



EBOOK

## 4 TIPS TO MODERNIZE YOUR SERVICE DESK AND STAY AHEAD OF THE GAME



## Introduction

Some things are better done the old-fashioned way – such as reading books instead of using an e-reader, or hand-delivering a card instead of sending an email. However, running your business with a solution that is designed for the past is definitely not one of them.

Trying to adapt your old service desk technology to meet new age business needs is not conducive to growth by any stretch of the imagination. Modern IT environments need modern service desks to achieve [faster ticket resolution time](#), process optimization and proactive response to emerging problems.

**In this eBook, we'll discuss how new service desk solutions are better equipped to resolve complex issues that traditional tools simply aren't suited to handle.**



## Traditional service desk solutions no longer cut it

Even though it may not seem like it, the last couple of decades have ushered in remarkable technological advancements.

Companies have been quick to embrace technologies like off-premises storage, cloud computing and web-based software since data transmission over the internet has become easy and secure. The software-as-a-service (SaaS) model is replacing CD-ROM and businesses are taking the help of artificial intelligence (AI) and algo technologies to sift through complex datasets. These shifts have profoundly impacted the way organizations operate, manage data and interact with their customers and businesses partners.

### The role of the COVID-19 pandemic

Although digital adoption was already underway for quite some time, it took a quantum leap during the COVID-19 pandemic since companies were forced to adopt new-age tools to remain competitive. In the wake of pandemic-induced shutdowns, [IT groups had to reorient themselves and launch technology-driven initiatives](#) with the aim of enabling remote work. During this period, MSPs who offered digital infrastructure migration and support fared better than their peers.

### Old habits die hard

So, why are some MSPs still clinging to their outdated systems despite the increasing challenges and discomfort they pose? This is in no small part due to the perceived risks MSPs associate with migrating to a modern system and the worry that the transition might cause them to lose sight of their goals. This mindset, however, is detrimental to growth.

If your MSP is experiencing increased ticketing time, escalating maintenance costs and inability to work with existing solutions, then it's time to make changes. These challenges will only get worse and hinder growth as your company matures. In order to make your IT operation more agile, reliable and secure, [modernizing your service desk is key](#). This will allow you to innovate and improve your processes so you can maintain your competitive edge in an ever-changing IT industry.



## Comparison table

The table below pits the features of the old system against the new, so you can see in a glance how modernization can benefit your business.

### Legacy Service Desk Modern Service Desk



<p><b>Custom service:</b> Resources are overworked, causing inconsistency and inefficiency in the work process and service quality.</p>	<p><b>Consistent service:</b> IT technicians become more efficient and productive and can meet service-level agreements easily. By maintaining consistency, you can build trust with your customers and boost profitability.</p>
<p><b>Low to no automation capabilities:</b> Reduces ticket resolution time, overwhelms the service desk with unresolved issues and lowers technician productivity.</p>	<p><b>Automation first:</b> Automates several repetitive, manual tasks that helps unlock significant time and cost savings. This leads to higher productivity and efficiency across all the processes in an organization.</p>
<p><b>Reactive system:</b> Involves acting only after a problem occurs, resulting in reduced system uptime.</p>	<p><b>Proactive system:</b> Analyzes past data to predict potential problems and mitigates them in advance. Ultimately, this results in higher system uptime.</p>
<p><b>Incident outcome:</b> Examines an incident in isolation without considering its wider impacts on the organization.</p>	<p><b>Business outcome:</b> Focuses on the big picture. Contributes to an organization's overall productivity and efficiency and helps achieve process optimization.</p>
<p><b>Devices services:</b> Provides technical support to end users, troubleshoots customer and user issues, and/or guides them through specific tasks and actions.</p>	<p><b>Business services:</b> Modern service desks look at business needs rather than focusing solely on addressing user needs and takes the broader business context into account.</p>

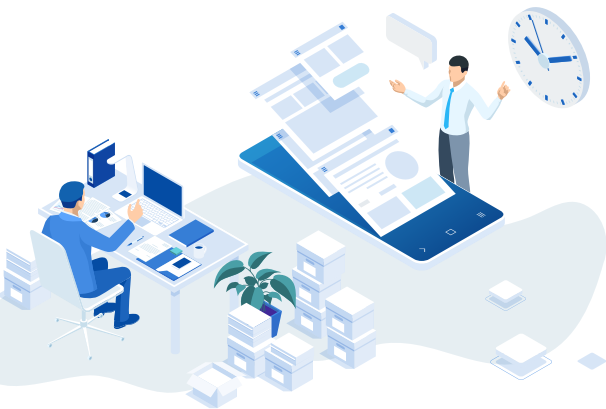


# War and peace

Your customers are experiencing the digital transformation firsthand, and if you believe that sticking with old processes and technology will help you succeed now and in the future, think again.

