Enterprise Business Services

First Strike Deck

SUTHERLAND

Sutherland B2B Technical Support

SUTHERLAND

Introduction to Sutherland Global

Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally engineered experiences for customers and employees today, that continue to delight tomorrow.

1 Transformation & Innovation

Research | Insights | Design | Customer Strategy | Transformation | Analytics | Content

2 Business Process Services

Deliver and execute core processes with optimized cost, NPS and effectiveness

3 Digital Engineering Services

Deliver Transformation "as a service" and a seamless part of client ecosystems

4 Technology & Platforms

Technology Products and Platforms complemented by proprietary IP

200+
Managing Operations for Fortune 500 clients

40,000+
Global Employees

40%+
Clients with Outcome-based/TCO models

80B+
Customer records managed

39.4M
Man-hours automated

35,000+
CX Professionals 9 industries

30+
Proprietary Platforms CX & EX Lifecycle

OPTIMIZE   AUTOMATE   AUGMENT   ANALYZE   MANAGE

SUTHERLAND DIGITAL

600+
CX & Design Consultants Sutherland Labs

SUTHERLAND

Premier
Next Gen Co-Development Partnerships

Google
amazon
GENESYS
Microsoft

Sutherland Enterprise Technology Services

Transform your enterprise with a global support solution powered by analytics, machine learning and intelligent automation

| ANALYZE | DESIGN | TECHNICAL SUPPORT | IT INFRA/EUS* | CUSTOMER SUCCESS | AUTOMATE | AUGMENT |

ENTERPRISE SERVICES

SUTHERLAND DIGITAL

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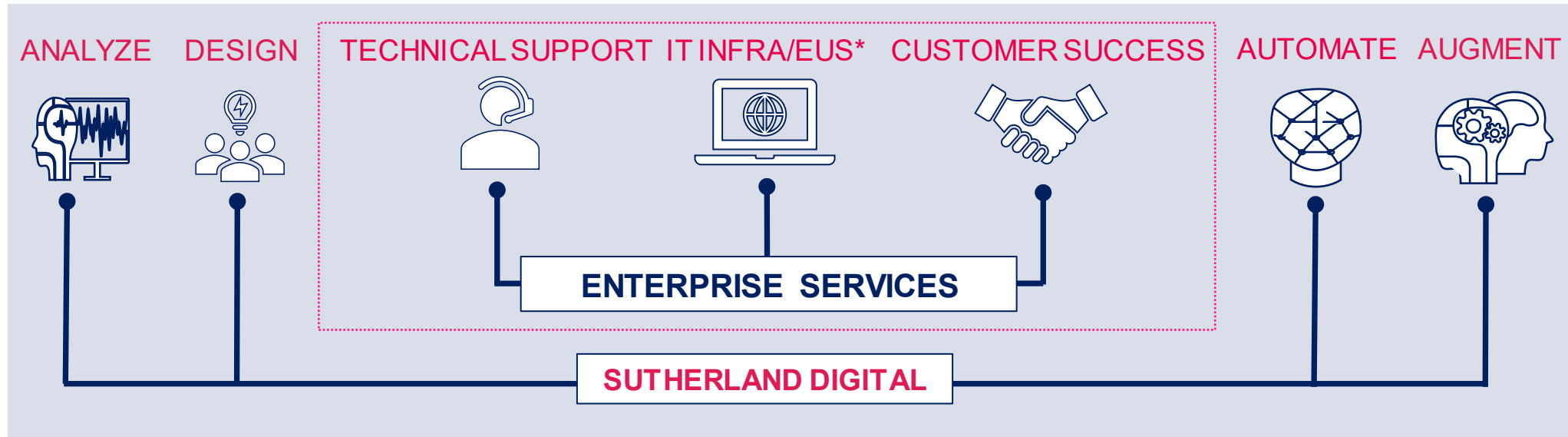
5 Support **Centers of Excellence**

24x7 **follow the sun** support

5000+ Support Engineers

15+ Languages Supported

Remote Support Services
On-Site Services
Process & **Digital Transformation**
Consulting & **Design**

Technology Partnerships

zendesk AUTHORIZED PARTNER | Microsoft | redhat
PLURALSIGHT | Google Cloud

Digital Platform Capabilities

Digital Supply Network — eSeal™, EBUTOR

Automation Suite — RingMaster Studio, ROBILITY, SUTHERLAND Extract

Digital Engagement — meltag, servicenext, SUTHERLAND CX360

Infra & Cloud Mgmt. Platform — EASICLOUD, ClouTor, SmartLeap™

Knowledge Management — HelpTree, Cognitive Knowledge Engine (CKE)

Omni-Channel — SUTHERLAND Connect

Our Enterprise Technology Services Customers

Enterprise Technology Services

Technical Support

SUTHERLAND

Enterprise Technical Support Services

Our Enterprise Technical Support offerings deliver comprehensive and expert assistance to ensure your organizations technology solutions operate at peak efficiency, minimize downtime, and receive timely updates and maintenance, allowing you to focus on your core business objectives with confidence.

