

Physician, Heal Thyself...

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This morning I had a leak! I turned off the water and made a repair. I then added a “tell wick” to the pipe to monitor the repair, after an hour I was confident the repair was good. Having repaired the leak myself, other than publishing on LinkedIn, it would have otherwise remained an unknown fact to the world. My service management head kicked in as I was thinking about the process I followed and how would this relate to self-help systems.

Self-help is a goal for many support operations, enabling their customers to follow a set of instructions and effect their own repairs. Less customer down-time should result in increased customer satisfaction. Support teams are also able to focus on higher rated issues. Surely then, with this goal in mind, the self-help mechanism must be properly measured for effectiveness?

A self-help service starts with having, and maintaining, a body of knowledge that is of value to the customer and published in a usable form. Measuring the quality and effectiveness of the published articles will then be determined by the publishing method.

Publishing to an open platform means low quality measures due to the anonymous and voluntary nature of the medium. A star rating, comments and an email address may be requested, but there is no guarantee of them being used. With the volunteered data coupled with the server logs, impressions can be measured along with a count the star ratings yet even these basic measures lack any significant value. The measures remain unqualified data.

To improve the quality, so the move to a closed system is required and measuring, in line with appropriate privacy controls, will offer far greater insights into the content and uptake. The need to create an account may be a barrier to adoption, yet this can be outweighed by the value of the data offered and the insights gathered to improve customer service.

When implementing a self-help strategy, templates, style, content will contribute to the success, but the real measures to success lies in adoption rates, effectiveness, usability, customer satisfaction and customer confidence. Can you do that?

This is what I do, this is Service Intelligence!

Service Intelligence, is my collaborative service model for customer and shared services, bringing them closer to the business by ensuring a focus on the structure and dynamics of the organisation and its goals. This in turn leads to a more collaborative design process and effective transition to operational delivery. The model will extend across key service areas of IT, HR, Trade Compliance, Legal, Finance, Facilities and beyond, building a common foundation for customer service.

Delivering value to the business through a collaboration and transparency to improve customer satisfaction whilst offering operational efficiencies and managing costs. The root of Service Intelligence is enabling data consistency which is leveraged through Business Intelligence (BI), enabling organisations to strategise and execute through data driven decisions, leading to efficiencies and improved performance. The objective of **Service Intelligence** is ensuring shared service is data led to build value driven services that are fit for purpose and support the business.

**#serviceintelligence #servicemanagement #privacy #knowldge
#customerservice #customersatisfaction #csat #userexperience #self-help
#self-service**