

# Service Management Trends

Service Management is the implementation and management of quality services to meet the needs of the business. It relies on a mix of **People, Process and Technology** to deliver these services. The far and widespread impacts of COVID-19 has affected the service management industry as well, just like it impacted many other sectors. These impacts caused by this unprecedented situation brought about many significant changes and gave rise to new trends that will reshape the future of service management solutions. Let us take a look at some of these trends below:



## Trend 1: Better Communication

In this COVID-19 impacted world, businesses are working towards finding the right balance between working from home and having work teams meet at a central location or the office. This new work environment has called for significant improvement in communication and the need to find creative ways to bring teams together and stay connected at all times.

## Trend 2: Employee Wellbeing

The understanding of employee experience (EX) and wellbeing continue to grow for businesses in the hybrid (remote + office) work environment. Continuous or regular assessments of EX needs to be conducted to allow businesses to quickly change and adapt strategies and services when necessary. As Forrester puts it, organizations must look at enhanced service management and provide employees with pain-free, productive, personalized, pervasive and predictive service.”

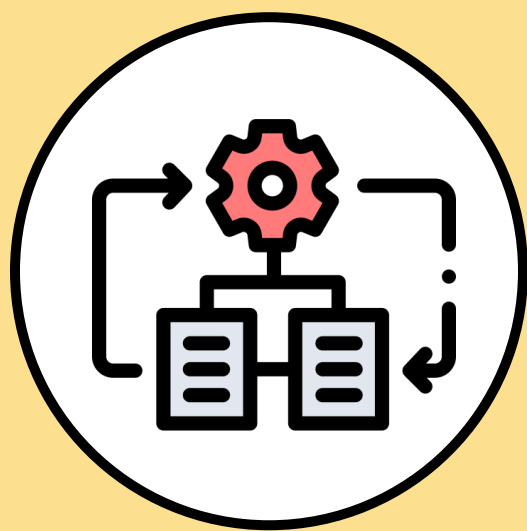
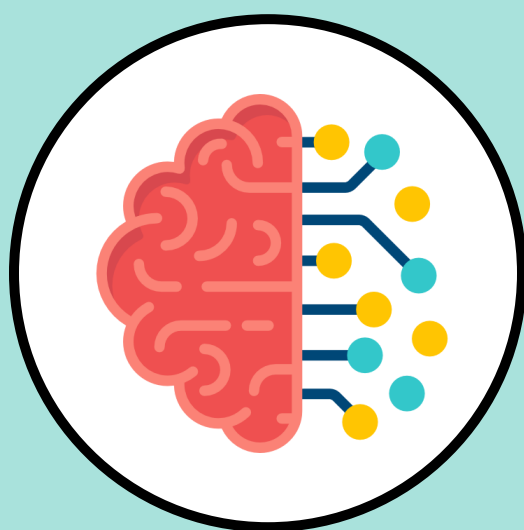


## Trend 3: Agility

Businesses around the world had to drastically change the way they operated due to COVID-19 impacts. Organizations realized the need to embrace agile principles in order to add agility to their processes and deliver services much quicker and in a better fashion. The pandemic situation has forced organizations to rethink how they could approach their work in a more agile way, how to speed up their processes and deliver better services to their clients.

## Trend 4: Artificial Intelligence

The pandemic created a sense of urgency about the need to adopt tools that can reduce the amount of labor required in labor-intensive services. Artificial intelligence (AI) is playing a major role in the future of service management by helping businesses build and offer better services to their clients. An increasing number of organizations will invest in harnessing the potential of AI to automate their processes and provide advanced services to their users.



## Trend 5: Automation

Gartner named 'Automation' as the number one strategic trend in the current age. While AI is the hottest topic, it is automation that drives the extraction of AI, ML and other advanced technologies to create better service management solutions. The idea of automating simple, repetitive tasks and leaving your staff to focus their energy on more complex work is obviously incredibly attractive. As mentioned above Hyper automation is the modern-day mantra for organizations to deliver high quality services to their users.

## Trend 6: Advanced Analytics

Advanced analytics play a critical role in implementing hyper automation and AI technologies within an organization. Use of advanced analytics in all aspects of service management (like incident, problem, change management, release and request management etc.) will help organizations gain better insights visualizing relevant data, identify areas for improvement of processes, build customer targeted solutions and achieve higher rankings in their respective sectors.



*"Organizations are maturing more in the analytics of being able to manage data from ITSM and other data systems. And that just helps improve the overall data management practices. So I anticipate that trend is certainly going to continue."*

—Timothy Colwell, Technology Management Thought Leader, Public Speaker & Author

Over 70% of respondents stated that they leveraged service management capabilities to extend support during the pandemic to end users both remotely and via self-service

-SysAid SM Report for 2021

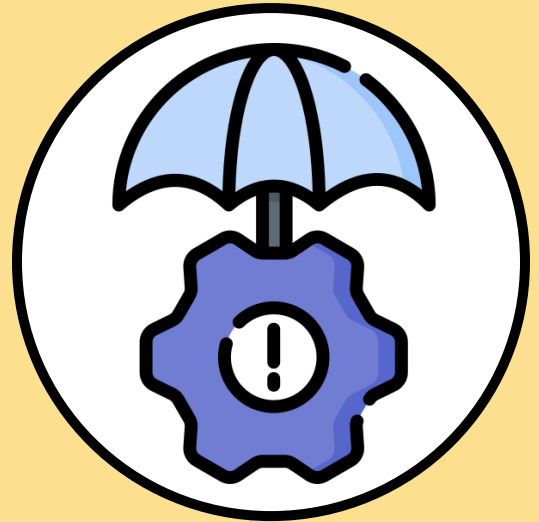


### Trend 7: Self Service Offerings

Organizations are rapidly expanding their self-service offerings beyond traditional services. The growing demand in non-IT services suggests that self-service solutions are evolving at a rapid pace. Organizations are beginning to make active changes to their traditional service management models by introducing self-service portals to minimize costs and improve customer satisfaction.