Lift, Shift, Run Business

Transform Business

Remote & Field Technical Support	**Professional Services**	**Educational Services**	**Data & AI Analytics**	**Service Transformation**	**Innovation Council**
• Support for Software ISV's, Cloud services SaaS, IaaS, PaaS, HW OEM's • Upgrade, Health Check and Monitoring Services • Hands & Feet Break-Fix Support • B2B Customer Care	• Customer Onboarding • Implementation Services • Migration Services • Project Management • Training & Advisory Services	• Learning Design • Platform Innovation • Content Development • Content Support • Ongoing Learning & Development	• Customer Service Analytics • Data & AIML Modernization Services • Digital Experience and Growth Analytics	• AIOps using AI & ML • Predicative Intelligence • Conversational AI • BI & Analytics • Self-Help / Self-Heal • Consulting Services • Design & Innovation Labs • Design Thinking (UI/UX) • Digital Enablement	• Innovation Director • Communication Specialists • CI Specialists • IT & Technology Specialists • PMO

Client Sampling

proofpoint. NetApp® NICE. CISCO™ Q2 symplicity iRhythm tenable network security

Remote Technical Support : Operating model

Lift, Shift & Stabilize

Service Delivery Excellence	Business Process Efficiency & Transformation	Cost Savings & Operational Agility	Digital CX Transformation

Business Outcomes

Business Alignment

Omni-Channel Support
- Social
- Web
- Email
- Voice
- Chat

Front End Follow-the-Sun Technical Support Team — Run Operations

L0 Automated Support & Self-Help

Chatbot	Auto-Support	Self-Service Portal	Communities

L1 Remote Technical Support

Support Case Triage (P1/P2)	Escalation Management	P3/P4 Issue Management	P3/P4 Issue Resolution

Back End Follow-the-Sun Technical Support Team — Run Operations

Level 2 *(Product SMEs)*

P1/P2 Issue Management	Escalation Management	Knowledge Management	AD-HOC Service Request
P1/P2 Issue resolution	Problem Management	Change Management	Defect & Bug Tracking

Level 3 *(Engineering)*

P1/P2 Problem Management	Escalation Management	Knowledge Management	Platform Support
P1/P2 Problem Resolution	Enhancements	Product Changes	Defect & Bug Resolution

Change Operations

Service Management

SLA Adherence	Reporting	Governance	Metrics & KPIs

Innovation Council

Innovation Director	Data Analysts	Comm. Specialists
CI Specialists	IT & Technology Specialists	PMO

Transformation

Industry Best Practices	Innovation	Process Excellence	AI/ML & Automation	Analytics

Engagement Governance Frameworks

Strategic	Organizational	Operational

Sutherland Support Services

Transition	Work Force Management	Training	Quality Management	Security & Compliance	BCP/DR	COE

Success Catalysts

Knowledge Management	Analytics & Insights	Tools & Accelerators	Technology Platforms	Partnerships & Alliances	Sutherland Design & Innovation Labs

Business Outcomes
- Improved metric/SLA performance
- Improved Knowledge Management
- Improved CSAT
- Improved NPS
- Improved CX/EX
- Improved Business Insights
- Reduced TCO

Professional Services : Example delivery model

Project Readiness | **Project Implementation**

| Sales-2 - Service Handover | Customer Readiness | Site Preparation | Solution Deployment | Project Wrap up | Project Closure | Support |

Professional Services Project Activities

Sales-2 - Service Handover	Customer Readiness	Site Preparation	Solution Deployment	Project Wrap up	Project Closure	Support
• PM and DSA Assignment • SM /EM and SE share documentation with PM - Sales Kit (SOW,PO,Quote) - SOD/SDD • Gain a Clear understanding of the technical details of the project, timeline and any design concern.	• PM led meeting with customer to introduce DSA and answer customer questions • After this meeting, the next step is to complete Site preparation (SPC, SRT)	• PSE Assignment • PSE Prepares for the production deployment of the project • Review all documents related to the installation • Download necessary reports/files • Test Connectivity • Understand workflow for installation • Staging for installation (if needed)	• Installer preparation • Site Readiness: SPC / SRT completed • Installation • Installation Test Plan (ITP) • Service to Support handover • Training / Business Consulting completion	• Prepare project closure • Leave customer with a well-organized maintained system • Collect all evidence for Project Closure	• Prepare project closure • Complete all project documents • Send information to Project Manager • Closure meeting with customer • Communicate project closure	• Receive Project for Support • Provide Support (when needed)

Project Role Involvement

- **SM/EM**
- **SE**
- **PM**
- **DSA / BA**
- **PSE – (IHD ,ASG- R&D)**
- **Training & Consulting**
- **Level 2**
- **Level 3**

Product Support Engagement Model

Discovery ①
Analyze and assess current business landscape

Solution Build *(people)* ②
Delivery location and to-be process

Solution Build *(digital)* ③
Digital accelerators and technology

MSA & SOW ④
Scope, Governance model, KPIs, SLAs

Transition & Transformation ⑥
Project tranition and transformation plan, risk management, OCM.

