

Lenovo DaaS

Device as a Service and the evolution of IT support



The evolution of IT support

Over the last several decades, the evolution of IT support has followed an interesting trajectory, one that, in recent years, has almost come full circle.

The progression started with a simple focus on resolving technical issues and slowly evolved to focus on delivering support in a cost-efficient manner, often at the expense of the customer’s experience. Today, it has come back around to a customer-centric model that prioritizes customer preferences while efficiently delivering the desired support outcomes.

In the beginning of the Modern IT era, IT support providers followed a model that placed service technicians on-site or in close proximity to customers with a goal of mainly “keeping the lights on”. They were purely focused on the technology itself and how to keep it productively working for its users. Very little emphasis was placed on the overall customer experience during the support process. Although

the technical issues were typically resolved in an efficient manner, the experience for customers often felt a bit cumbersome, disjointed, and technically overwhelming.

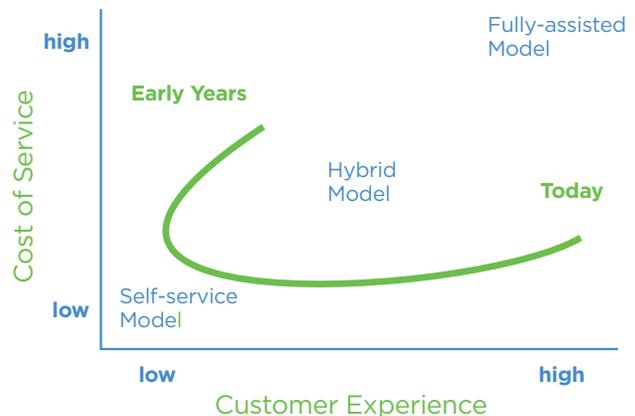
As time progressed, the world economy became more intertwined and organizations sought new ways to cut service costs. Technical support providers began to move critical support centers offshore to “low-cost” countries such as India and the Philippines. The move significantly cut operating costs but often resulted in a very scripted, impersonal, and frustrating customer experience. Customers quickly began to demand a more personal touch to issue resolution and petitioned providers to reconsider their operating model. As time passed and technology progressed, IT support providers began to make another significant transition to offer a streamlined self-service model which made use of technologies like bots, web chat, and artificial intelligence to handle customer support interactions. Once again, this transition worked well to reduce operating costs, but it continued to produce mixed results in terms of customer experience.

Coming full circle through a hybrid model

Most importantly, all customers receive support in a way that tailors the experience to their preferences and technical abilities.

In recent years, the pendulum has swung and settled on a hybrid of past models that puts customer experience at the center of how IT support is delivered. It seeks a more personal way to provide support that best aligns with the customer’s way of working. Given the diverse mix of

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generational profiles in the workplace and varying degrees of comfort with technology, IT support providers are now offering a blend of many of the past solutions. At one end of the spectrum, they offer white glove, unscripted, onshore phone support for those who desire a personal touch. Conversely, those who feel comfortable with technology are offered a self-service model delivered through tools that support the way they work best. This manifest itself through web chats, self-service ticketing, SMS, and a host of other options. Most importantly, all customers receive support in a way that tailors the experience to their preferences and technical abilities. Providers have learned to better balance the trade-off between cost of delivery and service level provided.

