



*Presents*

# How to Choose the Right Service Desk Solution



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*Did you know? A recent study by Atlassian found that just five minutes of downtime in an organisation with 500 developers costs over \$200,000 (and that's a conservative estimate!).*

#### **WE'LL COVER:**

- P. 3      INTRO**
- P. 4      THE IMPORTANCE OF GREAT ITSM**
- P. 5      ASK YOURSELF... IDENTIFYING THE TIME TO CHANGE**
- P. 8      ASK THE EXPERTS: WHAT TO LOOK FOR IN YOUR SERVICE DESK**
- P. 13     SERVICE DESK IN ACTION**
- P. 17     MOVING FORWARD - WHAT'S NEXT?**



## HOW DO YOU CHOOSE THE RIGHT SERVICE DESK SOFTWARE?

There's plenty of competition in the Service Desk market — and rightly so. The Service Desk is your organisation's front line. User satisfaction and brand reputation depend heavily on it.

Many organisations find themselves sticking with legacy software that is dated and bloated, simply out of habit. Worse still, is support teams wading through a sea of “please help” emails in a shared inbox.

In situations like this, collaboration is difficult, time to resolution is slower, and satisfaction rates suffer. In short, nobody wins.

## IN THIS GUIDE...

At Clearvision, we're ITSM experts. We've helped companies across the globe in all industries, [set up the right Service Desk solution](#) to provide the exemplary customer services their users expect.

If you're reading this, it's likely that you're in a similar situation to many of the clients we've helped. We've put together this guide to give you a head start as you look forward and evaluate your requirements.





## THE IMPORTANCE OF GREAT ITSM

Great IT Service Management is about more than just IT teams. IT teams service internal and external users alike, which means that the whole business feels the results — when they're good and when they're bad.

- **Tip:** Set up an external and an internal Service Desk. Your internal Service Desk acts as IT support, where incidents, changes, service requests, and problem tickets can be raised. Your external Service Desk should offer customers a self-service portal, where they can raise tickets and search for answers via an integrated knowledge base.

### At a glance:

#### IT benefits of ITSM:

- Better fitting IT.
- Increased productivity.
- Fewer outages.
- Greater customer satisfaction.
- Continual service improvement.

#### Business benefits of ITSM:

- Adds value to the services being delivered to the business from IT.
- Conformance to best practices.
- Increased competitive advantage.
- Better business results and greater accountability.

Of course this means if your IT Service Management isn't as effective as it should be, that also has an impact on the business as a whole. In today's 24/7/365 world, you can no longer afford even the smallest amount of downtime.



Did you know? A recent study by Atlassian found that just five minutes of downtime in an organisation with 500 developers costs over \$200,000 (and that's a conservative estimate!).

If the software your teams rely on is down, it costs you directly. If the software you provide your customers is unavailable, the best case scenario is damage to your brand reputation. Worst case, it leads to a customer dropping your business and going to a competitor, and if that customer is a big name in the industry, word of their dissatisfaction could easily travel.

Whether incidents occur internally or externally, your IT teams need the capability for a quick and agile response and resolution.

## *65% Feel that their business takes the Service Desk and the good work of the team for granted.*

### **ASK YOURSELF... IDENTIFYING THE TIME TO CHANGE**

Clearvision recently worked with the IT security company Sophos as it searched for the right Service Desk solution.

Andy Woodnutt, Director of Global Service Management at Sophos, explained why it was such an important project:

The legacy Service Desk systems previously in place at Sophos were unintuitive, complex and disliked by customers. In short, they were getting in the way. Sophos needed to adopt a simpler, more flexible solution.

*"By adopting Jira Service Desk, the improvements were fast in arriving and easy to identify. 90% Of resolution times are now achieved within target time, 90% of requests are acknowledged within 15 minutes, and customer satisfaction is high."*

Does this 'legacy software' problem sound familiar?

It's one of the most common pain points the organisations we work with are trying to solve.

Businesses today need to be streamlined and innovative. Changing requirements, growing expectations, and even new technology all mean businesses need to move fast, and above all else, adapt.

And that doesn't just pertain to software. It's also all about the culture in which teams work — and how software empowers them.

This is where legacy Service Desk software falls flat:

- Extensive functionality comes at a high level of maintenance.
- Lack of flexibility or adaptability.
- Lack of integration with other tools.
- Risk of vendor lock in.
- Can require development resources for customisation.