Due Diligence ⑤
Learn, calibrate, refine, sign-off

Steady State ⑥
Learn, Standardize, consolidate, digitize

Accretive Growth ⑧
Expanded scope and value add beyond contracted outcomes

Innovation & Continuous Improvement ⑦
Joint Innvoation Council

Challenges faced in the Enterprise Technical Support Arena

Challenges

Customer experience is king

Enterprise customers expect an omni-channel support experience where they can receive support how they want, when they want it

Cost reduction

Most enterprise product support organizations are facing increased pressure to reduce operational costs while dealing with increased demand

Automation is imperative

Automation is needed to provide an enhanced support experience, reduce costs and move beyond break-fix support, but many organizations don't know where to start and lack the needed technology

Poor knowledge management

Most product support teams are plagued by poor knowledge management practices. Sound knowledge management is needed to enable automation and drive a rich customer support experience

Break/Fix support is no longer enough

Providing break/fix support is no longer enough to differentiate the product and support experience. Customers demand frictionless, proactive support for the products they are purchasing

Cloud is transforming the dynamics of support

Movement to the cloud and subscription-based services is changing the way customers need to be supported to guarantee product adoption, expansion and renewals
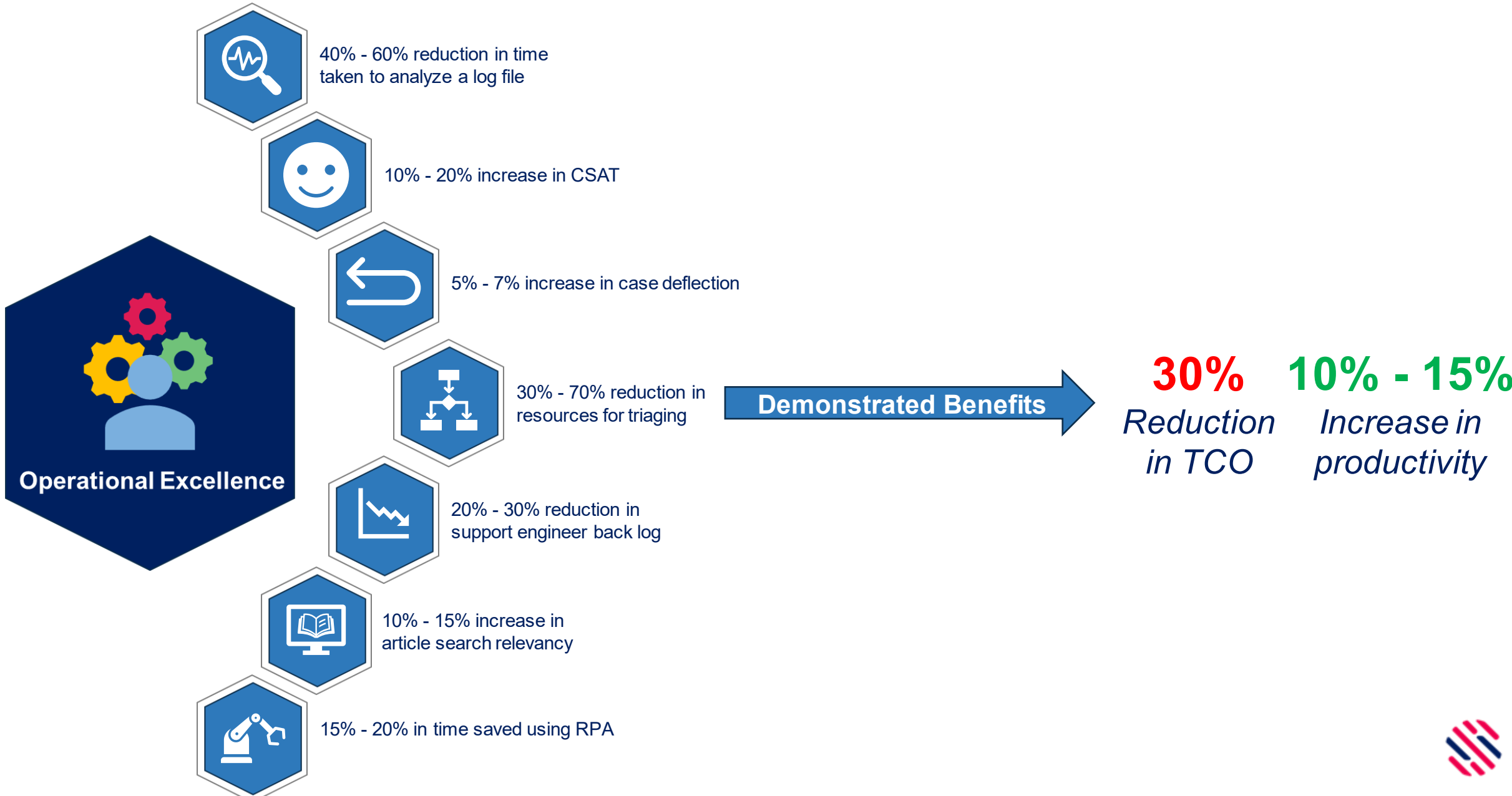
Enterprise Product Support | Journey Map

Using Digital to Monitor and Optimize the end-to-end customer support lifecycle

Technology Platforms & Partnerships

| | | Brandwatch / Connect / sprinklr | Conversational AI / servicenext | ROBILITY | FixBits / CKE / SmartSolve / Rescue Remote / Translate.AI / ROBILITY | SupportLogic / CX360 | Neuron7.ai / SupportLogic / CX360 | SupportLogic / CX360 |
| MassHeal | HelpTree / CKE | | | | | | | |

Customer Support Lifecycle →

| Automated Support | Knowledge Base | Social | Chatbot | Intelligent Case Routing | Case Management Support Toolkit | Escalation Management & Prediction | Resolution | Post Support Action |

