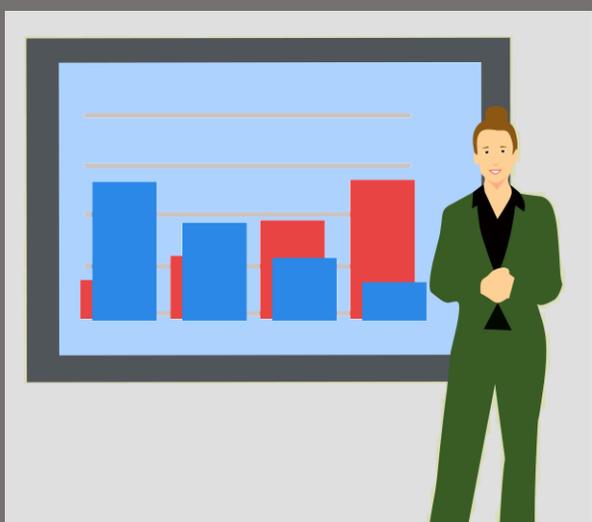# Five Tools to Integrate with Your Service Desk

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Business Intelligence Tools

Companies with service desks generally have separate business intelligence (BI) tools. They find that they can create more robust reports by combining service-desk data with their own data repositories and perhaps by running reports in their BI tool rather than in their service desk.

Why Integrate with Business Intelligence?
- Run more robust reports/analytics
- Combine service-desk data with other organizational data
- Avoid service-desk performance impacts

CERN connects a variety of service desks to an Oracle database so that they can create Pentaho dashboards for the admins of each service desk to report on the quality of those services.

When you run reports in your service desk, you tell the service desk to devote resources for that operation, slowing down other operations within the service desk. But what if you could integrate your service desk with BI tools dynamically so that individual changes are replicated with minimal performance impact? You could then run analytics on real-time synced data outside of the service desk to alleviate latency within the service desk tool.

Accenture sends its service desk data to a SQL server so that they can run reports without slowing down the service desk for them or their customers.

Some organizations find that by replicating service-desk data to a reporting database or other BI tools, their BI teams can deliver custom reports more quickly or build on their existing repertoire of reporting services.

Intermountain Healthcare created a new catalog offering of reports and analytics, made possible because of new integrations.

Development Tools

Sometimes, the service desk opens a ticket that the development team must address. But if you close out a ticket in your service desk because it is being handed over for handling in your development tool, customers have no ability to see what is going on with their request. Wouldn't it be better if customers could see comments that the development team chose to share? Integrating your service desk with your development tool increases customer satisfaction by allowing them to gain visibility into their requests.

Why Integrate with Development?
- Enhance visibility for customers and development team
- Increase customer satisfaction
- Prepare for development sprints

The integration also helps your development team by enabling better planning of development sprints. Metrics from your service desk allow developers to measure how much effort will be required during development sprints.

Palo Alto Networks needed to improve the visibility of incident and enhancement requests from their users. Requests were submitted to the service desk, and information was then manually created in Atlassian Jira via "swivel chair" integration.
By integrating its service desk with its development tool, Palo Alto Networks provided clear status visibility for users who submit requests and throughout the request cycle. Customers no longer needed to check status of their tickets in multiple tools. The organization also better understood the development effort required to resolve the issues and changes being requested by the users and was able to more accurately plan for future resource allocation.

Learn more about Palo Alto Networks' integration of their service desk with their development tool.

Other Service Desks

Integrating multiple service desks may mean connecting a service-provider instance with a customer instance. Whether you are the service provider or its customer, such an integration enhances service for the end user.

Zurich Insurance integrates with their global telecom services provider. Zurich opens an incident in their service desk and assigns it to the provider, which sends incident updates back to Zurich in real time.

Why Integrate with Another Service Desk?
- Sync with service providers or customers for maximum user benefit
- Ensure the quality of development efforts
- Reduce costs and brand impacts from problematic rollouts

For testing, development, and other purposes, businesses connect their service desk to other instances of service desks, whether their own or that of another organization. When an organization has its own testing or development instance that is separate from the production instance, it reduces the risk of rollout errors.

As a service provider, **Accenture** allows its customers to create users in one service desk instance, which serves as a test environment. As the customer moves its users from a test instance to a connected production instance, it maintains the unique indexes across the instances, allowing all the other relationships for that user to be replicated as well.

CERN connects a development instance of a service desk to a production instance of a service desk. This replication ensures that whenever a change is made in the production instance, the development instance reflects that change. As a result, developers can build new service-catalog items with the certainty that both environments are the same.

Customer Service Tools

When customer service opens a case in a CRM tool, they often need to involve the ITSM process to resolve the customer's issue.

Without integration between the service desk and the customer service tool, you are left with "swivel chair" duplication (by email or another means), exacerbating inefficiencies and raising the risk for human error. In addition, customers will not receive updates to the ticket made in a different system.

A system that integrates your service desk and your CRM tool leads to better relationships with customers.

Why Integrate with Customer Service?
- Give agents a 360° view
- Reduce inefficiency and error
- Enhance customer relationships
- Improve visibility for various depts

- **Better efficiency:** The customer avoids the hassle of repeating what your organization already has logged in a different system.
- **Better support discussions:** When a customer calls support, the support agent should not have to bring up the customer's name in both the service desk and the CRM tool. An instant 360-degree view of the customer allows the support agent to communicate with better understanding.
- **Better customer portal:** When customers log in to your service portal, they get a complete view, including a comprehensive profile, the status of any incidents, and billing status.

With streamlined views and processes in place, the integration can help you to meet the service level agreements (SLA) that you have with customers.

In addition to improving customer service, an integrated system gives your organization better visibility for individual users and for groups, giving you the ability to track trends with better accuracy.

Knowledge Tools

With the service desk integrated with the relevant knowledge repositories, your organization is more likely to display possible solutions right away and reduce escalation.

Customers are more likely to engage in self-service when a service desk, supercharged by knowledge access, gives customers the knowledge to resolve incidents before they become incidents. Such a service desk reduces support costs.

Why Integrate with Knowledge Tools?
- Reduce support costs
- Increase customer satisfaction
- Empower the service desk staff
- Maintain a single repository for all relevant knowledge

If the customer does advance to interacting with service desk employees, those employees should be able to access information without needing to search within a different tool. Allowing direct access to knowledge from the service desk means solving problems more quickly and increasing customer satisfaction.

Employees at **Blue Cross Blue Shield of Minnesota** viewed knowledge articles in a service desk instance, but only a handful had access to write, edit, and publish those articles in the service desk. The organization required content creators to send their articles and edits to the organization's service desk admins, who then entered that data into the service desk tool.

Using Microsoft Sharepoint, staff members now write and edit knowledge articles, which the organization replicates to the service desk instance. Employees can now get all their knowledge in one place, and the organization avoids the swivel-chair approach of sending and copy-pasting articles by hand.

Perspectium can help

Integrating Service Management tools is what we do. Whether you need to connect your service desk with other service management tools, big data repositories, enterprise applications or your customer and suppliers, Perspectium will implement, monitor and maintain those connections — giving you one less thing to worry about.

At Perspectium, we have hundreds of years of collective experience in service management, and bring a deep understanding of ITSM processes with our solutions. We ensure that information is in the right place at the right time, complete with the data control, high availability and throughput demanded by modern enterprises. We take responsibility for getting your data from A to B. There's nothing for you to write, assemble or maintain — we deliver solutions that are complete from end to end. All delivered as a subscription service with 24/7 support, in monitored and automated datacenters, with onboarding and any customizations included.

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