



# The Future of IT Service and Support

*How enterprise IT support organizations must modernize to improve the customer and user experience.*

Industry Report

Your employees and customers have one thing in common—they demand a better experience when interacting with your company. Such expectations are changing the ways in which enterprise IT departments deliver service and support.

Certainly, CIOs need to think about creating efficiencies and freeing up staff for more strategic responsibilities. But even more importantly, they must consider how IT contributes to overall business value by providing brand-enhancing support experiences for employees and customers.

### Improving the Employee Experience

Why is support so central to the employee experience? Experience has shown that robust technical support is closely linked to worker productivity.

When workers fail to receive fast and efficient support, they get taken away from the work they do best. They may lose valuable time waiting for an IT technician to get to them. They may distract co-workers with their issue. Or they might get distracted themselves, trying to figure out a workaround when IT isn't responsive.

Another problem with poor employee support is the emotional toll it can take, both on the employee who's having the issue and the thinly-stretched IT team. Personal frustration can lead to more vocal complaints. Depending on how far it all goes, dissatisfaction with support may damage a company's reputation, cause top employees to leave, and force potential talent to look elsewhere for jobs.

According to [research from Boston Consulting Group](#), the most important factor for job satisfaction is feeling appreciated for one's work. If support issues interfere with that feeling, it can have disastrous consequences.

### Overcoming Dispersed Worker Support Challenges

Growing numbers of remote workers, using a wide range of authorized and unauthorized devices to get work done, pose additional challenges for IT support organizations. The increasing number of devices and operating systems has created many headaches for CIOs. At the same time, employees—especially knowledge workers and field service personnel—have unprecedented flexibility to be productive.

With this freedom comes a perception of invincibility, and that can cause problems when support issues come up. Employees want resolution without delay, and many are torn between calling their company's IT support or the device manufacturer directly.



Call-in and self-service support services have all been created to accommodate employees who roam freely away from headquarters. Few solutions, however, have done much to ease the frustrations caused by cumbersome access processes, the “spinning wheel of death,” and other issues that force employee downtime.

To better respond to the proliferation of mobile devices and remote workers, many organizations are turning to clientless remote support software. These tools stream the content of one device to another through the internet, allowing IT support technicians to work remotely on any web-connected device. The success of these tools, which are generally available through subscription or licensing agreements, has created a market currently approaching \$1 billion, with a compound annual growth rate of 14% according to Market Research Future®.

While early remote support tools were designed to service PCs and Macs, today’s solutions can support unattended servers, smartphones, tablets, and even IoT devices. Because of this flexibility, enterprise organizations don’t have to be hamstrung by the need for onsite or call-in IT services. Whether an enterprise has far-flung offices, a bring-your-own-device (BYOD) policy, workers who whose jobs entail frequent mobility, or all of the above, their employees’ web-connected devices can be serviced anywhere at any time, even in low-bandwidth areas.

This is important for the modern enterprise because the ability to work from anywhere, with minimal disruption, enhances employee engagement—a goal many companies strive to achieve. Companies that offer employees flexible work arrangements report:

- » Higher job satisfaction
- » Lower employee attrition
- » Stronger company image

Remote support solutions also provide optimum flexibility for IT technicians, who can deal with problems for employees anywhere in the world from the convenience of their computers or smartphones. With a specialized suite of IT functionalities, clientless remote support tools can even offload common problems that technicians face daily—like battery optimization, malware detection, and firmware support—to the tools’ automated problem-resolution functions, freeing up the technicians to deal with more serious issues.

According to a [new study conducted by ResearchNow SSI](#), in collaboration with TeamViewer, 69% of business leaders and IT decision makers say that the biggest benefit of remote access/remote support software is more efficient problem solving for customers/users. In fact, all seven of the top benefits cited in the survey relate to facilitating a better user experience.