Unassisted Support → | **Assisted Support** →

Proactive Support	Contextual Search	Social & Messaging Care	Self-Service	Skills based routing	Knowledge Base	Predictive Analytics	Automated QA & Adherence	CSAT Survey
Data collection & Analytics	Generative AI	Community Support	Support Assist	Entitlement based routing	Generative AI	Next Best Action	Data Analytics	NPS Survey
	Self-Service	Forums Support	Generative AI	Priority based routing	Translation	Data Analytics	Generative AI	Data Analytics
	Support Assist	Reviews Management		Email to Case	Log Analytics			Proactive Support
		Social Analytics			Technician Toolkit			
					Proactive Support			

Business Value	Business Value	Business Value	Business Value	Business Value	Business Value	Business Value	Business Value	Business Value
Case Deflection	Case Deflection	Increased Visibility	Increased Availability	Faster Response	Faster Resolution	Improved CSAT	Faster Resolution	Improved CSAT
Reduced Support Costs	Reduced Support Costs	Improved CX	Faster Response	Faster Resolution	Improved CX	Improved NPS	Improved CSAT	Improved NPS
Increased Availability	Faster Resolution	Improved CSAT	Faster Resolution	Improved CX	Improved EX	Improved CX	Improved NPS	Improved CX
Faster Resolution	Improved CX	Improved NPS	Improved CX	Improved EX	Reduced Support Costs	Improved EX	Improved CX	
Improved CX	Improved EX		Reduced Support Costs	Reduced Support Costs		Reduced Support Costs	Reduced Support Costs	

Removing avoidable support interactions | Improved Support Technician Experience | Improved Customer Experience →

Benefits our clients have realized using our best practices and digital platforms

40% - 60% reduction in time taken to analyze a log file

10% - 20% increase in CSAT

5% - 7% increase in case deflection

30% - 70% reduction in resources for triaging

20% - 30% reduction in support engineer back log

10% - 15% increase in article search relevancy

15% - 20% in time saved using RPA

Operational Excellence

Demonstrated Benefits →

30% Reduction in TCO

10% - 15% Increase in productivity

Enterprise Technology Services

Customer Success

SUTHERLAND

Enterprise Customer Success Offerings

Our Enterprise Customer Success Service Offerings are designed to ensure your organizations long-term success by providing proactive guidance, personalized support, and strategic advice. We work closely with your team to maximize the value of your solutions, drive user adoption, and continuously align our services with your evolving business goals.

L.A.E.R. Focused Approach (Land, Adopt, Expand, Renew)

Service Delivery	**Content Marketing**	**Analytics & Insights**	**Service Transformation**	**Technology Partnerships**	**Innovation Council**
• Certified CSMs • Named CSM's / Pooled CSM's • Renewal specialists • Onboarding specialists • On, Near and Off-Shore for best fit	• Design / Create engaging content for digital campaigns (Tech-Touch) • Design / Create interactive content for self-service (knowledge management) and self-learning (training)	• Customer Health Scoring • Customer Success Metrics • Actionable Insights • Dashboards & Reporting • Monetization • Data & AIML Modernization Services • Digital Experience & Growth Analytics	• Consulting Services • Customer Success Strategy • Customer Insights • Journey Mapping • Segmentation & Engagement Plan • Playbook Design • Design & Innovation Labs • Design Thinking (UI/UX) • Digital Enablement	• Gainsight • Totango	• Innovation Director • Communication Specialists • CI Specialists • IT & Technology Specialists • PMO

