

Mobility and Support: Impact and Opportunity



May 18, 2016

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About

- 15 years experience as a practitioner
- White papers, *SupportWorld* articles, research reports
- HDI and FUSION Conference Faculty
- International Certification Standards Committee (ICSC)
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Description of Today's Presentation

- How have mobile devices and mobility itself affected the support center?
- What are some opportunities presented by mobility for the support center and desktop support?
- Are mobile apps currently being used for support? Is it a good channel? Is it working?



mo·bil·i·ty

/mō'bilədē/

noun

the ability to move or be moved freely and easily.

"this exercise helps retain mobility in the damaged joints"

synonyms: ability to move, movability

"restricted mobility"

Significant Dates

March 4, 2002 **BlackBerry 5810**

June 29, 2007 **iPhone**

April 3, 2010 **iPad**

October 22, 2015 **???**



Which Devices Are Mobile Devices?

Your organization decides...

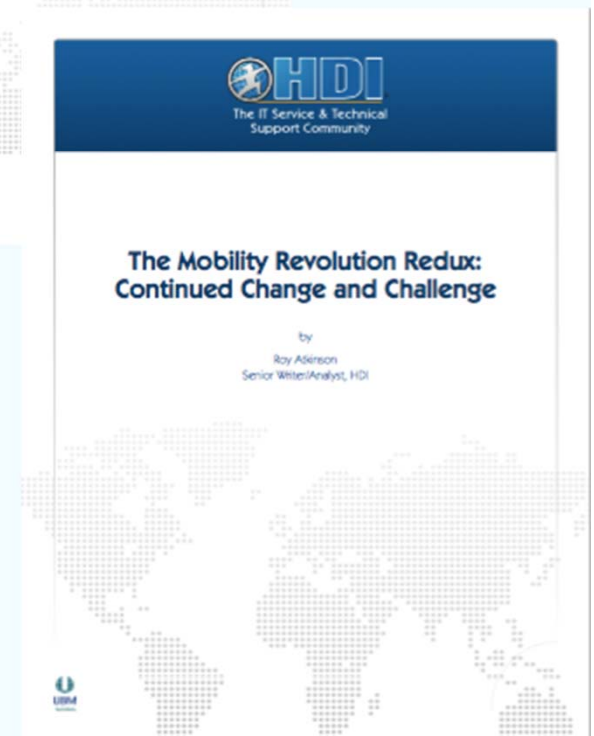
For our purposes, smartphones & tablets are the primary forms of mobile devices.

So far...



Impact: The Past

- **2010** – HDI fields first survey on mobile devices
- **2011** - White paper: *The Mobility Revolution and Its Consequences for Support*
- **2012** – HDI fields another survey on mobile devices; *The Mobility Revolution Redux* white paper
- **2013** – HDI fields “Using Mobile devices to Provide End-user Support” survey;
- “Mobile Device Support: Where Are We Now?” survey/report; *Every Business Is a Mobile Business*



“In every support environment, from higher education to healthcare to manufacturing, mobility can be a benefit to both productivity and profitability; but it can also be a treadmill of keeping up with rapidly changing platforms, standards, and applications.”

