

# Support Operations

Application Support & Maintenance,  
Service Desk

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# 1 Introduction - Service Operations

Operations are the connections between your organization's strategy and its lasting success. Now, more than ever, startups, and companies that implement scalable frameworks, and operating models are gaining a competitive advantage. These operational practices enable people, transform processes and deliver inclusive growth & value.

Key Service Operations:

- Support Operations (ASM & Service Desk)
- CRM Operations

## 2 Support Operations (ASM & Service Desk)

### 2.1 Goal

- Up to 30% increase in operational efficiency.
- Up to 35% increase in resolution times.
- Business Specific goals.

### 2.2 Approach

- Understand the needs: Discussion with top leadership/business owners; followed by discussions with employees to understand the needs.
- Analysis of existing systems and processes. 'Where do we stand now' report is prepared.
- Identify areas of improvement.
- Select right fit operating models
- Preparation of Statement of Work (agreed in-scope and out-of-scope tasks).
- We are all set to go.

### 2.3 Value Zones – Support Operations

- Uninterrupted business operations.
- Improved internal and customer experience.
- Customer Satisfaction Index.
- Net satisfaction score.
- Net promoter score.

## 2.4 ASM Framework Benefits

- Right-fit operating model, roles to scale.
- Cost control and management.
- The experience-led approach to process strategies and operations.
- Highly adaptive and customizable – making it ideal for any business.
- Establishes the backbone of business operations and safeguards investments.
- Increases efficiency and improves value in support operations.
- Bringing service-oriented culture to the organization.
- Sets up a foundation for access management and other processes.

## 2.5 Key Initial Activities

- Development of Application Support and Maintenance Framework.
  - Software evaluation & evaluation.
  - ASM process design and development.
  - Map ASM processes with tools (Ticket Management Software).
  - Define Roles and Responsibilities.
  - Define KPIs for each Role.
- ASM Framework implementation.
- All stakeholders 'adoption plans' for the new framework.
- ASM framework training to ALL employees.
- SLA/BLA as per business.
- Complete process documentation.

## 2.6 Post Implementation Activities

- Observation of process work-flow and fine-tuning.
- Identify gaps due to changes in business activities, and course correction actions.
- Identify, design, develop, and implement new workflows.
- Ensure process adherence by system and people.
- Continuous motivational and morale-boosting interactions with employees.

## 2.7 Management Reporting

- Scheduled/ad-hoc reports.
- Generic reports.
- Standard/custom analytical reports.

## 2.8 Major Processes

- Incident Management.
- Problem Management.
- Change Request.
- Service Fulfillment.
- Major Incident, hot fixes & retrofit.

## 2.9 Documentation and Collateral

- All process documents of the ASM framework.
- Service desk – client communication methodologies.
- Service desk knowledge documents.

## 2.10 Training

- ASM framework training for all employees.
- Function/process training to target employees.
- Role-specific training.

## 2.11 Successful Handover & Closure

- Mentoring from day one.
- Completeness of knowledge transfer.
- Completeness of documentation.
- Complete transparency on transition activities.