Client Sampling

CISCO   Skyhigh Security   AVAYA   RingCentral   Wolters Kluwer

Customer Success : Operating Model
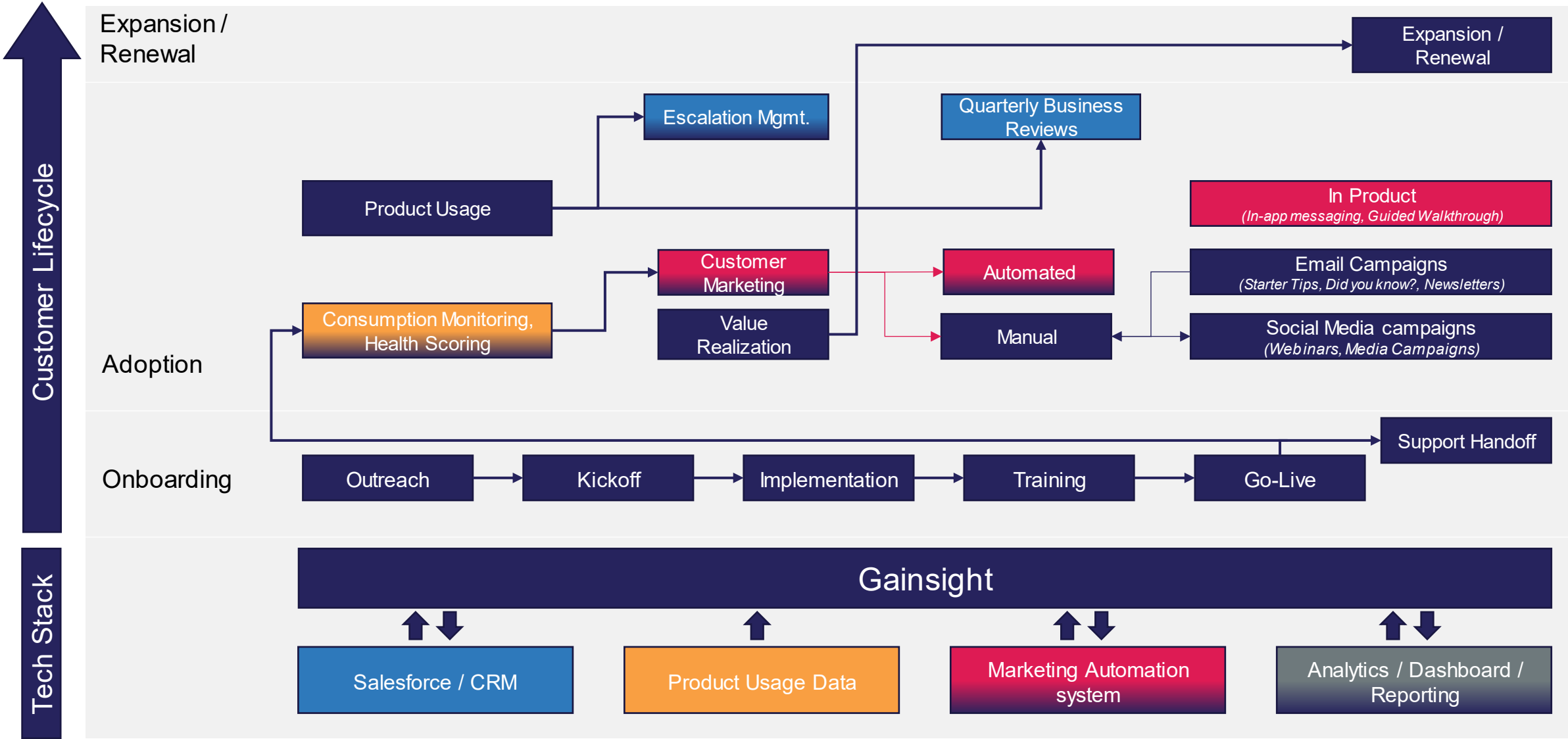
Challenges faced in the Customer Success Arena

Challenges

Monetizing Customer Success

Most customer success organizations fail to properly monetize their customer success initiatives, resulting in not being able to show value back to the company

Cost reduction

Most customer success organizations are facing increased pressure to reduce operational costs while dealing with increased demand

Analytics are crucial

Leveraging analytics is critical to customer success, but most organizations don't have a strong capability in this area or required technology

How to service the "long tail"

Most customer success organizations don't have a process or strategy for servicing their long tail customers and just focus on their largest or most premium accounts.

Organizational silos

Organizational silos common to enterprise organizations create gaps in process that hinder success. Sales and Customer success need to be 100% integrated

Out-dated legacy platforms & tools

Most customer success organizations are using legacy tools that are not integrated and hence, don't offer a complete 360 view of the customer. Tracking customer health, adoption and consumption is a challenge due to this.

Customer Experience Lifecycle

Sutherlands approach using L.A.E.R. (Land, Adopt, Expand, Renew)

Land — **Onboard** — **Implement** — **Use** — **Engage** — **Adopt** — **Optimize** — **Renew** — **Advocate** — **Expand**

Customer

Actions

Customer Acquisition

1. **Understand** business landscape
2. **Establish** expected Business Outcomes
3. **Onboard** using plan to achieve outcomes
4. **Oversee** successful implementation
5. Setup for **Success**

1. **Analytics** for product usage trends
2. **Customer Segmentation** to identify right level of engagement
3. Customer Success Managers create **Adoption Scorecards** and **Success Plans**
4. Encourage adoption and consumption with a **proactive service delivery plan – **training, health checks, advisory & resolving issues

1. Advocacy/VIP program
2. **Social Media Analytics** to identify UGC for advocacy
3. **Up-sell / Cross-sell**
4. CX Hub research/design

Success Metrics

Customer Effort Score, Time to Value, NPS

Milestones completed, Adoption Readiness Scorecard, Customer Health Score (CHS), Propensity to Churn

Renewal Rate, Churn Rate, NRR / GRR, CLV, NPS, CHS, CES

L.A.E.R (Land, Adopt, Expand, Renew)

B2B SaaS Customer lifecycle

Onboarding

Adoption

Expansion

Retention

Customer Signoff

Kickoff Call

Go - Live

CSM Reach Out

Administrator Training

Automated process creates accounts in CRM / CSM tool. CSM assignment could be automated or Manual	CSM outreach to "Welcome" customer. Walks through process and stakeholders Schedules time for Kickoff	Kick off with Implementation specialists Confirms requirements and details Set expectations on timelines	Admin training on feature/ functionality Share support resources Learn about customer environment & reconfirm Goals	Post install completion and testing, Go Live Transition customer from Implementation to Support – CSM continues to be Engagement POC

Customer Success : Consulting : Playbook Brief examples

	Onboarding	Adoption	Renewal
Playbook based on Lifecycle Phase	Send Welcome email	Invite to Webinar "3 quick ways to getting most from your product"	Create ROI deck for monthly call
	Train all users	Re-onboard inactive users	Lunch with customers with MRR >$X
	Send link to Help center		

	Drop in Usage	Change of Sponsor / champion	Low NPS Score
Playbook based on Events	Day 1: Send "Hey, we miss you" email	Reach out to New sponsor, setup a meeting to discuss previous relationship, your insights about the business and how you can help going forwards	Reach out to understand scoring
	Day 4: Send customized email from CSM		Follow up and Follow through
	Day 9: CSM call to reach out		