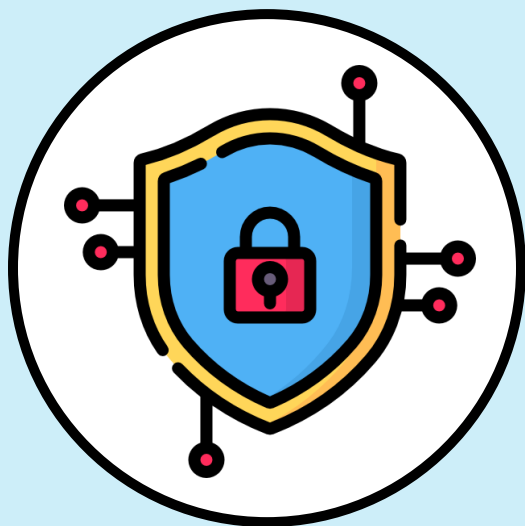
### Trend 8: Better Risk Management

The impact of COVID-19 has made organizations rethink their risk management and business continuity planning to be better prepared the next time any incident impacts their business. Better risk management is a continuous process and includes multiple steps from risk identification, prioritization, response, monitoring and improvement. This helps organizations stay on top of their risks and align with any regulatory requirements.



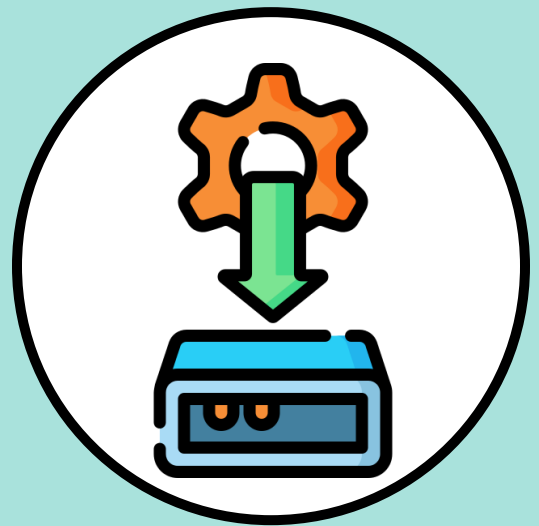
### Trend 9: Enhanced Data Security

The current pandemic situation has caused an increase in cyberattacks that no longer impact large organizations alone, but also small business and individuals. This is causing businesses (and individuals) to be more focused than ever on the security of their confidential data and where it is stored. Enhanced data security is a major trend shift in service management, especially now that data needs to be accessible to individuals and companies employees remotely.



### Trend 10: Integrated IT Platforms

Transition to integrated IT Platforms is a shift in trend for service management organizations. A few years ago, businesses used to rely on outsourcing their IT needs to different service providers, thereby causing disparate solutions for different service management needs. This also increased the cost of implementation, reduced productivity and caused service silos. Therefore the transition to integrated platforms, with lower costs for maintenance has emerged.

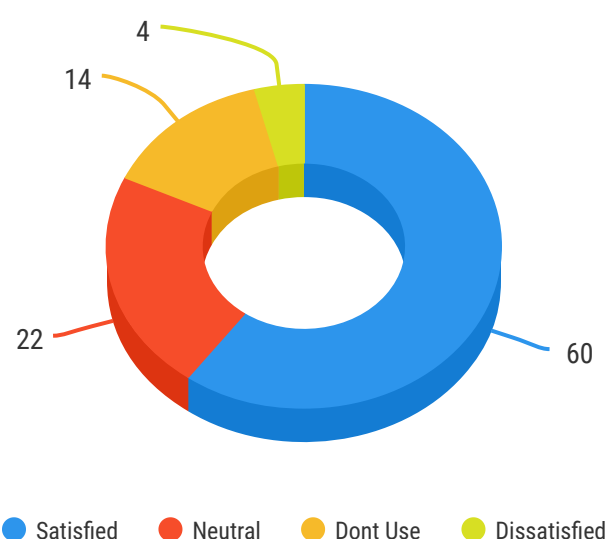


*"Having a single source of truth for IT, facilities, HR, marketing, sales, customer service—in fact, for all lines of business—creates a better employee experience, and research has shown that it increases productivity. It is, after all, hard to be data-driven when the data is scattered across the organization in proprietary pools."*

— Roy Atkinson, CEO of Clifton Butterfield

The State of Service Management Report for 2021 shows that the impact of these new trends in SM has enhanced end-user experience by 61%, has helped users and administrators save time by 61% by the use of Self-service Portals and 45% increase in realization of Business Value by implementing AI, Advanced Analytics and Hyper-automation within their organizations.

Self Service Portal Review



Impact of Automation on the SM Industry

