

# Savvy Service Delivery



highlight  
see clearly

# Overview

Most of the service delivery tools on the market leave several important impediments to high quality service provision completely unaddressed.

Using a tool that purposefully avoids these pitfalls makes service delivery easier, consistent and more responsive to the customer.

The key to achieving the necessary clarity is focus on relevance and reduction of on-screen complexity. Including the customer in the service delivery conversation, through transparent data, presented intelligibly, leads to better decisions about business-impacting issues and builds a trustworthy relationship.



# Introduction

Service delivery is demanding. You're in the hot seat. Everybody relies on you to deliver a responsive service, to drive rapid resolution of any issues that arise and to relentlessly increase your success at meeting and exceeding service level agreements (SLAs)

What could possibly go wrong? Plenty

## Information clutter

There are obstacles. It's all too easy to get bogged down in difficult customer conversations. Your service delivery tools can hamper you with cluttered extraneous data and confusing you with irrelevancies. The tool set you rely on, to deliver all parts of your service, might be unmanageable, *but it's all you've got*.

## Invisible service delivery

While the IT infrastructure continuously evolves, niched solutions for siloed problems fail to keep pace. To retain and satisfy your customers, you must make your service delivery outstanding, or it becomes invisible, offering undifferentiated value and making it vulnerable to commodification.

Worst of all, it can feel like your service delivery objectives are disconnected from your customers' business imperatives. You aren't sure if your priorities are aligned. They can't see the value of the work you do.

In a recent study from EMA, they found that having more tools does not lead to better detection.



**87%**

of organisations have



**5+**

monitoring tools, yet only detect



**27%**

of incidents overall

EMA: <https://lnkd.in/dPCBrQ7>

# Service delivery impediments

Misunderstandings and disagreements accumulate when there is no shared view of the service delivered

It's not obvious when things went well and harder to figure out what went wrong, when they do. **Subjective opinion, rather than objective truth, is all there is.** In the absence of a shared, trusted viewpoint it's much harder to substantiate service quality claims and to put credible metrics around faster mean time to resolution.

Without a tool that highlights what is of most importance to a business, it's difficult to identify the mission-critical business applications and the infrastructure that their performance depends on. In short, it's hard for the customer to tell when you're doing a good (or bad) job.

If you are relying on the wrong tools, there is no joined-up view of the entire ICT estate, so you have no coherence to help you deal with the complexity of the service. Fault diagnosis is tortuous and slow, as you try to correlate events, reported by multiple tools, in your head.

*“With our previous tools, the service manager would spend a huge amount of time trying to dig the data out. In some cases, days. Highlight can actually provide that information, before they go to a customer.”*



# Use the right tool

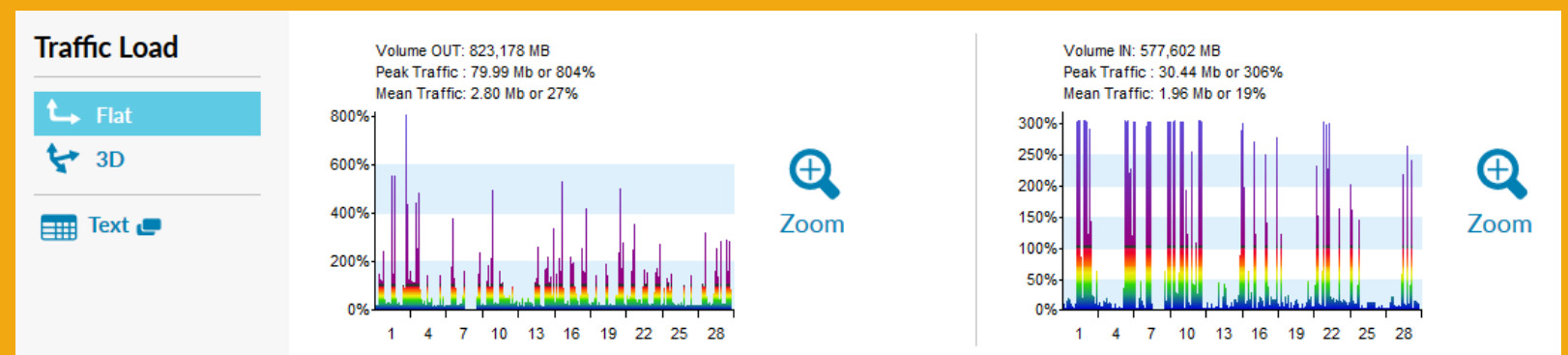
The best tool for savvy service delivery is one that communicates the value of the service directly to decision makers. Customers can see the service quality for themselves, on demand, whenever they choose to look

It presents the salient data about the service, in a way that doesn't insult their intelligence or patronise them, but without deluging them with irrelevancies. They don't have time to wade through inconsequential details.

When the tool helps share the data, customer-facing discussions are put on a factual basis, enabling you and your customers to speak the same language. The fact that, as a service provider, you do not hide the necessary data behind deeply technical network engineering tools, which only network experts can use, sends a powerful message to your customers.

You can be trusted and are prepared to show working

There was a long-standing assumption that using a tool that showed literally everything, in minute detail, was the best choice, because if something went wrong, there was bound to be a record of it somewhere. These tools did little to tame the complexity or focus on business-critical elements.



A tool which provides clarity increases the speed of understanding and resolution of issues, especially issues that matter most to the customer. There is no time wasted wading through superfluous, unintelligible nonsense or hunting for needles in haystacks

Savvy service delivery managers realise that having all the details in front of you, all the time, is just a comforting security blanket that hampers their ability to be responsive. Decisive advantage is obtained through having only the details you need, when they matter.