	Monthly Check-in	QBR's	Meet-n-Greet
Playbook based on Schedule	Check with Admin user once a month	Prepare QBR presentation with relevant content	Meet your Top X% clients every 6 months
	Explore if you can help with anything		

	Up-sell Drive	Client Seminars	New Release update
Playbook based by the CSM	Drive up-sell of certain products	Invite client to Webinar with Industry influencer	Speak to clients about latest release
	Initiate a marketing campaign	Explore if you can help with anything	
	Send link to Help center		

Customer Success : Consulting : Maturity Assessment

Area	Assessment
Process	Do you have defined processes in place for identifying and qualifying upsell / cross-sell opportunities with existing customers. Do you have strong collaboration in place between Sales and CS / Post— Sales teams to demonstrate value and identify long term growth potential in accounts (eg. through motions such as cross—functional success planning).
Analytics	Do you know why customers are not expanding and leverage the insights to improve your processes and product. Do you Have detailed usage analytics to understand how customers adopt your products and easily ID accounts/users that are getting stuck or ready to do more. Do you proactively guide accounts/users to adopt features and releases that are most relevant to them.
Automation	Do you programmatically identify accounts/users who are doing well and guide them to key advocacy activities. Do you effectively leverage automation across the customer lifecycle to support your managed and unmanaged customer segments (i.e onboarding, adoption campaigns, expansion campaigns, etc.) Are your post-sale teams are automatically alerted to key customer events, changes and announcements. Can your post-sale teams identify risks proactively and consistently address those risks throughout the customer Lifecycle.
Customer Focus	Are you rarely surprised by churn as your customer retention is relatively easy to predict and forecast. Do you have a strong program or initiative in place to flag customers who are low usage, and take action to drive adoption Do your customers experience a seamless customer journey today that includes defined, standardized processes for the key customer— facing activities.
CS Ops	Is your current customer load ratio (i.e. # of customers each CSM / AM manages) optimized and do you have any major concerns around coverage as the business continues to grow. Can your CSMs easily access all relevant customer data from one interface. Do you have the ability to quickly visualize the overall health of an individual customer.
Metrics	What is your annual gross retention rate (excluding expansion)? * What is your annual net retention rate (your gross retention from the previous question + your expansion rate within your customer base)? What is your company's NPS score? What additional metrics / KPI's are critical to improve for your organization?
Best Practices	Are customer facing teams and customers themselves informed and can easily access data on customer health, performance and value. Do you have a strong company wide program or initiative in place to collect, analyze, and take action on customer feedback. Do you always know why a customer bought your solution and therefore know what is required to drive adoption and ultimately ROI.

Customer Success Metrics
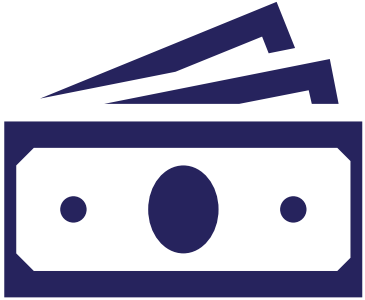
LTCV or CLV

Lifetime Customer Value

Measurement of lifetime value of a customer, helps set bar for acquisition cost thresholds
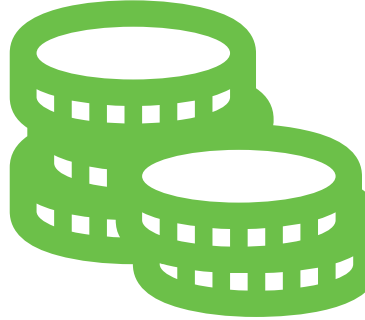
ARR

Annual Recurring Revenue

Measure of size and breadth of customer's purchase of Cisco products/services

Churn

Customer Churn

Retention of customers is critical, track thru the full lifecycle to spot product or process gaps to prevent churn

NPS

Net Promoter Score

Measurement of promoters vs. detractors

Leading indicator Churn/Retention and Advocacy

Usage Activity Score

Product/Service Usage Activity Score

Track and measure account and customer-level usage activity

CHS

Customer Health Score

Complex measurement of service/feature adoption, usage, cases, satisfaction, NPS and customer effort

Customer Effort Score is another insightful metric and indicator of customer success and potential churn.

Enterprise Technology Services

IT Infrastructure & End-User Support

SUTHERLAND

IT Infrastructure & End-User Support

Our Enterprise Digital Workplace Services create a modern and collaborative work environment by integrating cutting-edge technology, enhancing communication, and streamlining business processes. We empower your workforce to be more productive, adaptable and connected, ultimately driving organizational efficiency and innovation.

IT Service Management
- Incident Management
- Request Management
- Problem Management
- Change Management
- Release Management
- Configuration Management
- Service Level Management

HR / Procurement Service Delivery
- Employee Service Center
- Onboarding & Offboarding
- Payroll & Benefits
- Vendor Management
- Supplier Onboarding
- Inventory Management

IT Operations Management
- Network Infrastructure Management
- Help Desk
- Server & Device Management
- Monitoring
- Asset & Inventory Management
- Security Management

Customer Service Management
- Case Management
- Knowledge Management
- Omni-Channel
- Self-Service
- Data Analysis
- Dashboards & Reporting
- Workflow Automation

End-User Services
- End User Support
- Hybrid AD & M365
- Virtual Desktops & Apps
- Collaboration
- Endpoint Device Management
- End-User Security

Consulting
- Design & Innovation Labs
- Journey Mapping
- Design Thinking (UI/UX)
- Digital Enablement
- CET Assessment

Client Sampling

W&M Wright & McGill · SNC·LAVALIN · TRACFONE · Cummins · verizon · City of MEMPHIS · Gallagher

B2B Help Desk: Key Components

Our Enterprise Help Desk offerings provide a central point of contact for your organization, offering responsive, 24/7 support to address issues, requests, and inquiries promptly. Our teams are committed to resolving problems efficiently and enhancing end-user satisfaction, keeping your business running smoothly.