- from The Mobility Revolution and Its Consequences for Support, 2010



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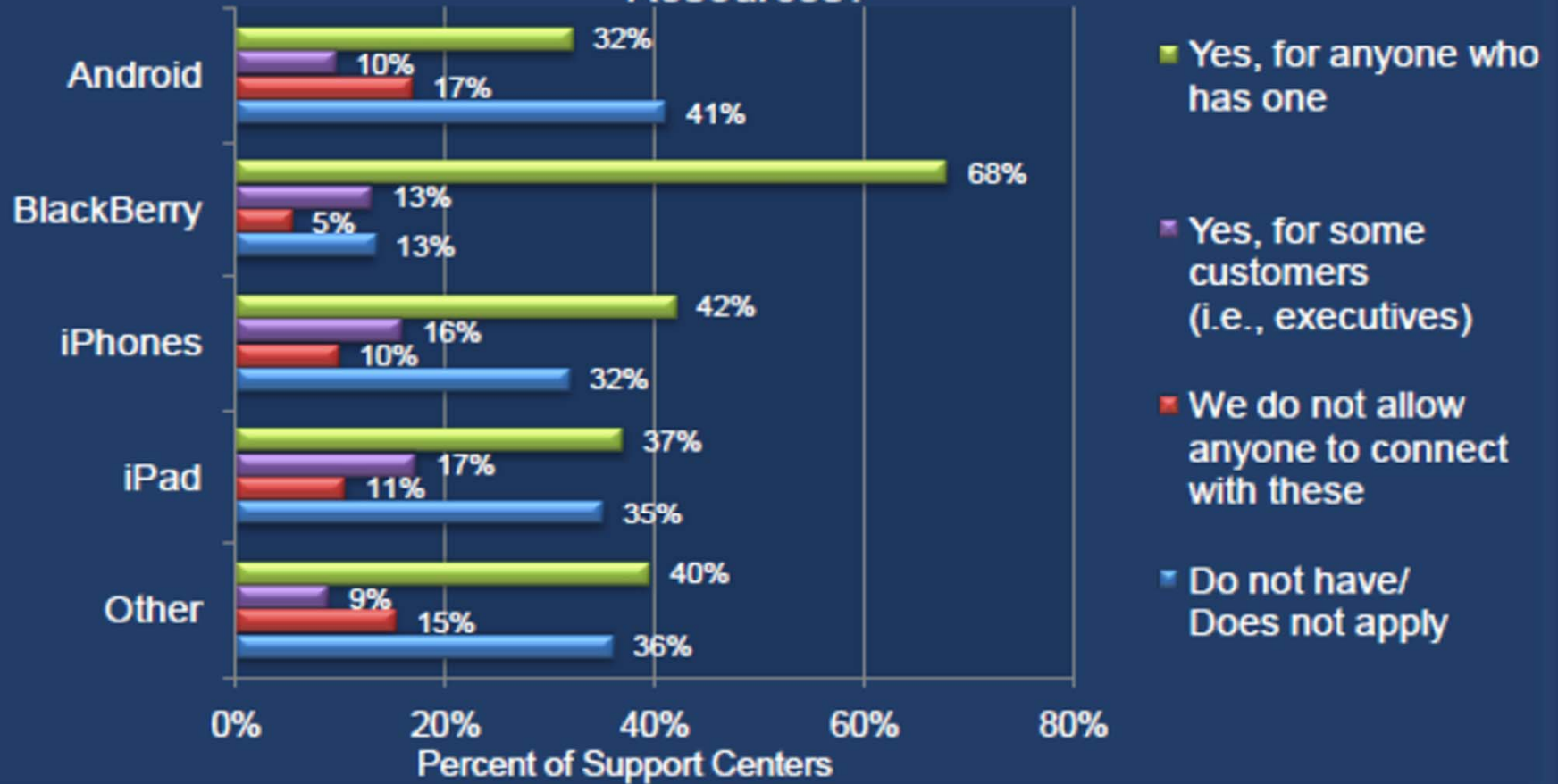
In the beginning,
we were caught
up in device-
wrangling.