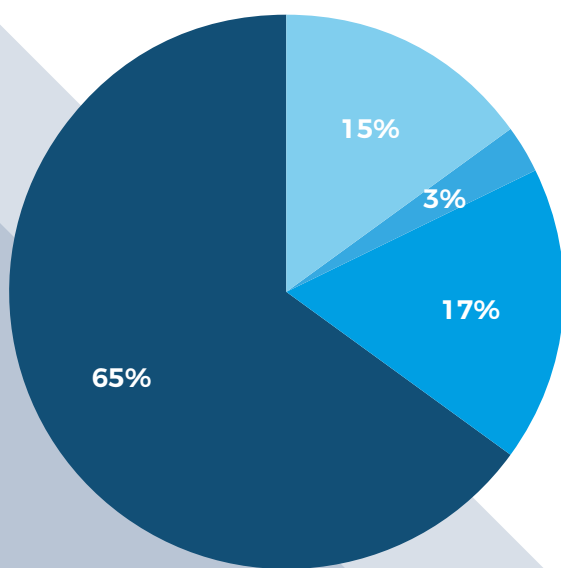
### **Ask yourself:**

How does your IT team feel about the tools they use?



*"I think **Service Desks** will always be **important** due to being the contact point between a business/service provider and their customers/users."*

Simon Minnitt,  
Taunton and Somerset NHS Foundation Trust



**The service desk team is motivated.**

**The business can sometimes take the good work of the service desk and team for granted.**

**There is often a bad feeling experienced with certain members of the business community.**

**The service desk is not trusted or respected by the business.**

#### QUESTIONS TO ASK YOURSELF:

- How does your software integrate with tools across the rest of the business?
- Is your software cost-effective - are there reporting capabilities to prove value and ROI?
- Are there regular updates to keep you in line with industry standards and best practice?
- Does your Service Desk software facilitate change?
- How steep is the learning curve for new users?
- What vendor support is available?
- Does your software empower teams to work in an agile, efficient manner?
- Does it make automation simple?

*69% Report that their service desk tool currently has a self-service or automation element - and that number is set to rise over the next 3-5 years.*

### TIME TO CHANGE?

If you haven't answered positively to the majority of the questions included, you're at risk of falling into the, "but this is the way we've always done it" trap. It may get you and your teams by for now, but in the world of IT Service Mnagement, the last thing you want is to be standing still.



*"Your products are the engines that move your plane forward. But it's the experience that forms the wings that **make your plane fly.**"*

Mike Cannon-Brookes,  
Co-Founder and Co-CEO, Atlassian





## ASK THE EXPERTS: WHAT TO LOOK FOR IN YOUR SERVICE DESK

How do you choose the right Service Desk software?

Truthfully, it all comes down to your company's requirements. That being said, there are certain considerations and industry standards that should shape the decision-making process.

Clearvision is a Platinum member of the Service Desk Institute, and our technical consultants spend a lot of time working with organisations to optimise their Service Desk and IT services. So where should you start?

### ITIL

For over twenty-five years, the Information Technology Infrastructure Library (ITIL) has been providing guidance on how to use IT as a tool to facilitate business change, transformation, and growth.

Despite popular belief that tools themselves cannot be 'ITIL compliant' — rather than a standard or governance framework, ITIL should act as an adaptable guide that encourages best practice and optimisation of ITSM processes.

Whilst you won't find a tool that is officially 'ITIL compliant', there are apps designed to align with the ITIL framework, as ITSM software vendors recognise the importance. Look out for tools that are ITIL verified in processes such as:

- Request Fulfillment
- Incident Management
- Problem Management
- Change Management

You can then be sure your Service Desk software is a suitable foundation to build best practices.

### Manage business risk for services

- Minimise service disruption and improve customer satisfaction.
- Ensure the quality of services matches customer needs and expectations.
- Build and maintain positive business relationships with customers.
- Quantify and demonstrate the true value of the services you provide.
- Benchmark services and maximise return on investment.
- Support business change at the speed your customers need while ensuring a stable and low-risk environment.



*"With **Jira Service Desk and Clearvision**, we have been able to create **dashboards** and **metrics** around our services to customers that allow us to report progress to them in real time, without having to do static monthly reports. The metrics allow us to have fact-based conversations about our **service levels**."*

*John B.,  
Head of Managed Services - Salmon*

### **Flexibility and agility**

One of the most important features of your Service Desk should be its flexibility. It's where a lot of older or more traditional Service Desks fall down. They offer extensive functionality, but often more than is needed; systems end up bloated and are high maintenance.