Help Desk Delivery

- IT Service Desk
- HR Service Desk
- Procurement Service Desk
- Facility/Security Service Desk
- Remote Infrastructure Management

Functional Services

- Process Excellence
- Industry Best Practices
- Best Practice Workflows
- Compliance Frameworks

Service Transformation

- AIOps using AI & ML
- Predicative Intelligence
- Conversational AI
- BI & Analytics
- Self-Help / Self-Heal

Analytics & Insights

- Customer Service Analytics
- Data & AIML Modernization Services
- Digital Experience & Growth Analytics

Innovation Council

- Innovation Director
- Communication Specialists
- CI Specialists
- IT & Technology Specialists
- PMO

Consulting

- Design & Innovation Labs
- Journey Mapping
- Design Thinking (UI/UX)
- Digital Enablement
- CET Assessment

Client Sampling

ADNIC — ABU DHABI NATIONAL INSURANCE COMPANY · RAC Rent-A-Center · Allianz · amazon · Digital River® · TRACFONE · Cummins

Challenges faced in the Help Desk space

Challenges

End-User experience is king

End-users expect a "consumerized" support experience where they can receive support how they want it, when they need it

Cost reduction

Most service desk organizations are facing increased pressure to reduce operational costs while dealing with increased demand

Automation is imperative

Automation is needed to provide a "consumerized" support experience, reduce costs and move beyond break-fix support, but many organizations don't know where to start and lack the needed technology

Poor knowledge management

Most service desks are plagued by poor knowledge management practices. Sound knowledge management is needed to enable automation and a better end-user experience

Organizational silos to support

Supporting multiple departments that use disparate tools that aren't integrated is a big challenge in most companies

Out-dated legacy ITSM platform & tools

Most organizations are using outdated ITSM platforms & tools that don't give them the capabilities needed to modernize their ITSM processes

Remote Help Desk: Operating model

Lift, Shift & Stabilize

Service Delivery Excellence	Business Process Efficiency & Transformation	Cost Savings & Operational Agility	Digital CX Transformation

Business Outcomes

Business Alignment

Omni-Channel Support — Mobile, Web, Email, Voice, Chat

24x7 Global Service Desk *(shared team)* — Run Operations

L0 Ticket Triage & Self-Help	SmartBot	Monitoring Tools	Self-Service Portal	Desktop Resident Tool
L1 Service Desk Support	Incident / Request Management	Problem Management	Change Management	SOP-based repeatable tasks

Global Service Desk *(dedicated resources)* — Run Operations

Level 2 Service Desk Support	Incident Management	Request Management	Problem Management	Change Management
	Application Support	Asset Management	Non-Standard Tasks	Non-Standard Troubleshooting

Level 3 Service Desk Support	Problem Management	Event Management	Application Management	Server Management
	Complex Troubleshooting	Complex Issue Resolution	Database Management	Network Management

Change Operations

Service Management

SLA Adherence	Reporting	Governance	Metrics & KPIs

Innovation Council

Innovation Director	Data Analysts	Comm. Specialists
CI Specialists	IT & Technology Specialists	PMO

Transformation

Industry Best Practices	Innovation	Process Excellence	AI/ML & Automation	Analytics

Engagement Governance Frameworks

Strategic	Organizational	Operational

Sutherland Support Services

Transition	Work Force Management	Training	Quality Management	Security & Compliance	BCP/DR	COE

Success Catalysts

Knowledge Management	Analytics & Insights	Tools & Accelerators	Technology Platforms	Partnerships & Alliances	Sutherland Design & Innovation Labs

Business Outcomes:
- Improved metric/SLA performance
- Improved Knowledge Management
- Improved CSAT
- Improved NPS
- Improved CX/EX
- Improved Business Insights
- Reduced TCO

A Day in the Life- Service Desk Transformation

BUSINESS PERSONAS SEEKING SERVICE DESK SUPPORT

- C-Suite
- Program Manager
- HR Manager
- Business end-users
- ⚠ Issue Encountered

How Sutherland can transform service desk support with best practices & digital experiences

SUPPORT CHANNELS ①

Omni-channel support & Self-Help

- 💬 Live CHAT
- ✉ Email
- 📞 Voice

- SmartBot (servicenext)
- SmartLeap DRT
- Mobile (now)
- Support Portal (now)
- SmartLeap HelpTree
- Cognitive Knowledge Engine

TICKET CREATION & TREATMENT ②

Service Management Platform — now, Zendesk, ManageEngine, salesforce

➡ servicenext **31 Use-cases to automate IT Service Desk**

Robility - RPA to automate ticket validation and routing

TICKET MANGEMENT & RESOLUTION ③

- Service Desk Technician
- Service Desk Technician
- Service Desk Technician

Sutherland IT Service Desk Technician Toolkit

- Agent Assisted Toolkit
- HelpTree
- Envision
- Network Monitoring
- FixBits
- CKE