Luke Wroblewski – [Creative Commons](#)

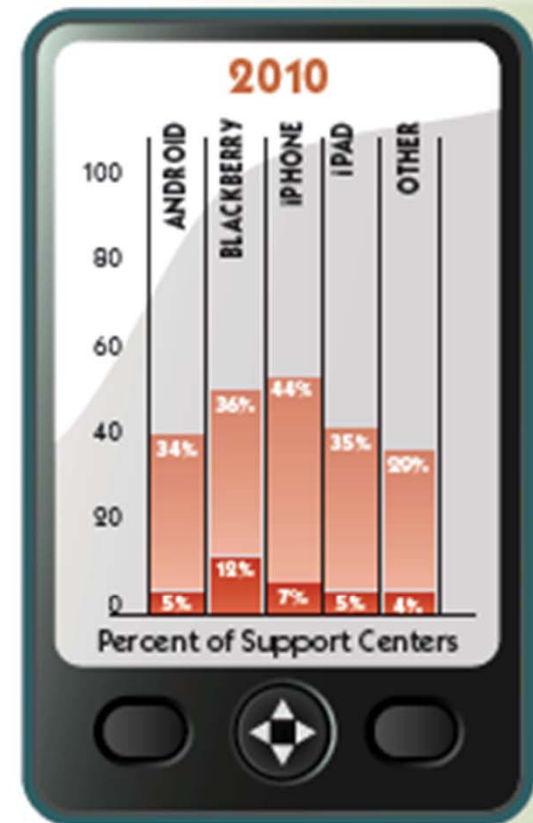
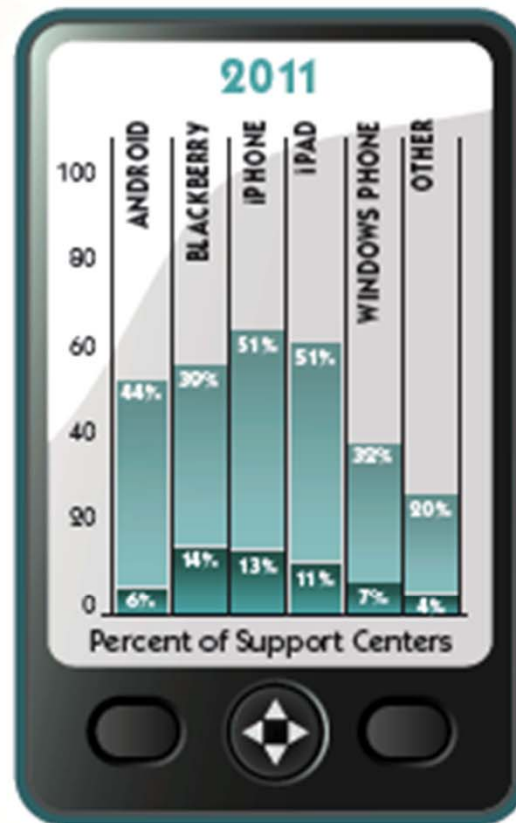
2010

Are Company Owned Mobile Devices Allowed to Connect to Resources?



2011

Supporting Personal Mobile Devices



“Deeper analysis of the survey data validates and reinforces the importance of well-defined policies. In both 2010 and 2011, those organizations with well-defined policies were more likely to feel like they are keeping up with the pace of emerging technologies.”

Jenny Rains; HDI Research Corner, January 2012



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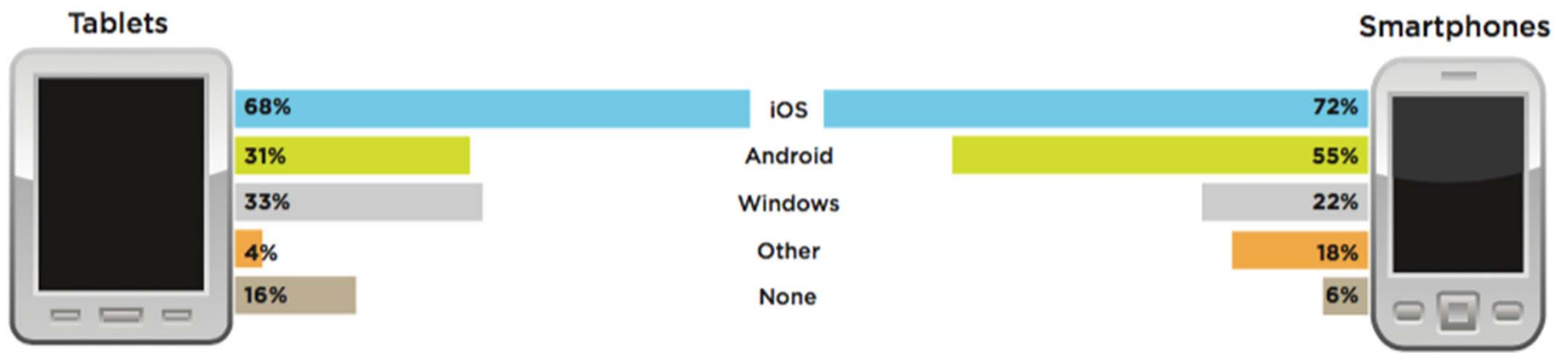
Opportunity Dawns