In this section, we'll examine the four common challenges associated with using a dated service desk and the strategies to help you become the most sought-after MSP on the block.





## Challenge#01: Fragmented tools

Fragmentation is productivity's kryptonite. Traditional methods require businesses to purchase separate software for each business process. This means technicians have to switch between tools to handle tasks like ticketing, project management, quoting, billing, etc. This practice comes with several downsides though:

### #01. Cost

Even though the cost of each program may be affordable individually, adding them all up would probably leave you in a financial tizzy. Higher software costs seriously hurt profitability in the long run. In addition to putting a dent in your monthly budget, multiple tools can necessitate reconciling different data sources, resulting in poor use of productive time, loss of customer confidence and ultimately lower revenue.

### #02. Employee Productivity

Having to switch between multiple tools not only wastes time, but also strains technicians' minds in an already stressful environment. It has been shown that multitasking has a negative impact on productivity despite its reputation as a skill. Research shows that [multitasking reduces productivity by as much as 40%](#).

### #03. Gaps in process

Fragmentation also creates gaps in process and information management due to a lack of standardization. When employees use disparate tools that do not exchange data, it creates unnecessary complexity and frustration at work. Furthermore, inefficient workflows lead to duplicate data entry, inconsistent service delivery and inaccurate billing that must be manually reconciled. Data from Qatalog and Cornell University's Ellis Ideas Lab reveals that [people waste at least 59 minutes trying to find information across tools](#). That's a whopping five hours of wasted time every week.



### Save costs with smart solutions

In a highly fragmented IT environment, work becomes chaotic, making it difficult to see the bigger picture. As a result, employees end up spending a lot of time IN the business and not ON the business. It's clear that these challenges will ultimately lead to poor customer service and a stressful work environment that will cost your business time, money and clients.

**With an all-in-one tool, such as a professional services automation (PSA) solution, technicians can manage multiple functions, such as service desk, project management, billing and customer relationship management (CRM), etc., from a single console.**

## Tip #1: Run your IT operations from an all-in-one solution

You only need one solution to solve your problems — an all-in-one professional services automation (PSA) tool. According to [The 2022 State of the CIO Executive Report by Foundry](#), organizations are striving to improve customer experience and employee productivity by automating and integrating existing business processes.

More organizations are moving towards all-in-one solutions these days. Growing businesses that value agility and integration in their workflows find them to be a better fit. The Kaseya [2022 MSP Benchmark Survey](#) also revealed that 96% of MSP respondents believe that integrating core applications like RMM, PSA and IT documentation is crucial to their businesses, and 78% said it helps drive bottom-line profits.

- All-in-one solutions make it easier for technicians to spend their time doing productive tasks without worrying about switching between applications. Therefore, this makes all-in-one solutions more usable. The fact that one tool can replace a bunch of them also means higher cost savings and more free money to invest in growth initiatives.
- One of the major issues with single-use applications is that not all software products integrate easily. In contrast, all-in-one solutions eliminate the problem of poor integrations completely.
- A major advantage of all-in-one solutions is improved security. With the threat of cyberattacks ever-present, managing security for multiple tools is not only time-consuming but also expensive. As well as being easy to secure and manage, all-in-one tools significantly reduces the chances of your clients being struck by a supply chain attack too.

## Challenge 2: Outdated service desk processes and workflows

Service desk tools of the past were hardcoded to run or support specific tasks and processes. Originally, they were designed to meet the demands of the break-fix model. With MSPs offering a variety of sophisticated IT services today, working with the old systems means relying on outdated and inefficient processes that will only lead to a weak service catalogue, increased costs and scant earnings. An outdated service desk will also force you to write additional scripts or turn to a third-party expert who may not even be able to customize workflows as you would like.