You want your teams to be able to provide great customer service, not be caught up in maintenance. And you want a tool that can adapt with changing requirements and scale as your business grows, not one that is rigid and will quickly become dated.

### **Range of deployment options**

#### • **Cloud**

- Quick setup.
- No infrastructure concerns.
- Regular feature and security updates.
- Cost-effective option for integrated apps.

#### • **Server**

- Control over data and infrastructure.
- Increased functionality.
- Customisable and configurable.

#### • **Data Center**

- High-availability.
- Performance at scale.
- Reliable, stable, zero downtime.

### **Customisable workflows**

- According to HDI, 51% of organisations have Service Desks outside of IT.
- Departments like Marketing, HR, Finance, and Legal are increasingly using Service Desks.
- It's more important than ever that your workflows and processes are easy to adapt.

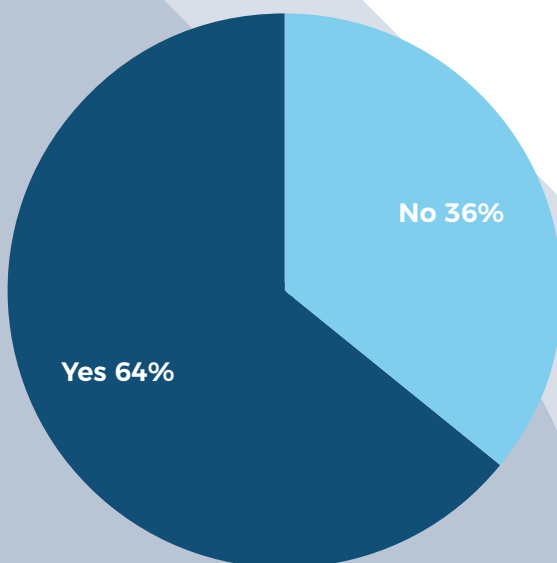
### **Visibility and reporting**

- Report on SLAs from within your Service Desk.
- Custom reporting to track the data relevant to your teams.
- Prove ROI for your software and teams.

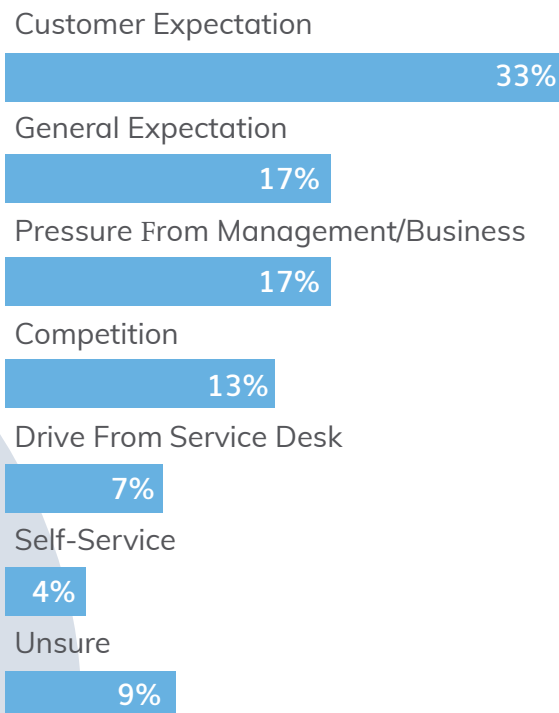


### Users first

Do you feel pressured to provide the same level of customer service as big businesses?



### Why do you think this is?



*Also noteworthy is the 7% of respondents who highlighted that the push for better customer service derives from the Service Desk itself. It is important for Service Desks to take their users into consideration and aim to continually improve their customer service in line with the experiences they have with big businesses. It is encouraging to see that some Service Desks understand the importance of customer centricity.*

Service Desk Institute

### Download Report:



*'Analyst 2.0' report for more research from the Service Desk Institute on the future of service desks'.*

### Self-service and accessibility

- Global help - multi-language capabilities.
- Mobile access for help on-the-go.
- Login-free help requests.
- Branded portals embedded in your site.
- Comprehensive, searchable knowledge base.

Whilst the cost-saving effects of self-service capabilities are one major selling point, the top three benefits of self-service have been identified as:

1. Improved customer satisfaction/user experience.
2. More efficient support.
3. Improved perception of IT.

As users come to expect consumer-level service from the businesses and tools they use, self-service and accessibility play a major role.



### The importance of the knowledge base

Your knowledge base saves you time and money. It's available to your users 24/7 and leads to higher resolution rates. Instead of your agents answering the same questions over and over — when even canned responses become time-consuming — you can build a living, growing FAQ section with articles that deliver standardised knowledge and empower your customers to help themselves quickly.