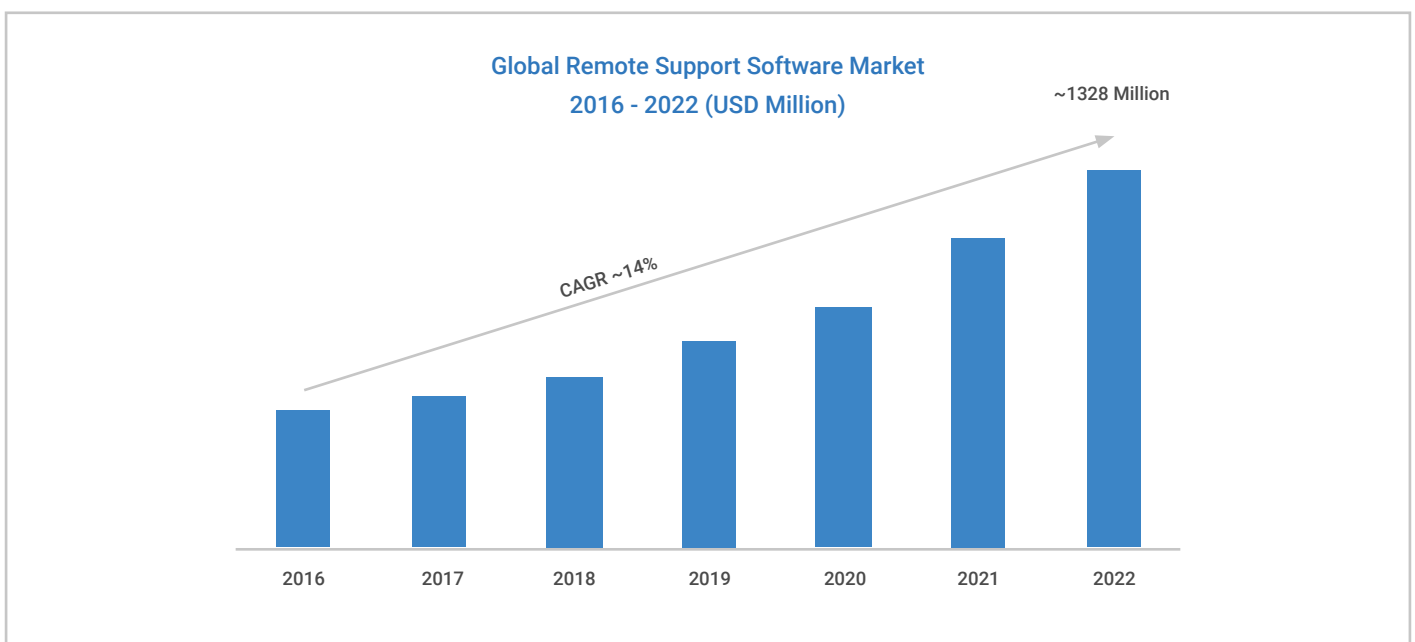


Figure 1. Remote support software’s ability to improve the user experience is contributing to its steady growth. Source: [Market Research Future](#)

Half of the respondents, for example, recognized the advantage of more efficient collaboration for team members who are not in the same location, and 29% noted allowing employees to work from home as one of the biggest benefits of remote access/support software. (See Figure 2.)

### Improving the Customer Experience

For many enterprise organizations, support doesn't end with employees. End-user customers often have reasons to seek assistance from an IT service desk, especially when it comes to troubleshooting hardware and software. From computers and smartphones to home assistants and connected cars, consumers face a future of electronic complexity that will likely require numerous calls to the help desk.

The way any enterprise delivers technical support to consumers can have a powerful impact on its reputation and revenue. Customers who have a positive experience with support tend to buy more products and tell their friends about it. The reverse is also true, and poor customer service is regularly broadcast on social media accounts. If your support services are responsive, efficient, and personalized, then it can become a competitive differentiator that helps build your brand and facilitates customer retention and acquisition.

To make this happen, organizations are increasingly looking to IT to play a central role in providing simple, fast, and courteous

## 3 Ways to Reduce Support Frustrations

Enterprise IT departments can reduce support frustrations by focusing on three key areas:

1. More accurate problem identification and notification
2. Faster time to resolution
3. Preventive and predictive maintenance

Remote support tools address all these issues and are directly tied to more positive support experiences. According to ResearchNow SSI, 69% of respondents say that their IT problems are resolved more efficiently with these tools than with other methods of support.

support to consumers. As with employee support delivery, however, the current state of IT service tools is sadly lacking.

Organizations using remote access and control technology understand the value it brings in terms of customer and end-user satisfaction. In the ResearchNow SSI study, 86% of respondents report that remote assistance software is either highly critical or important to business success.

