

# Enterprise Digital Podcast

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## Episode 4: The Exponentially Self-Serving Episode.

Welcome!

This week was SDI21 Conference week.

IA: SDI did a good job with virtual conference model. Coped with a few tech issues.

BR: Congrats to David Wright as the host and compere, excellent job, Good sessions plus the Latin-American stream.

Other exciting online events coming up – all online

IA: It would be great to bring back F2F events but the virtual ones do work. I liked the virtual networking part, that worked well.

BR: in future expect a combination of more virtual plus real F2F events as well.

IA: Online sessions are becoming good standard to the point that it is a TV show.

IA: Please can we stop presentations talking about technology's Exponential Growth and Arthur C Clarke quote about Magic.

## Main Topics This Episode

This week it's SELF SERVICE

BR: Self Service is a lot of different things. What are we talking about?

IA: We talked last week about ESM going into other functions beyond IT, and this came up as one of the most important parts of that Core of ESM.

The most important part of SM in other departments is Self Service. Think 'Portal' and of course bots and integration and Teams and Slack etc, But it starts as Portal.

When you look at tools that help people work better, there's Trello, Monday.com, Planner etc. But none have Self Service.

ITSM tools have mature and established Self Service capability. That's one of the important parts that what ITSM tools bring to other parts of the business with ESM. Self Service to the rest of the business.

BR: .... Thinks... so what would be self service with other tools? Are not Appstores the self service for other tools? Or am I confused ? Whats the difference.

IA: in the context of ESM beyond IT they need to have some way to offer:

Information about the department, FAQs and Knowledge, Request from a Request Catalog that leads to workflow. Then reporting something not right (Incidents). The ability to say 'I need help from you'. And then to see the status of my tickets.

That's VALUE to the rest of the business.

BR: We are used to self-serving ourselves even more now.

IA: Yes! We like self service. And the tools are really good at this. They are proven and established. Other departments can make these their own.

BR: Most orgs are trying to increase self-service uptake. Automation is important, IT is trying to automate more. People are trying to do more with self service. But its still a mixed result and end user community sometimes don't want lots of automation and still need to talk to people. There has been no big step increase in more automation advanced benefits and wide selfservice adoption.

IA: hmmm.... Adoption and success topic becomes an ongoing challenge when being used to reduce incoming volume over time with existing service desk function. But when starting from zero in an ESM rollout it's not about deflecting high call volume, it's about offering a new value-add service.

BR: yes there is a clear huge opportunity for an enterprise service desk to use technology to being benefit. What makes self service successful?

IA: Culture. Some people don't want to go to self service. Because that's how they prefer it. The proportion that prefer phone and voice is going down, not a generation/age story, it's just a general preference for everyone. And we are all getting used to using chat sessions via self service portal.

BR: <lots of bad jokes>

IA: Different needs, different people, different channels are the norm. But how do you find out what your choices are?... it's called self service.

BR: Yes, intranet didn't work well in the past. Concepts are not new.

IA: Branding is important. If a department offers self service portal it should be branded to match that department's space, not be an IT space. ESM fails when tools are seen as the IT tools.

BR: how do you approach this ? is there a simple way in? How do all the good things like self service get brought to other teams?

IA: There is an opportunity for an ESM maturity model. And a Selling ESM set of internal tools to help leaders 'sell' the concept to other parts of the business. Values, Maturity Model etc.

(Note: to read about Ian's Portable Core of ESM, go to: <https://aitchisoninsights.com/the-portable-core-of-enterprise-service-management/>)

BR: Well there is clearly appetite for this. On almost every procurement project. And self service is an absolutely key component of this.

IA: Yup, self service, you've got to have it.

## To Wrap

We talked about using self service as a driving factor to introduce ESM to other depts.

Need to also talk more about self service adoption techniques

And, looking ahead, we start to include guests, and we publicly launch this podcast finally !

## Useful Links and References

- Barclay's website: <https://www.barclayrae.com/>
- Ian's site AitchisonInsights: <https://aitchisoninsights.com>
  - Portable Core of ESM <https://aitchisoninsights.com/the-portable-core-of-enterprise-service-management/>
- Podcast landing page: <https://enterprisedigitalpodcast.com>
- At Anchor podcast site: <https://anchor.fm/enterprisedigital>