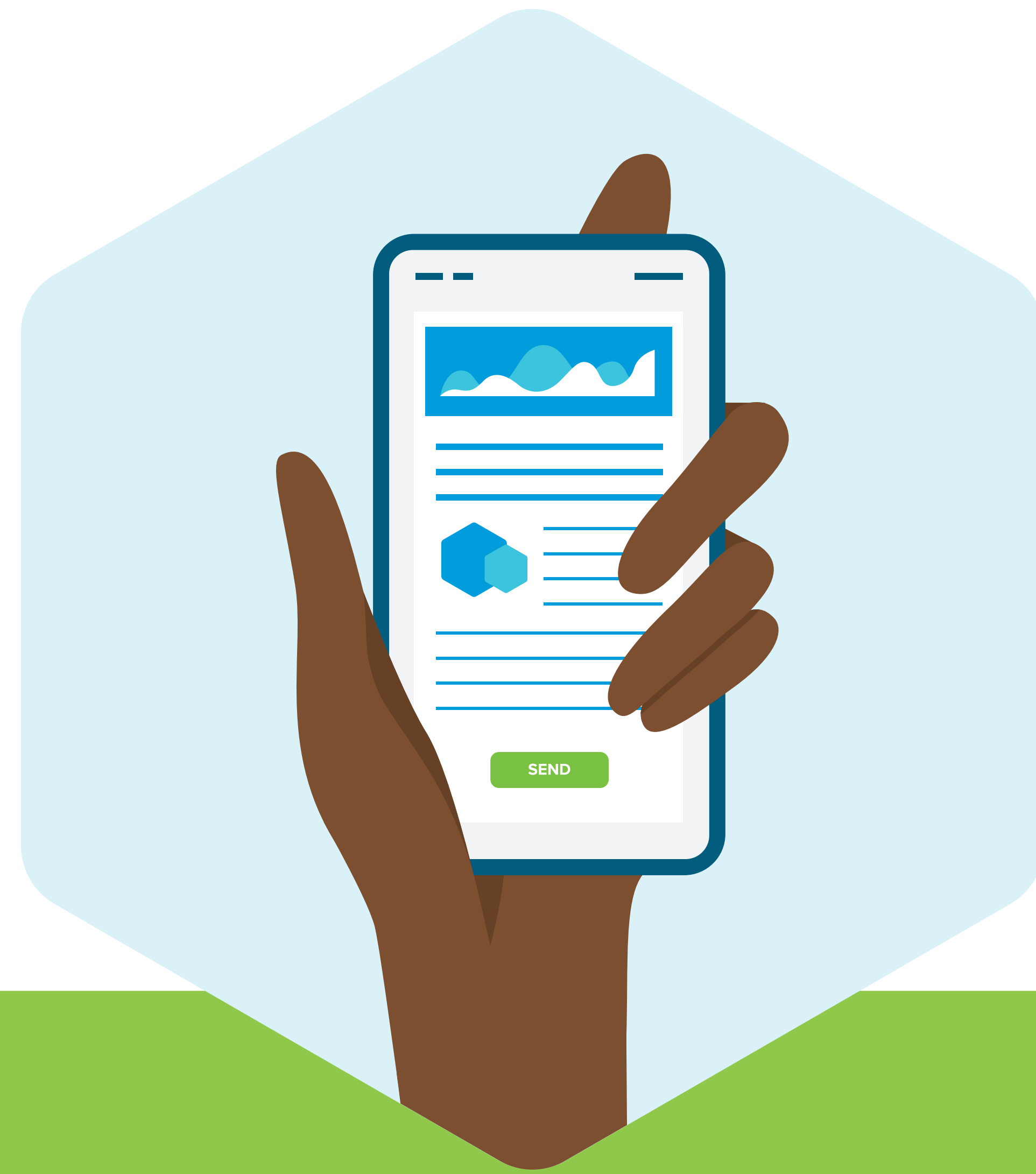


Got tech?

Then you've got friction.

Most workers today carry their office in the palm of their hand.

Or their laptop bag, or tablet sleeve...



Work isn't a *place* anymore so much as a *capacity*.

And tech is what lets this capacity flourish.

Except when tech problems grind it to a halt...



Resolution Friction

An object in motion wants to stay in motion.

A worker who's producing wants to keep working.

But when a technology issue crops up, the momentum stops. **That's friction.**

And this kind of friction automatically doubles:

There's the technical issue itself.

And there's the challenge of resolving it quickly.