Sutherland ITSM Best Practices ④

Sutherland ITSM Best Practices

- 🔄 Service Request
  - Service request processes & workflows
- 🔥 Incident Management
  - Incident processes & workflows
  - Troubleshooting

- ❓ Problem Management
  - Problem processes & workflows
  - Root Cause Analysis — Issue Unresolved?
- ⚙ Change Management
  - Change workflows & change advisory board
  - Plan, execute and monitor changes — Issue Unresolved?
- 📋 Asset Management
  - Hardware & Software asset management
  - Add, delete or modify IT assets — Change affects asset?
- 📊 Reporting & Analytics
  - Out of the box, customer & ADHOC reports
  - Generate performance reports

- 👨‍💻 Deliver Service → Remote Support (LogMeIn) ← Restore Service 💡
- 💡 Restore Service
- 💡 Restore Service
- 💡 Restore Service
- 📈 Monitor & Improve Performance

TICKET CLOSURE & KNOWLEDGE CAPTURE ⑤

- **Document & Close Case** → **SME documents solution and publishes draft for review** → **Knowledge manager verifies article, and publishes in KB**

Cognitive Knowledge Engine

- **CKE Admin Portal**

Knowledge Repositories

- Knowledge Base
- SharePoint
- Wiki

- Unified Content Repository
- Contextual Context Search
- Decision Tree Frameworks
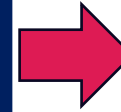- Customer Self-Service

Best Practice: KCS Centered Support

Sutherland Help Desk Key Differentiators

AIOps Automation Platform
servicenext

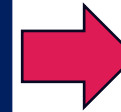Advanced ITSM AI Built for the Enterprise using Chat-Bots and RAP

→ Delivers Process Automation 2X Faster, 60% reduced TCO, ZERO RISK

SmartLeap Tools & Accelerators
Transform Service Desk Experience, Productivity & Operations by optimizing human effort through intelligent automation
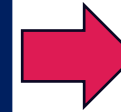
→ 10% - 15% reduction in AHT, 15% - 20% improvement in resolution rates, 15% - 25% increase in FCR, 7 to 10 pt. increase in NPS

Design & Innovation Labs
Continuous innovation & improvement through Sutherlands design and innovation labs

→ Reduction in overall support volumes, reduced TCO, new ideas, insights and concepts to drive service transformation using identified pain points.

Data & AI Analytics
Transform Customer, Partner & Employee Experience with Sutherland Data & AI Analytics
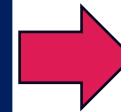
→ 10% - 20% increase in ticket deflection, 5% - 10% reduction in AHT, 2x – 3x increase in customer loyalty, 15% - 30% TCO reduction

Robotics Process Automation
Improve the customer experience using Sutherlands Robility Platform for process transformation
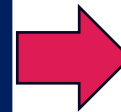
→ Automate 25% - 50% of ticket triaging, reduce backlog with automated backlog scrubbing, automate proactive follow up & dispatch, automate reporting

Enterprise Technology Services

Flexible Commercial Models

SUTHERLAND

Flexible Commercials Models

MODEL MATURITY ↑

		PROS	CONS
Subscription Based services	• As a service (based on # of users, devices deployed, etc.)	• Predictable costs • Lower upfront costs • Increased scalability • Motivates continuous improvement • Increased flexibility & convenience	• Variable quality of service • Dependency on continuous payments • Limited ownership • Limited customization • Dependency on supplier viability
Risk / Reward or Gainshare	• Risk/Reward: % of fees set aside • Gainshare: Split on benefits achieved	• Provides aligned incentives • Increased risk mitigation • Financial motivation for innovation & continuous improvement • Transparent performance metrics	• High dependency on accurate metrics • Potential for misaligned priorities • Complex negotiation & Agreement • Limited control over costs • High sensitivity to external factors
Outcome Based pricing	• Per case/ticket resolved • Per account retained	• Ties commercials to business outcomes with measurable metrics • Puts the focus on driving value • Encourages innovation • Motivates continuous improvement	• Higher perceived cost due to risk premium • Risk of "gaming the system" by vendor • Increased upfront planning • Requires complex measurements and verification
TCO Fixed Fee	• Total cost of ownership model with transformation built-in	• Provides clearer understanding of total financial commitment required • Increased transparency and reduced risk • Provides long term cost savings • Gives holistic cost evaluation	• Assumption sensitivity can be high • High complexity and resource intensiveness • Limited predictive power • Over emphasis on upfront costs • Don't adapt to business changes
Transaction Based	• Per Call • Per Chat • Per Case/Ticket	• Clear cost structure & flexibility • Low entry barriers • Limited Risk • Increased Scalability • Stronger cost control	• Potential for inconsistent quality • Limited supplier accountability • High dependance on market conditions • Lower strategic alignment with supplier • Limited predictability
T&M Based	• Per FTE • Per staffed hour • Per productive hour • Per minute	• Flexibility • Easy to start if many unknowns exist • Responsive to changes • Stronger cost control • Pay-as-you-go	• Difficulty in performance measurement • Potential for scope creep with supplier • Risk of overbilling from supplier • Limited supplier efficiency incentive • Uncertain total costs