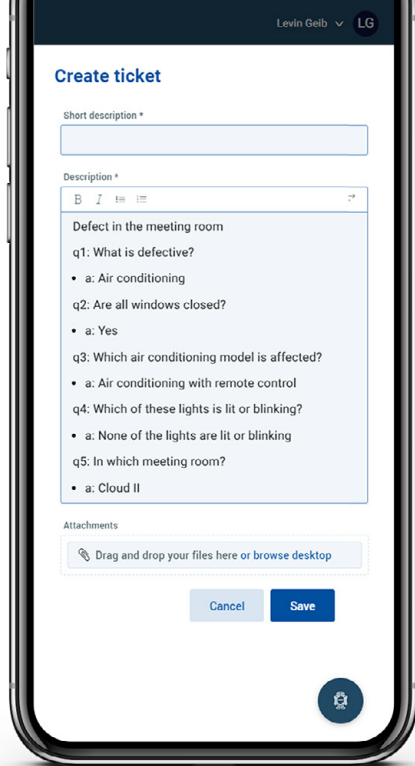
→ The ticket can be enriched by necessary information that is crucial for rapid processing.

→ Standard processes can also be automated with the aid of the BPMN Process Engine.

The IT vision

Self-Service Projects often come about to enable employees to provide an improved service and to meet the requirements of a modern digital workplace. But a great deal of pressure is also taken off the IT team when a Self-Service product is offered. If users resolve their problems themselves, it means fewer questions for IT. A professional Self-Service also reduces ticket resolution times. This is because the end user was already able to pre-qualify his problem with the first solution approaches in Self-Service. This reduces costs for the IT department. In addition, Self-Service ensures constant availability – around the clock.

4. Phase: Solution Feedback to the End User

In the Self-Service Process, it should be clearly visible to the End User when a response is received and via which channel.

If the handling process goes on for too long, impatience sets in and one or the other wants to know "How much longer will it take for my enquiry to be processed?". The advantage of Self-Service processes is that for many issues users can receive an answer directly. Guided problem enquiries support this process and guide the user to the right solution pathway. Although caution is still needed here. What is considered understandable to service desk agents may sound like rocket science to users. Therefore, it is always important to set out the responses in a way that is comprehensible to all users. Editorial processes and the option of evaluating content by staff can help here. Then you quickly get a feeling of what works and what doesn't.

A look into the future

As already mentioned, all Self-Service Processes should be found on a central platform. But what if we are thinking one step ahead? Self-Service Processes should be offered where our End Users congregate. In many companies, Microsoft Teams has become the focal point of many specialist fields and teams. This may present an opportunity for Self-Service Projects. With the integration of Microsoft Teams, employees may also use their usual communication channel for service. Chats between service desk agents and users as well as chats between service desk agents are automatically logged in the ticket. Microsoft Teams does not replace any extensive Self-Service Portal, but can support the consistency of Self-Service Processes.

Conclusion

During a Self-Service Project, all 4 phases of the End User Experience should be considered, since consistency is crucial. All phases play a part in a positive user experience. The specialist fields should be incorporated very early on to make the processes user-oriented and in tune with company requirements. Likewise, aspects such as digital accessibility or corporate communication are important for acceptance among the workforce. With **USU IT Service Management** and **USU Enterprise Service Management** USU offers a solution that provides the necessary functions and processes for all phases of the End User Experience.

Get in touch for further information.

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