### Expertise

The beauty of an agile Service Desk is that the set up is often simple, particularly if you go down the cloud deployment route.

That being said, because your Service Desk is your frontline and is linked so closely to customer satisfaction and brand reputation, it's important to get it right.

Keep this in mind when you're selecting your Service Desk software. We hear from a lot of Service Desk users that their biggest gripe with previous experiences hasn't actually been to do with software, but rather their experience with the software vendor.



Common vendor struggles include:

- No interest in building a supportive relationship.
- Lack of a clear roadmap or product development.
- Poor understanding of business requirements or culture.

The organisation you work with will often have just as much of an impact on your success as the tool itself. Look for:

- An offering beyond implementation — getting support, and even hosting and training services from a company that already knows your setup.
- Professional accreditations — make sure you're working with experts who are at the forefront of the industry.
- Clear, regular communication — make sure you're kept in the loop about updates, any service issues, and know who to talk to when you have questions.

Clearvision recommends...

## Jira Service Desk

[Atlassian's Jira Service Desk](#) (now Jira Service Management) is a flexible tool that delivers a user-friendly experience with great self-service features. It's designed with agility in mind and is a lean alternative to many of the legacy Service Desk offerings on the market.

- Optimised for DevOps with strong, collaborative integrations.
- Up and running in days.
- Machine learning for smart self-help and automation.
- Intuitive and user-friendly.
- Official support for 8 languages (with many other language packs now available).
- Over 550 Atlassian Marketplace apps to customise and extend functionality.
- Data Center deployment options for the enterprise.
- ITIL verified in four processes from PinkVerify™ and Axelos™:
  - Request Fulfillment
  - Incident Management
  - Problem Management
  - Change Management



## SERVICE DESK IN ACTION

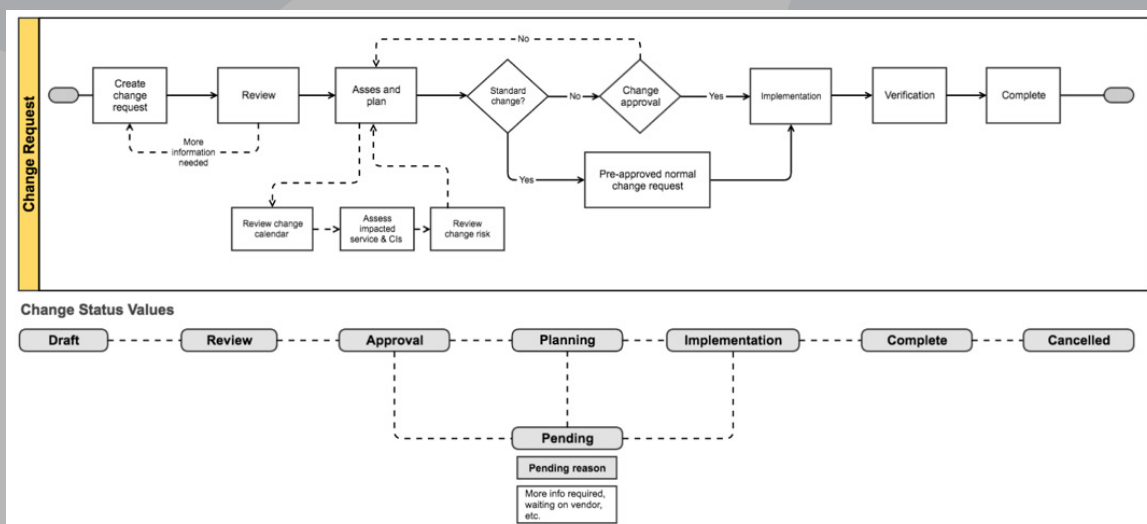
### How Clearvision uses Jira Service Management

Here at Clearvision, [we use Jira Service Management for our own ITSM](#). If you're looking for an example of how it can be configured to help your teams adopt best practices, here's a glance at how our IT team use it for those four ITIL verified processes.