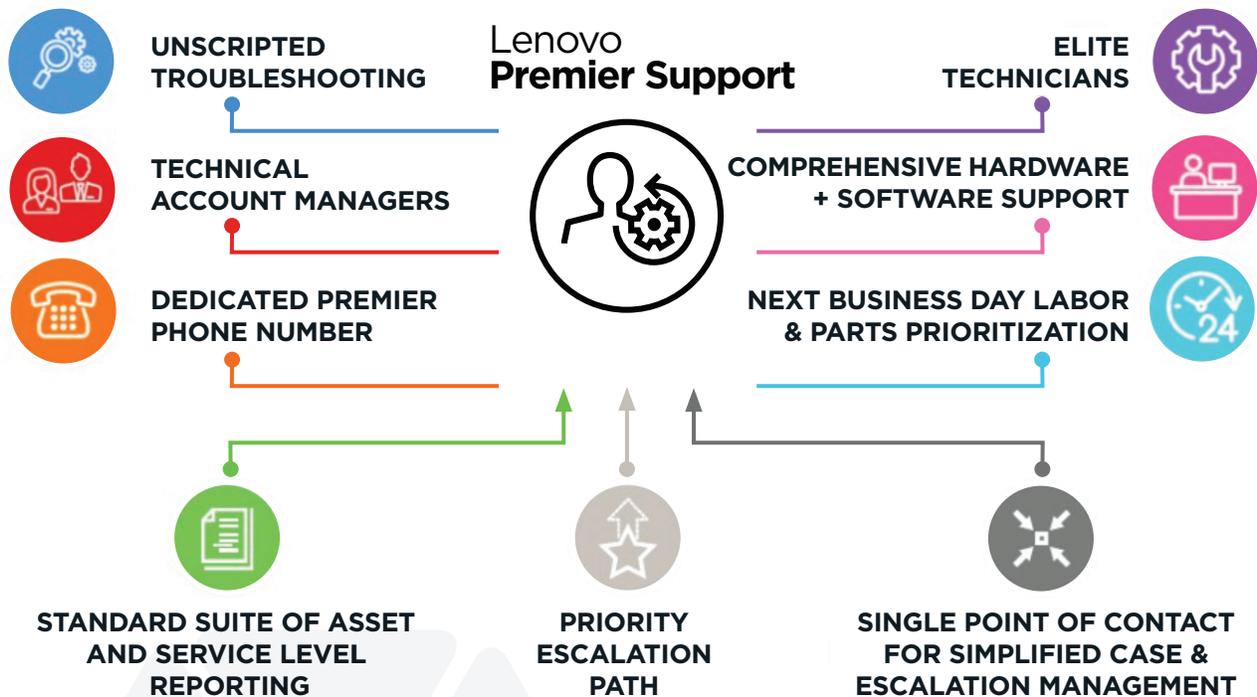
Lenovo Device as a Service

Lenovo Device as a Service (DaaS) incorporates lessons from the past and offers a balanced IT support model.

Lenovo Device as a Service seeks to unburden an organization's internal IT support team by offering robust lifecycle services to support the device at each phase. At the heart of this support model is Lenovo Premier Support, which places the customer at the center of the support ecosystem. It forgoes frustrations of past support models and focuses on user satisfaction, productivity, and speed of successful resolution. Customers get access to hassle-free, advanced technical support; simplified end-to-end case management; and on-site service with parts prioritization. There are no complicated navigation menus. Whether by

phone, email or chat, a real person answers questions and provides solutions. And if there is a hardware failure, an on-site technician will arrive at the customer location within one business day with parts and labor included. Additionally, customers have access to lifecycle services such as managed deployment, apps packaging, patching, enhanced security, and a catalog of other services to support their install base. Lenovo DaaS provides the best combination of technical support throughout the device lifecycle at an affordable, predictable monthly fee.

Although the industry has taken a circuitous route to where we are today, IT customers are now getting much more of what they want, delivered in a way that best suits their needs. Lenovo DaaS is a vehicle which is pushing service delivery boundaries and continuing to set new standards in the way IT support evolves.



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DaaS**

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About the Author: Chris Annison is Director of WW DaaS Strategy and Operations at Lenovo | All products and offers are subject to availability. Lenovo reserves the right to alter product offerings and specifications at any time, without notice. Lenovo makes every effort to ensure accuracy of all information but is not liable or responsible for any editorial, photographic or typographic errors. All images are for illustration purposes only. For full Lenovo product, service and warranty specifications visit www.lenovo.com. The following are trademarks or registered trademarks of Lenovo: Lenovo, the Lenovo logo, the Lenovo DaaS logo, ThinkPad and ThinkPlus. Other company, product and service name may be trademarks or service marks of others. ©2020 Lenovo. All rights reserved WWServices_LenovoDaaS_EvolutionofITSupportWP_042720_ExtSales_MM