2013:

- 64% of support staff were using mobile devices to provide support
- 45% of organizations used a mobile app for screen-sharing and remote support

Mobile devices used to provide support

Includes only organizations that provide support via mobile device



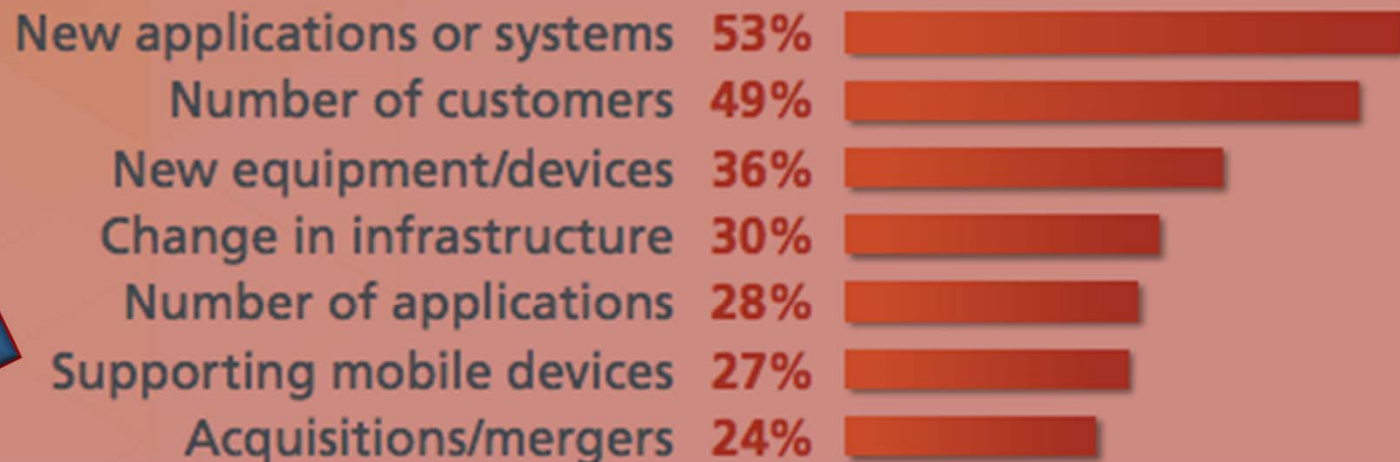
Percentage of organizations using each device



Ticket volumes have increased in **63%** of support organizations.

Reasons for increased ticket volumes:

(Organizations that reported seeing ticket volume increase in the last year were asked to select all contributing factors.)



HDI 2015 Support Center Practices & Salary Report



Factoid

About 15% of all tickets involve supporting a mobile device.



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Threshold

During an analyst call on October 22, 2015,
Google CEO Sundar Pichai reported:

“...there are now more Google mobile
searches than desktop searches
worldwide.”

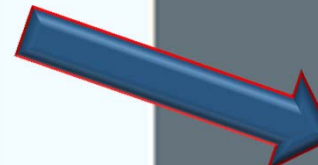
Opportunity

“...excellent customer service means providing 24/7 availability, real-time interaction, social media interface, timely resolution, and minimal or no wait times.”