Using the right tool can help significantly in building trust through transparency and in delivering responsive service quality. The tool can both demonstrate and aid in accomplishing consistency of service delivery, proactive issue management and help make sensible capacity planning decisions, based on identifiable, verifiable need.

Best of all, the customer doesn't need to take anyone's word for it

*“Service managers get access to a tool that they’ve never had before, with a significant amount of information, but at the same time it gives them the information they need, that they can present to a customer, that says, there and then, that’s exactly the detail.”*

# Better visibility

Highlight provides at-a-glance status of the entire ICT estate

It is designed to focus on business-critical application and network performance. The user experience designers at Highlight strive to continually improve and simplify work-flows, studying them in partner-facing usability labs and with user analytics data. While retaining maximum information lucidity, Highlight also provides drill down details, to show what's happening in the network right now, as well as historical trends and patterns.

As a diagnostic tool it:



Improves the intelligibility of complex monitoring data



Aids cognitive awareness of the true situation



Helps deliver an effective and responsive service



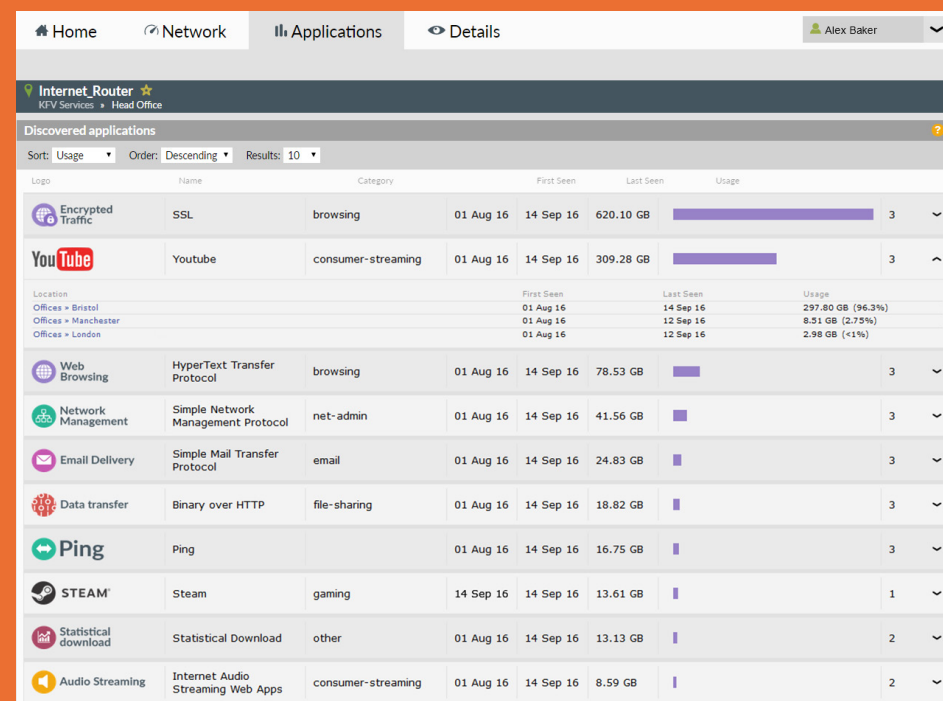
Demonstrates its quality, with indisputable insights

It's the ideal communication tool to convey the value of a service directly to decision makers, in a trusted and clear manner. **It's all there.**



# Highlight can collect a wealth of performance test data and presents consolidated metrics in an easy-to-interpret graphical way

Using the **AppVis™** application awareness tool, shadow IT can be tamed. Wireless mobile connections are shown in the same tool as wired access. There are features to monitor hybrid WAN traffic by location and to view the effect of SD-WAN traffic class policy changes in **RouteVis™**.





# The savvy solution

Clarity is a necessary precursor to efficiency. With tools that don't focus on taming the complexity, service delivery staff work harder, look less competent and second guess the customer, instead of discussing and asking them directly, over a shared view of the situation

Consistent service delivery relies on clear communication with customers, at a business-relevant level and the ability for both parties to see the wood for the trees. Including the customer in business-impacting decisions, about the services provided, improves your reputation for responsiveness, openness and trustworthiness. Priorities are aligned. Using a reputable tool to accomplish these goals is key.



## Customer relations

When a service provider nurtures customer relations in these ways, it leads to better retention and renewals, through differentiated, outstanding service delivery. Higher customer satisfaction leads to less lost time handling customer complaints.



## Alert management system

Highlight's enhanced alert management system provides only the alerts you need which means more proactive issue resolution, fewer false alarms and less fire-fighting.



## Strategic overview

Freed from the daily, brutal battle in the trenches, service delivery managers can take a strategic view of service delivery quality, over their entire roster of customers and managed ICT estates. Differentiated service quality becomes a service provider asset and Highlight, their calling card and shop front.

# Summary

Savvy service delivery relies on intelligent choice of tools to do the job. Most technical network engineering tools cut the customer out of the most important conversations and decisions about service delivery. Highlight brings their perspective into the dialogue directly

A customer communication and diagnostic tool that focuses on presenting the most relevant information makes it possible for service delivery managers to accomplish their mission: delivering responsiveness, driving rapid resolution of issues and increasing SLA success.

*“I want my service managers in front of my customers, not sat behind a desk, digging out information. Highlight gives us that capability, in real time. It’s perfect from that point of view.”*

## Get in touch

If you are a service delivery manager, looking to improve the performance and quality of the services you deliver dramatically, contact Highlight for more details on becoming a partner.

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