The old service desk systems are less than optimal for your MSP as digital business structures pick up. For your business and that of your clients to survive and thrive in a post-pandemic economy, you must be flexible to change. Modern service desk solutions, that are often SaaS based, are flexible and can be scaled up or down according to business needs and can help cater to varied client needs.



## Tip #2: Customize workflows the way you want, when you want



Today, your business is different than it was yesterday, and tomorrow will usher in more changes. As your business evolves, you need an intuitive user interface that lets you build out your own process. Upgrade from simple to complex and get access to automation features and benefits without having to worry about writing new code.

Modern service desks are designed keeping best practices in mind and therefore can give you access to streamlined organizational processes without trouble.

The mantra is to **let the workflow work for you**, and not the other way around.

Next, consider the benefits of automation. Automated workflows can be tailored to your unique business needs based on where your business is at or where your industry is headed. Moreover, automation allows you to set conditions based on the priority of tickets, status, title, account type, service type or even more granularly by contacts or assets.

A modern service desk handles the lifecycle of tickets for you end-to-end and even handles the triaging process. On a modern system, it is not necessary to devote a resource for triaging or to do it manually. Automated workflows will handle this for you, creating scripts for common issues and providing users with self-help links while channeling critical tickets to human agents.

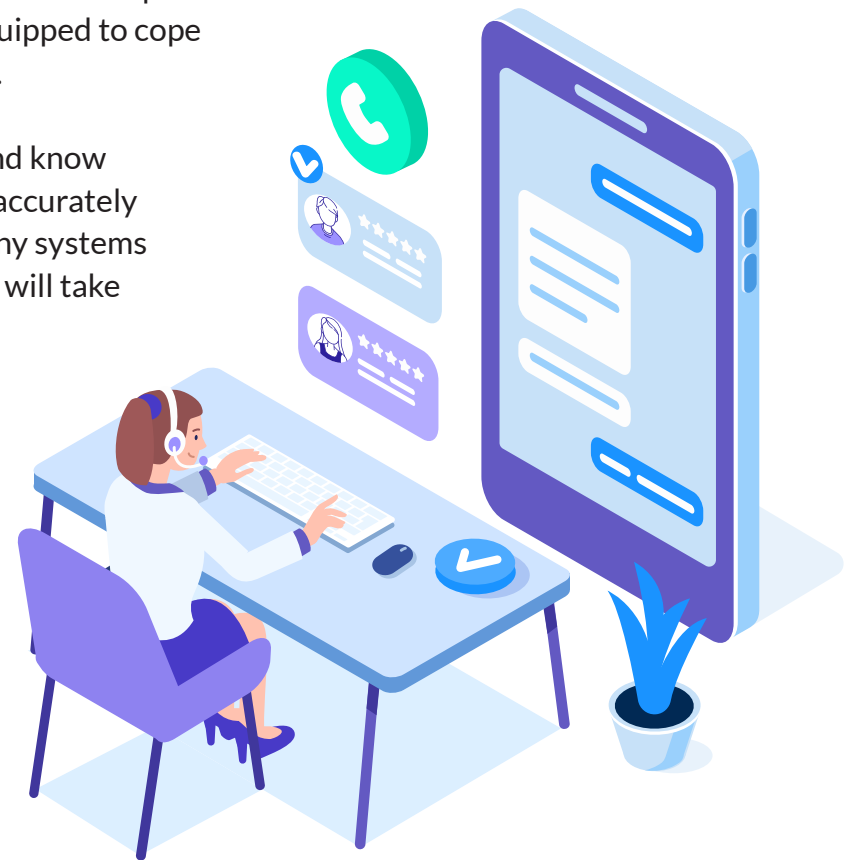
### Challenge 3: Lack of readily available documentation during ticket resolution

You can tell if your service desk is successful by how well you meet your service level agreements (SLAs). The time you take to resolve a ticket reflects the efficiency and capabilities of your process.

Small and medium-sized businesses (SMBs) rely on technology heavily to run their businesses. It is no longer a nice-to-have advantage, but a necessity. This means that as more businesses embrace new technology and processes, the more ticket volumes will increase. Furthermore, with the world moving at breakneck speed, even a few minutes of downtime can cost your clients big money. So, when they raise a ticket, they expect an immediate response and resolution. Here comes the challenge. The old service desk isn't equipped to cope with the fast ticket turnaround that's expected in today's environment.