Judy Philbin, [MHI Global](#)



Growing Mobile Contacts

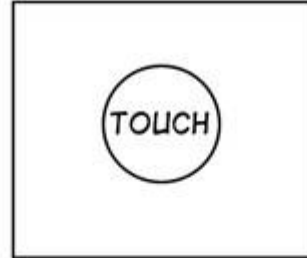


Autologging	16%
Chat	10%
Email	35%
Fax	5%
Mobile app	21%
Phone	52%
Social media	3%
Text message	9%
Walk-up	9%
Online form	21%

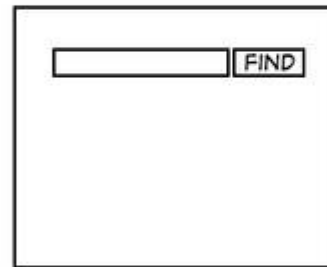
Percent of tickets through each channel

HDI 2015 Support Center Practices & Salary Report

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	4 - K
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/>	AA2-
SSN:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	DK9B
ID:	<input type="text"/>	VER:	<input type="text"/>	KKA?
PHONE 1:	<input type="text"/>	CAT CD:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/>	CITY:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/>	DEL
		ORD #:	<input type="radio"/> <input type="radio"/> <input type="radio"/> ? <input type="radio"/>	
OKAY APPLY SAVE UNDO HELP DELETE EDIT				
SELECT BROWSE ERRORS				

STUFFTHATHAPPENS.COM BY ERIC BURKE

Mobile App for Support

“The ability to leverage a mobile device for IT support is clearly important to our customers.”

- Cheryl Fletterik of PwC in [SupportWorld](#)



Mobility and Consumerization

*“The Mobile Revolution is not a result of the consumerization of IT, but rather one of the **causes** of the consumerization of IT.”*

- RA in 2012



“In organizations using mobile devices, 68% of staff are able to access monitoring alerts, 59% provide remote support through remote control and screen sharing, 53% manage tickets through mobile devices, and 52% access the knowledge base.”

HDI Desktop Support Advisory Board:
A Revised Road Map for Desktop Support



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What We Now Know

- Mobile is the ~~future~~ present
- Apps are powerful
- Websites must be responsive
- The technology should fit the need



We're Only Beginning

- Location
- Motion
- NFC
- Web
- Email
- Text
- Voice
- Audio
- Photo
- Video
- Apps
- Social





First, we'll see a time when your ID badge is
in your mobile device.

Then we'll see a time when your mobile
device is indistinguishable from your ID
badge.

[Image: Creative Commons: Travis Goodspeed](#)

If your front page is mobile-friendly and the rest of your site isn't, you are making a promise to your constituents and then breaking it.



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3 Things

1. Security
2. Security
3. Security



Security

- **1,023,108,267** records breached in 2014.
- **5.2 million** smartphones were lost or stolen in the U.S. in 2014.
- **#1** - IT's weakest security links are perceived as mobile devices, followed by social media.
- **75%** year-over-year increase in U.S. mobile malware rates in 2014.



Mobile Security Threats

- Retail – mobile payments vs. hackers + PCI DSS
- Mobile web browser hacking
- Remote device hijacking and eavesdropping

[Venture Beat](#)



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Mobile Security Concerns

- Healthcare – mobile devices vs. HIPAA
- Legal – lost device vs. discovery
- DDoS attacks
- The Internet of Things (IoT)

Bigger question:
Where is your intellectual property?



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Where's Our Stuff?



Policy Development Lifecycle



Policy Considerations

- What are the organization's goals?
- How are people using their devices?
- What can be enforced, and how?
- How do we communicate the policy?
- How can technology help?

BYOD

“IT departments can support almost three times as many users in BYOD programs than in company-purchased tablet programs.”

