

Resolve



Evolve



Today, the lines around ‘work’  
are getting pretty blurry.

Millions of workers are walking around with their office, computer, filing cabinet, phone, email, working documents, and more right in the palm of their hands.

Many no longer even have a physical office to go to. They're on the road, work remotely, and connect virtually with employers, clients, and partners who may be in a different city or country altogether.

What enabled this new work reality? Technology. For ever-growing numbers of people, whether they're IT professionals, marketers, operations folks, salespeople, or others, tech is elemental.



In other words, work isn't a *place* anymore so much as a *capacity* enabled by this networked, data-driven, software-enabled reality.

And so when a tech issue crops up, resolution needs to be quick and easy—regardless of the relative distance between IT support and the user. Because when workers have a task, an idea, a requirement...they just want to be able to do it, and they depend on technology to help them.

**So the paradox is this:**

Technology—the very thing that lets people work better, smarter, and faster—can also be the biggest hurdle standing in their way.

How do we resolve this paradox? How does IT **resolve** issues quickly and continue to **evolve** the business's capacity to succeed?



Let's start by understanding  
the problem: **friction.**

# Friction is the Enemy of Flow

Here's some disturbing math: when a technology issue crops up for a worker, the problem is automatically doubled.

There's the technical issue itself, but then there's another problem on top of the problem—the additional challenge of working with the user to diagnose and fix the issue quickly and easily.



# Resolution Friction

If an organization doesn't have the right tools and processes in place, they are guaranteed to have the second problem. Let's call this type of friction—i.e. the time and effort it takes to address technical problems—**resolution friction**.





In the 1970s, psychologist and researcher Mihaly Csikszentmihalyi coined the term *flow* to refer to that state when we're operating on all cylinders, empowered and productive. *Flow* is the state that most businesses want their workers to be in for as long as possible—and the state IT support is there to maintain. IT support's job is to resolve issues quickly and get the user working again.

**Resolution friction** disrupts this *flow*. And it happens specifically in the process of connecting the end user and the help desk agent. When this connection takes minutes versus seconds—and then gives the agent limited insight into the user's issue—this friction erodes worker engagement and productivity.

# Evolution Friction

A second key area of friction in IT support is the friction around change management. Let's call this **evolution friction**.



You can invest in and deploy the world's best support solution, but if it doesn't mesh with your environment, or isn't designed around the needs of help desk agents and workers, or requires a significant investment of time and resources and training, you still have another show-stopping source of friction.

Changing processes isn't easy, especially in larger enterprises. Companies usually want faster resolution capacity, but pull in the reins if the solution requires too much change or requires change they don't have the capacity or desire to manage. Perhaps their environment is locked down or they are beholden to internal processes that make certain types of deployments unlikely to work.

Whereas the **resolution friction** between help desk agent and user affects productivity and engagement, this **evolution friction** affects ROI, retention, operations, and every other facet of the business it touches.

Wherever your organization is in its digital journey, as work and workers evolve, IT must find ways to not only **resolve** any technical issues that stop the business and its workers from humming along but also **evolve** its support capacity in ways that mesh with the organization's systems and processes and support its strategic goals.



# Flow's New Frontier

Perhaps not surprisingly, remote support can address both of these sources of friction. And remote support in the cloud not only allows you to benefit from the general efficiencies, predictable costs, value-added expertise, and ease of cloud solutions, but can also offer help desk agents core functionality that resolves technical issues while addressing friction in your processes.



What are the imperative elements you need in place to build a frictionless support process?

## 1. Instant user-agent connectivity

The key friction point in the resolution process is how quickly and easily you can connect the user and the help desk agent—not just physically connecting them, but transferring the issue from the user’s head (and device) into that of the agent who can resolve it. The user wants the issue taken care of and the agent wants to access the user’s device as quickly as possible, without having to go through a time-consuming software download. Once they have access, the help desk agent needs to be able to quickly understand the problem at hand without having to ransack the device.



## 2. Deeper and broader agent capacity

Most help desk agents' fervent wish is to get to resolution quickly, with a happy end user. This means they need the capacity to serve the user however the user wants to be served, on whatever device, by chat or voice, without additional steps.

The most frictionless experience by far is to be able to address issues on devices when the user isn't present at all—during down time, for instance—and quickly check back later. And beyond all of this, agents should be able to support multiple users, multiple platforms, run multiple sessions, and easily move among these sessions to maximize their productivity.



### 3. Optimized visual engagement

We're rapidly approaching a time when, in a technological sense, all work depends on 'remote' capabilities. These capabilities include text and chat but also screen sharing, collaborative browsing, and other visual engagement tools. In the next decade, we'll see amazing additions to this roster, from augmented and virtual reality experiences to 3D hologram projections. Digital technology is allowing us to recreate the proximity that our distributed and remote reality has displaced. Similarly, when users and help desk agents can literally see what the other sees, they can easily overcome a key element of resolution friction.

## 4. Evolution where you're at

Organizations that are already on the trajectory of digital transformation may have the practices and policies in place to evolve their support services to a cloud-based remote solution. They can realize all of the many benefits this move can deliver, from centralized visibility and control, centralized IT support services, and consolidated support delivery to full mobile support, consistent and predictable costs, and more.

But not every enterprise is at this stage. Some are dependent on systems and processes that make digital transformation slower and more challenging. Still, even these enterprises deserve a remote support solution that meets their needs wherever they are in their digital evolution. The key is to be clear about where you're at and to identify the points of friction where small incremental evolutions—like a desktop and browser-based agent console—can have a big impact.



## 5. Ongoing resilience

Remote support and security go hand-in-hand. While your enterprise undoubtedly has experts focused on addressing all of the organization's security concerns, there's a hidden layer of resilience that comes with cloud solutions.

A cloud solution provider's entire business model depends on security. The scale of the provider's security concerns is many degrees larger than the security focus of any single organization. What this means is that when you work with a cloud solution provider, you benefit from the most stringent security protocols available.

Good cloud providers execute continuous audits on the security of their solutions, provide state-of-the-art security and authentication functions to their customers, and employ the security levels used by high-risk industries like finance and banking.



# Let's Talk!

When it comes to IT support, we have a lot more to say—and we're sure you do too. What specific sources of friction are you dealing with? Where are you on your digital transformation journey? We're confident we can help you develop an IT support strategy that empowers you to resolve issues quickly and easily, so your organization can focus on growing and evolving the business.