Technology issues are expected, so people tolerate them.

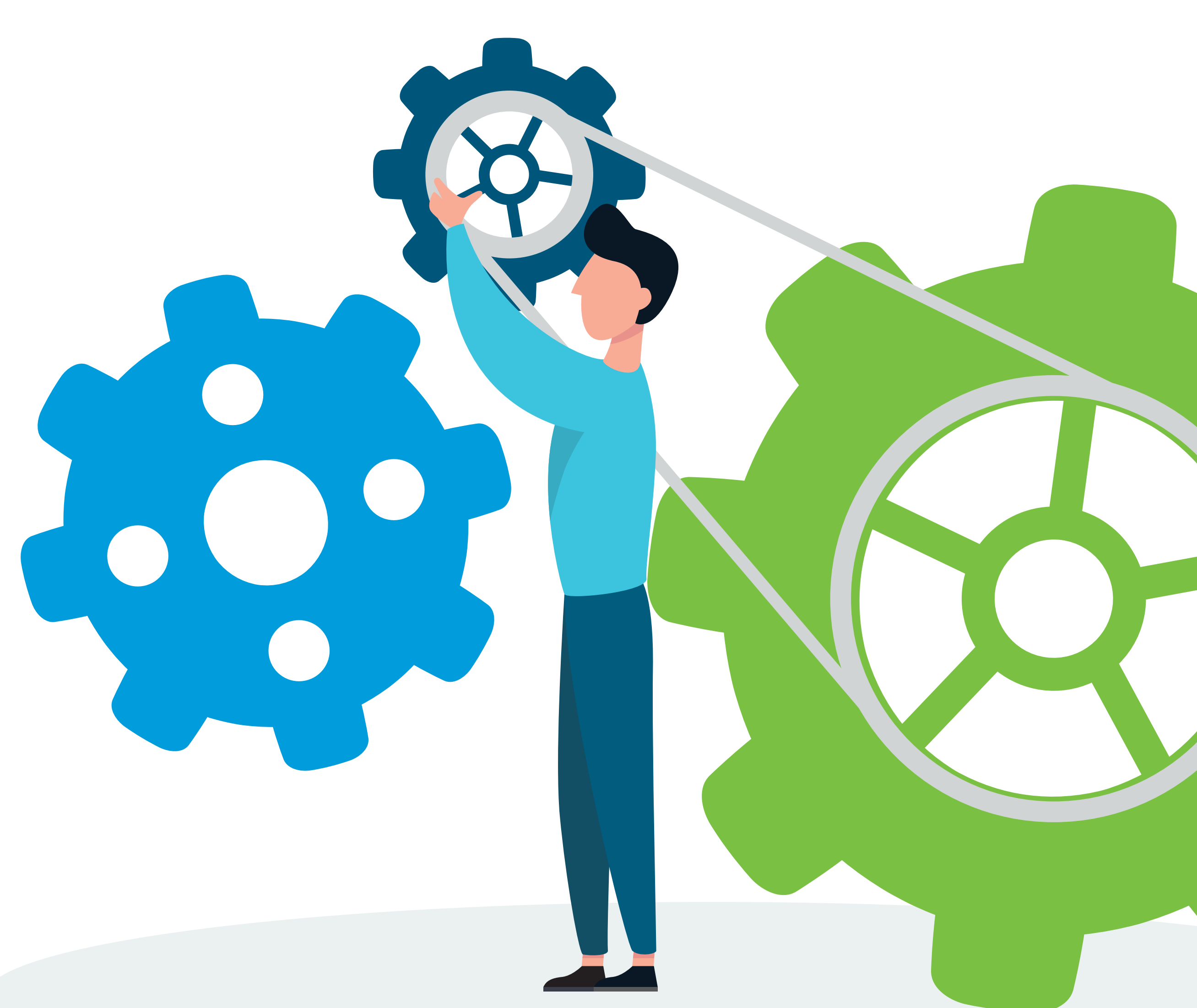
But resolution friction erodes engagement and stalls productivity.

Evolution Friction

There's also the bigger IT picture to consider.

If your support tools don't mesh with your environment or the needs of agents and workers, you have another show-stopping source of friction.

And this one stalls the momentum of IT itself.



Is Frictionless IT Support Even Possible?

Wherever your organization is in its digital journey, IT must quickly **resolve** technical issues while **evolving** its capacity to support strategic goals.

- But how do you build a frictionless support process?
- Is it even possible?



Get the answers [here](#).