Clearly, remote access and control tools can lead to competitive advantage. Resolving customer issues quickly

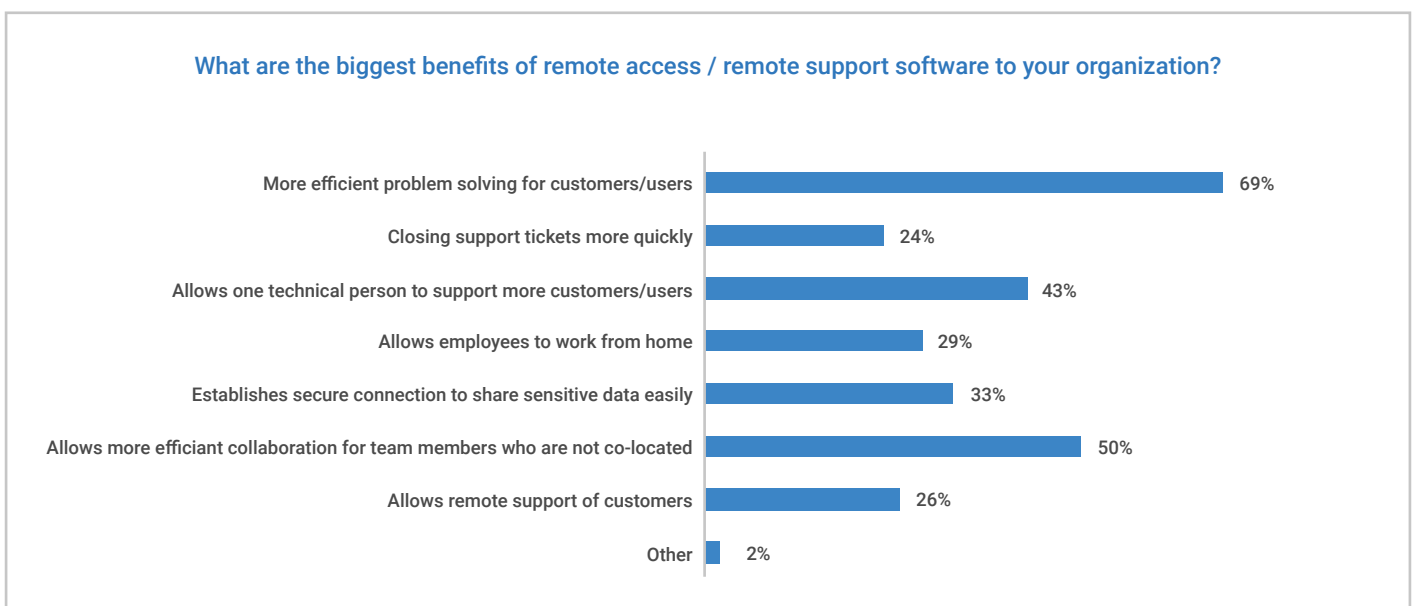


Figure 2. According to ResearchNow SSI, all of the top benefits associated with remote access/remote support software facilitate a better user experience. (n=200)

builds loyalty and goodwill, with a likelihood of repeat business and therefore higher revenues. Additionally, providing the same sort of efficient support services to employees enables them to contribute to a positive customer experience by being more productive and engaged.

### Innovative Ways to Add Value with Support

Beyond troubleshooting hardware and software issues for employees and customers, IT support organizations are playing other important roles in the enterprise to improve business outcomes.

Because they deal with customers at a time of heightened emotion, support teams are likely to get a great deal of insights into what would make customers happy. IT support technicians should be encouraged to have constructive dialogs with customers, and then report to the sales team with suggestions for add-ons and upgrade opportunities.

Using new augmented reality tools is another way IT support teams can drive business outcomes. These tools enhance business processes by streamlining important tasks done by others, such as mechanics on the shop floor, technicians in the field, and even customers who need help assembling products.