### Change Management

Those familiar with change management processes, know that it involves planning, control, and business impact research. This can all be integrated in Jira Service Management with the following guidelines:

- Have a separate 'change' issue type.
- The workflow can then be amended to include additional requirements. Enforce an approval step for change reviews – many enterprise businesses have a dedicated Change Advisory Board for this purpose (CAB).
- Coordinate changes with a calendar – we recommend Confluence Team Calendars, as it can be used to ensure a fluid process.
- Default form fields for change requests – create issue type fields and screens for your change requests, which include change type, change risk, change dates, impact, urgency, etc.
- Create and configure a workflow that meets requirements for reviewing, planning, approval, and implementation. See below:



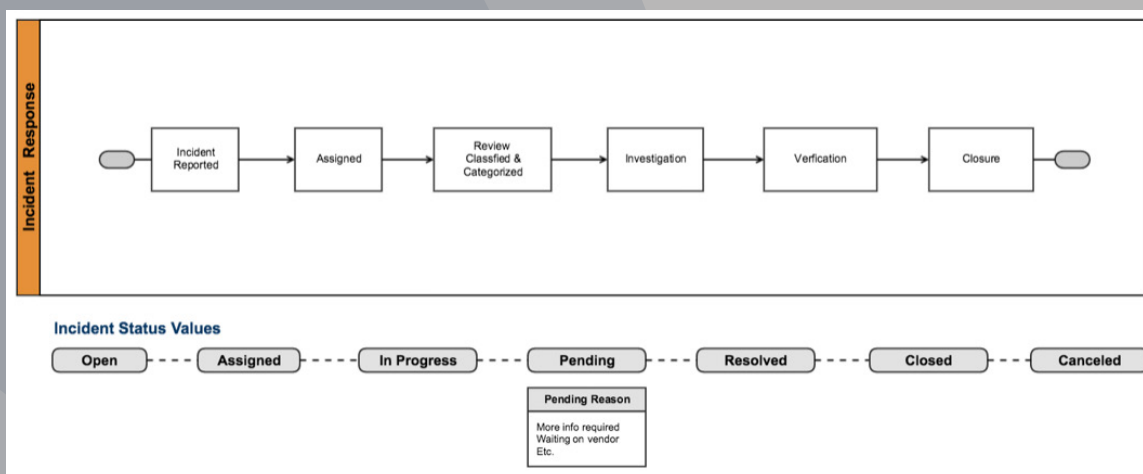
*Clearvision is an **Atlassian Platinum Solution Partner** and a **Platinum** member of the **Service Desk Institute**. Speak to us about getting the whole picture of your **new** or **re-envisioned** service desk up and running, and delivering value **fast!** We specialise in rapid deployments of Jira Service Management- a **lean option for ITSM** in the enterprise.*



## Incident Management

Start with best practice guidelines below to optimise your incident management with Jira Service Management.

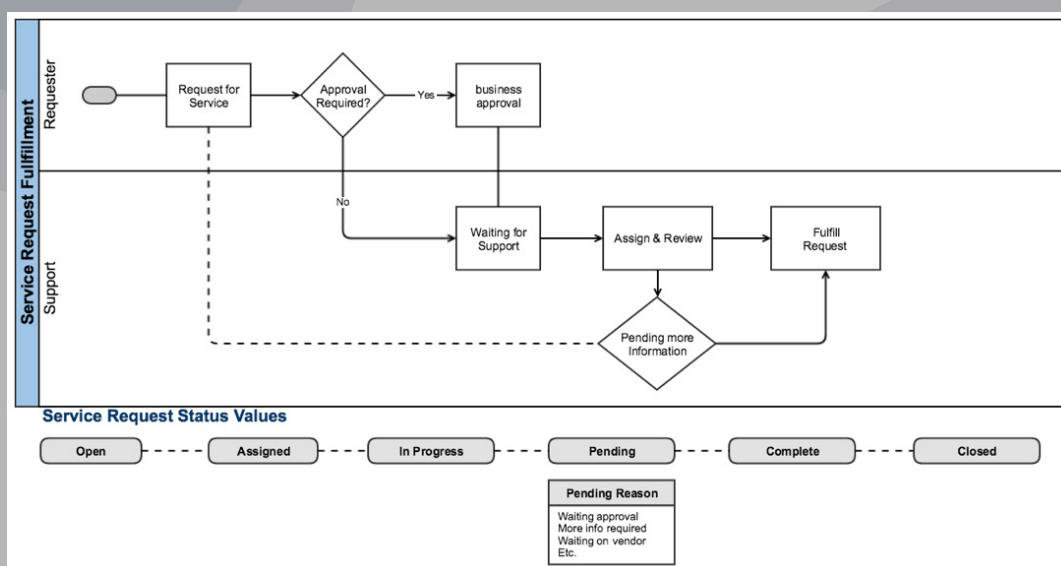
- Start with a 'incident' issue type in your Service Desk project.
- The workflow can then be amended to include additional requirements.
- Auto-close incidents after resolving them.
- Link incident records to other issues.
- Default form fields for incident reports.
- Create and configure a workflow – see the example below:



