Choosing an IT Support Solution Built for the Future of Work:

Why Best-in-Class Companies are Adopting Conversational Ticketing

Evolving Workforces Require Modernized IT Support

Help desk support used to be hands on; it felt personal and conversational for the most part. Employees could walk up to a help desk, or a support agent might come to their desk to troubleshoot IT issues. These drive-by visits often ended with the help desk creating or closing out a ticket. Or in some cases, the employee was directed to a web portal or instructed to submit an email to request support. In any event, help was always around the corner.

With a distributed workforce brought on by flexible work, real-time support is hard to come by. Requesting support sometimes feels like a black hole where employees are screaming for help, unsure if anyone is aware or listening, which results in increased frustration and plummeting productivity. Aberdeen research has found that when businesses rely on older help desk tools, they fail to provide the real-time, connected, and interactive support experience that today's workers need. However, when organizations with hybrid work environments adopt modern solutions that incorporate conversational ticketing—making it possible to create and manage tickets and get real-time help desk updates using business messaging platforms like Microsoft Teams and Slack—they see significant gains, as we will explore later in this eBook.

This eBook looks at the challenges businesses face in providing support for today's flexible and hybrid workforces. It also analyzes the impact of conversational ticketing on IT support processes that leading businesses are leveraging to meet the IT support needs of today and of the future of work.

Conversational Ticketing
The use of team collaboration apps has exploded with the transition to flexible work, allowing workers to collaborate and communicate with their peers in real time via a simple, conversational chat interface. Conversational ticketing streamlines support by moving the typical ticketing workflow into a messaging system like Slack or MS Teams, allowing employees and agents to create, manage, and comment on tickets seamlessly.

How Legacy ITSM Comes Up Short in Hybrid and Flexible Work Environments

With employees in the office, remote, and flexing, IT leaders are struggling to optimize their existing technology and workflows to support employees with a level of consistency and similar experiences that are not dependent on location. These outdated systems force end users through a workflow that is foreign to their daily grind while IT staff try to navigate several disconnected tools to monitor, manage, and support their business.

At the same time, the adoption of agile messaging platforms like Slack and MS Teams has grown exponentially with highly engaged employees relying on them every day to get work done and collaborate with their peers. When employees are forced to utilize help desk ticketing and support systems that don't utilize conversational ticketing, it can increase frustration and lower the quality of support.

Businesses with legacy ITSM tools that lack conversational ticketing are:

45%
less likely to say that end-users are satisfied with IT services

50%
more likely to have difficulty managing incidents and solving problems

Choosing the Right IT Support Solution for Flexible Work

Best-in-Class IT organizations are using conversational ticketing to simplify and consolidate the IT request experience for employees and IT staff by moving the end-to-end experience to their messaging platforms. Conversational ticketing eliminates the onerous and slow ticket commenting experience as employees and agents are notified within their messaging platform when there are ticket updates and each can engage right from the message.

With help desk tools powered by conversational ticketing in place, IT staff must no longer jump between tools. Instead, they can view tickets and start remote sessions over messaging for faster issue resolution that results in a better employee experience and higher agent productivity. Conversational ticketing makes getting help seamless, letting employees submit requests as simply as starting a chat, which eases the ability to review and comment on status updates. With these capabilities, businesses utilizing conversational ticketing in their help desks are 33% more likely to see increased end-user satisfaction.

Aberdeen research has identified that the Best-in-Class, or businesses in the top 20% of key IT support metrics, are:

95% more likely to utilize conversational ticketing capabilities within their ITSM solutions

Top Benefits of Adopting IT Support Built for Today's Workforce

In this new environment of work, how IT supports and communicates with end-users is vital to success. Aberdeen's research shows how leading IT organizations are turning to key technologies such as conversational ticketing in order to streamline communications, more easily address and resolve issues, and keep end-users productive and satisfied. Additionally, when looking specifically at businesses that use features like conversational ticketing within their ITSM systems, it becomes clear that they gain many key benefits and advantages. By providing support to employees in a fast and intuitive manner, they improve service outcomes and boost IT efficiency.

By leveraging integrated and intuitive ITSM systems with conversational ticketing, organizations overcome the challenges of today's work environment. They are:

3x
more likely to deliver
IT services more rapidly

2x
more likely to see improved
incident reporting

5x
more likely to provide
IT support on any device

Paving the Way for a Flexible Future

The future of work is conversational and about connecting people wherever they are. To effectively build these conversational connections, businesses need to evaluate how they can streamline their IT and help desk operations and bring processes into an intuitive workflow.

When businesses rely on older disconnected help desk tools that force users into unintuitive workflows that may not be flexible-work friendly or conversational, they are setting both those employees and their support staff up to fail due to longer time to resolutions and poor user experience. However, when IT professionals streamline their help desk by bringing together the tools they need to respond, act and resolve issues all in one place they can simplify the support experience and maximize employee productivity.