[Jeff Brandt in SupportWorld](#)

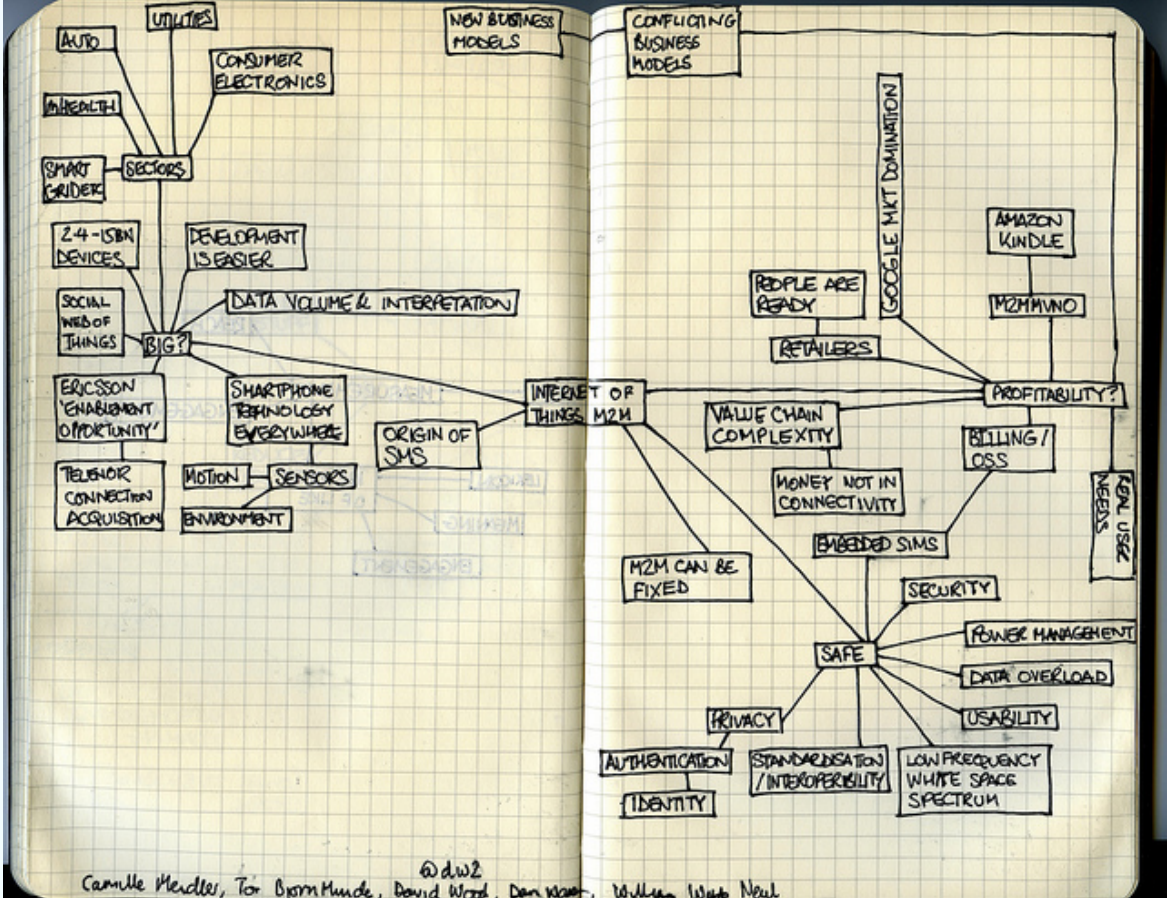


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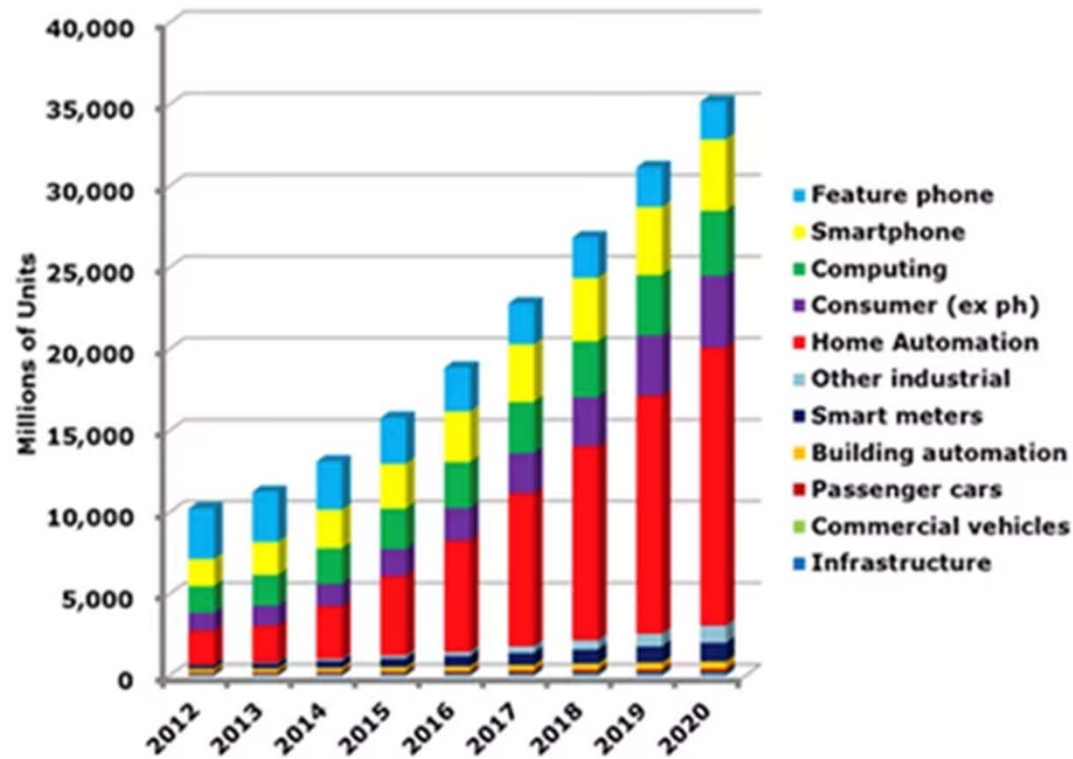
What Next?

Internet of Things



Internet of Things

Total Internet of Things (or IoT) Connected Devices



Market Realist

Source: Semico Research

Internet of Things

What's been holding up the works?

- App for car
- App for lamp
- App for thermostat
- App for refrigerator
- App for coffee pot
- App for apps



This Is Changing Things

amazon echo
Always ready, connected, and fast. **Just ask.**



The image shows a black Amazon Echo smart speaker in the center. Surrounding it are various app icons that it can interact with, arranged in two columns. The left column includes Pandora (P), Spotify, Amazon (a), TuneIn, iHeartRadio, NPR News, a calendar icon showing '31', and a weather icon. The right column includes Wemo, Philips Hue, SmartThings, Domino's, Uber, Audible, and IF. The Amazon logo is visible at the bottom of the speaker.

Internet of Things

Healthcare to be a prime beneficiary

- Recording and monitoring patient records without human intervention
- Operational efficiency
- Enhanced asset monitoring and tracking

[Source: Harman](#)



Internet of Things

Business and Government

- Smart Parking
- Structural health
- Traffic congestion
- Smart lighting
- Waste management
- Air pollution

Source: [libelium](#)



[Creative Commons: Keoni Cabral](#)

What Have We Learned?

- It's not about the device
- It *is* about the data and the applications



What Can We Apply?

- Have clear, well-defined, enforceable policies
- Discover early how you might use a new trend or technology to improve support

Thank you!



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