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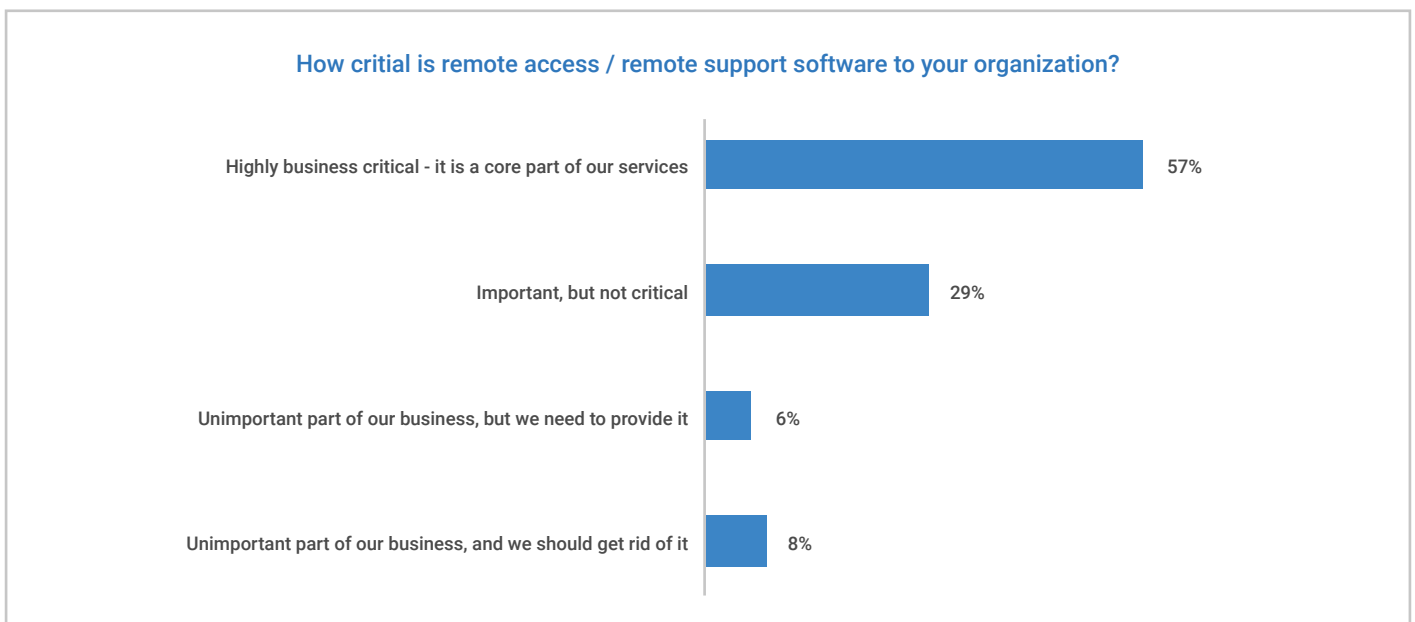
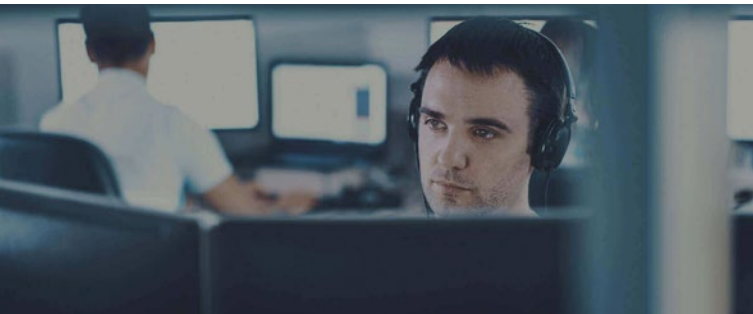


Figure 3. For the vast majority of companies, remote access/remote support software is important for business success.

Remote guidance tools enable technical experts within your company to provide video and audio remote support wherever it's needed:

- » **Remote Camera Sharing and Real-Time Video Streaming**  
Employees or clients can share their smartphone's camera view, so a technical expert can see the problem and help the person address it.
- » **VoIP HD Audio**  
Technical experts can speak to the service technician or client on the other side of the screen, giving them detailed instructions on how to fix the issue at hand.
- » **Stronger company image**  
Technical experts can facilitate resolution with on-screen drawings and diagrams, as well as by tagging objects.
- » **Session Recording, Logging, and Commenting**  
All interactions can be recorded, timed, and commented on for later review.

As IT support organizations evolve, augmented reality support tools are likely to spread across the enterprise to drive efficiency and improve end-user experiences.



## Immediate Payback and ROI

From the moment you begin deploying a remote support solution, you can start counting the savings.

- **Reduce or eliminate VPN infrastructure**
- **Slash travel expenses**
- **Reduce downtime and increase productivity**
- **Reduce office energy costs and floor space requirements**
- **Reduce office insurance costs**
- **Reduce global training costs**

## What Does a Comprehensive Enterprise Support Solution Look Like?

Support solutions that offer screen control, remote monitoring, IoT controls, and augmented reality tools are attractive to enterprise organizations, but strict security and auditability requirements have been a barrier to entry. All that is starting to change, and enterprise organizations should take a fresh look at how remote support solutions can meet changing needs and satisfy end-user demands.