To resolve an IT issue, technicians have to evaluate multiple systems and know how to navigate the complexities of an IT network. For a technician to accurately close a ticket without reopening it, they must access three times as many systems today when compared to before. In a fragmented IT environment, they will take a long time to close a ticket since they will be spending a better part of their time jumping between tools to get the information they need. The result will be low first-call resolution rates (FCR), high mean time to detect (MTTD) and mean time to resolve (MTTR), and high cost per contact.

If the technicians **lack the information** they need to perform their tasks, then even a small issue can grow to be a **massive and crippling risk** to the business.



### Tip #3: Documentation-first service desk

You can solve the above problem and crush tickets in record time with a documentation-first service desk that eliminates information hunting.

A proper documentation system centralizes all required information in one tool so that your team can access any data point instantly and easily. This goes a long way towards helping your technicians resolve tickets accurately. Consider the difference in your service quality if your technicians had access to passwords, policies, apps, service information, asset information and any other necessary data in the same tool. Furthermore, a document-first solution helps facilitate knowledge sharing across the entire team, so your employees will continue to have access to the necessary information even when their peers leave.

The impact of such a setup on your business is going to be invaluable and impressive. In addition to ensuring **fast onboarding**, a documentation-first service desk also enables **zero-day onboarding** so that new hires can hit the ground running.



## Challenge 4: Manual reconciliation and billing

Once you set up a well-functioning business setup, things move like clockwork. To achieve this kind of efficiency in today's technological age, you must say goodbye to manual billing and reconciliation practices.

**By not capturing all the aspects of a customer's profile and unique set of services, you could be leaving money on the table as well.**

If the majority of your time is spent on checking invoices, then when will you drive your projects forward? Often, billing is the biggest time hog that hampers growth for small businesses. If you are going to spend a significant amount of time running the entire range of billing activities manually, right from posting each billable item to ensuring that invoice accurately captures all the products and services, then your process is likely to be prone to errors.

Investing in a good billing tool will lower the chances of your employees overlooking something important and generating duplicate or incorrect billing. In addition to making you appear unprofessional, inefficiency inhibits corporate growth and prevents your employees from focusing on their high-value tasks.

### Tip #4: Automated and flawless billing

Having automated invoice and billing capabilities with your service desk is critical to ensuring timely and quality billing and improving employee and customer experiences. Whenever possible, billing steps should be automated to eliminate human error. It is ideal to automate the entire billing process from start to finish.

Modern billing capabilities should allow MSPs to bill regardless of their billing pattern – whether subscription, fixed price, or time and material based. This should be automated no matter what. For a small business, every penny counts. You should be able to automate billing for device, user and license counts, and if any of the units change mid cycle, you should be able to accurately record that change.



## The bottom line

If you do not modernize your service desk, its limitations will remain. In fact, they'll become more evident as your company grows and the business model changes.

With **Kaseya Business Management Solution (BMS)**, you can turn your service desk limitations into opportunities so you can manage your business operations effectively and grow. BMS is an all-in-one business management solution designed to help MSPs spend more time on selling and delivering services and less time tracking non-revenue-generating tasks like billing and project management. Additionally, the solution is cost-effective that you will reduce operational costs immediately.

Furthermore, BMS integrates seamlessly with major RMM and accounting systems as well as a suite of other Kaseya products, so that you can manage all essential MSP functions from a single interface.

To find out how you can modernize your service desk, [click to get a BMS demo.](#)





**About Kaseya**

Kaseya® is the leading provider of complete IT infrastructure management solutions for managed service providers (MSPs) and internal IT organizations. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage, secure, automate and backup IT. Kaseya IT Complete is the most comprehensive, integrated IT management platform comprised of industry leading solutions from Kaseya, Unitrends, Rapidfire Tools, Spanning Cloud Apps, IT Glue and ID Agent. The platform empowers businesses to: command all of IT centrally; easily manage remote and distributed environments; simplify backup and disaster recovery; safeguard against cybersecurity attacks; effectively manage compliance and network assets; streamline IT documentation; and automate across IT management functions. Headquartered in Dublin, Ireland, Kaseya is privately held with a presence in over 20 countries. To learn more, visit [www.kaseya.com](http://www.kaseya.com).

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