## Request Fulfillment

Likewise, Jira Service Management also allows you to optimise your service request fulfillment in the following ways:

- Create a separate 'request' issue type.
- Incorporate your approval process into the workflow.
- Auto-close service requests after resolving them.
- Default form fields for service requests.
- Create and configure a workflow that meets business requirements – for example:



*“Once Clearvision was complete with the installation and provided a quick tutorial, we were able to **fully configure the Service Desk** to meet our **specific needs** and **launched the Corporate Application Support Portal** **within days.**”*

Sean Clancy  
CIO - Sunteck

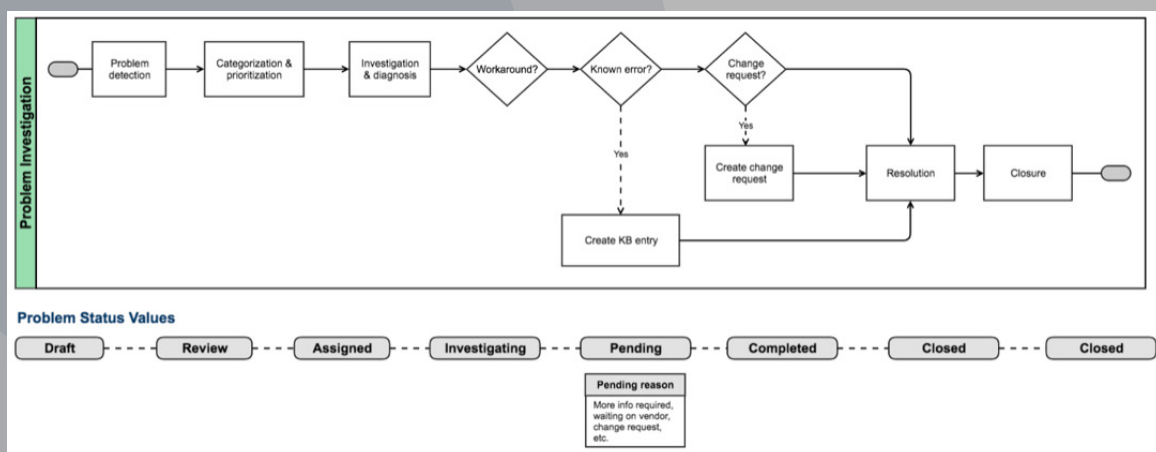
## Problem Management

When your users run into a problem, Jira Service Management's integration with Confluence is a good way to allow them to search your knowledge base for answers. It allows for quick, simple problem management:

- Create a 'problem' issue type.
- Document known errors in your linked Confluence knowledge base on an ongoing basis.
- Default form fields for problem reports.
- Create and configure a workflow that meets business requirements – for example:

We also recommend you create automation rules where possible — this makes life easier for everyone involved! Here are some of the automations we use on a daily basis:

- Automatically transition an issue based on comment type.
- Reopen issues on customer comment.
- Provide an auto-response acknowledgment.
- SLA alerts.
- Urgency/impact matrix custom rule for automating priority.







### MOVING FORWARD: WHAT'S NEXT?

Hopefully this guide has given you a solid foundation to build a great Service Desk that empowers your teams to deliver top-level service.

It's important to consider all of these aspects and more, as your tools form part of a much larger picture. If you look at the 'four Ps' of ITSM defined by ITIL, they come under Product, and to maximise the performance of your teams, you need to also consider: Processes, Partners, and People.

Get these right, and your chances of success are much higher.

#### Product - [Jira Service Management](#)



Atlassian was named the only Visionary in the 2021 Gartner Magic Quadrant for ITSM tools with Jira Service Management.

#### Processes - [Clearvision consultancy](#)



Getting your workflows right makes all the difference. Follow ITIL best practice guidelines and leverage your software to its full potential.

#### Partners - [Service offerings](#)



Clearvision is an award-winning Atlassian Platinum Solution Partner with experts to help you set up your IT Service Desk the right way.

#### People - [Training](#)



Increase the effectiveness and efficiency of your team. Save money on training in the long-run with users that have the knowledge to help newbies.

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## About Clearvision

Clearvision's professional services help the world's biggest enterprises successfully deploy solutions covering software development, collaboration, and service desks. We offer consultancy, implementations and migrations, managed hosting, support, and training.

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