When looking for a remote support services provider, make sure they offer a solution that includes all the following features:

- » **Secure Access Management**
  - Seamless integration with your organization's corporate identity provider
  - Compatibility with all major computer and mobile operating systems
  - Secure single sign-on for users without VPN costs or complexity
- » **Robust Security**
  - Servers housed in secure data centers that comply with ISO 27001 and leverage multi-redundant carrier connections and power supplies
  - Data protection in transit, through RSA 2048 public/private key exchange and AES (256-bit) session encryption
  - Enterprise-level access control with defined outbound/inbound connection whitelisting and blacklisting
- » **Logging & Auditing**
  - Automatic logging of connection reports and session activity as well as changes to policies and user rights
  - Secure cloud storage of data logs
  - Robust reporting to share relevant information to authorized personnel
  - Open API that ties into popular ITSM and MDM providers
- » **Ease of Use/Mass Deployment**
  - Seamless rollout to all devices
  - Non-intrusive updates
  - Scalability to an unlimited number of users and devices
  - Cloud-based management for continuous connections, even in low-bandwidth areas
- » **Cost Reduction/Efficiencies**
  - No extensive security expertise required
  - No VPN scalability issues or multivendor solution incompatibility problems
  - No VPN user contention issues compromising bandwidth

### Start Satisfying Employees and Customers With Modernized IT Support

The role of support services is more critical than ever, as the ecosystem of digital devices being used by employees becomes ever more dispersed and complex.

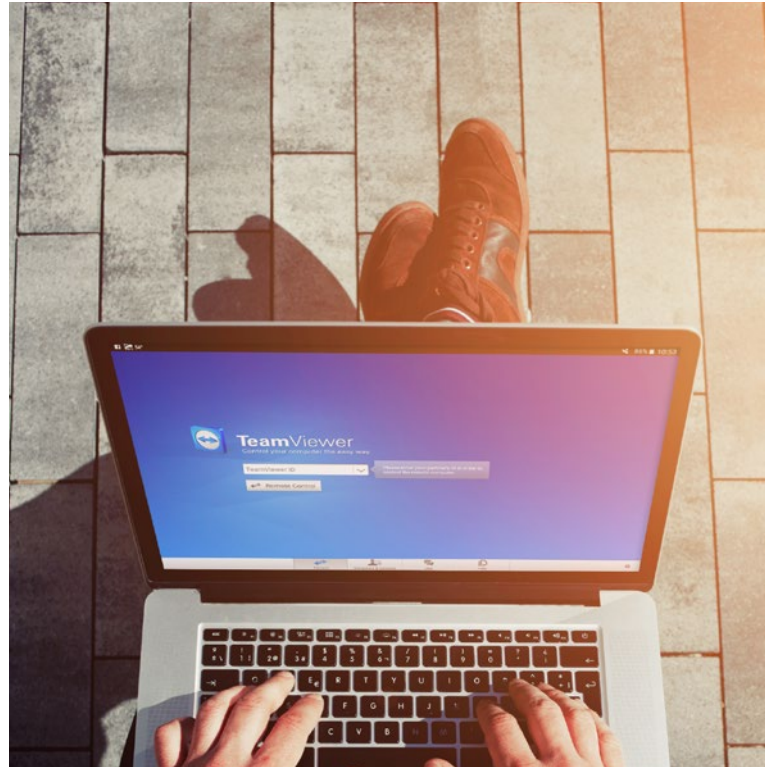
Over the next five years, the demand for remote access to data will continue to boom. Companies will adopt or expand their BYOD policies; more workers will look to telecommute to improve their work-life balance; employers will send workers ever-larger amounts of sensitive, proprietary information through web-connected devices around the world; and consumers will increase their dependence on hardware, software, and IoT-connected devices. In 2016 alone, according to [Cisco's Visual Networking Index](#), global mobile data traffic increased by an eye-popping 63% over the previous year.

Enterprise organizations will be more likely to benefit from the opportunities that come from mobility, globalization, and digital transformation if they focus their support efforts on improving end-user experiences.

### Empower a Secure Global Workspace With TeamViewer Tensor™

TeamViewer Tensor is a cloud-based enterprise connectivity platform enabling large-scale IT management framework deployments quickly and easily. Built upon the world's largest remote connection infrastructure already covering 200 countries and connecting more than 1.7B devices, TeamViewer Tensor scales linearly to the needs of your enterprise, providing the industry's leading connectivity and real-time support tools in a convenient, ready-to-deploy SaaS environment.

For more information, visit [tensor.teamviewer.com/en](https://tensor.teamviewer.com/en).



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#### About TeamViewer

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A global connectivity powerhouse, TeamViewer empowers users to connect anything, anywhere, anytime. Its market-leading solutions offer secure remote access, support, control, and collaboration capabilities for online endpoints of any kind. By innovating with cutting-edge yet easy-to-deploy Augmented Reality (AR) and Internet of Things (IoT) implementations, the company enables businesses of all sizes to tap into their full digital potential. TeamViewer has been activated on more than 1.7 billion devices and serves at least 40 million concurrent connections at any time. Founded in 2005, the company employs more than 700 people in offices across Germany, the United States, Australia, Japan, and Australia.

For more information, go to [www.teamviewer.com](https://www.teamviewer.com).