

Shift Left strategy provides cost-effective support

All questions to the service desk have varying degrees of difficulty. “How to” questions are examples of simpler questions that can usually be solved by users themselves using step-by-step instructions via self service. The Shift Left strategy is about ensuring that every issue is solved using the correct support channel – there is a lot of money to be saved.



Level Zero support frees up the service desk’s time and resources

The Shift Left strategy involves moving cases to cost-efficient support channels with a focus on self-service (Level Zero). Consequently, the issues fall into the right support channel relative to their complexity and cost to solve. Self-service frees up time and resources by having users solve simple, recurring issues themselves via self-service. First-line support staff have time to deal instead with more complex issues that require personal support. This enables quicker support management, happier customers, and lower costs.

How much can the service desk save per case?

The solving of issues via self-service solutions

saves the service desk a considerable amount of money.

The average second-line support case costs \$62, while a first-line support case costs \$22. By comparison, self-service costs \$2, including the use of the system and administration. This means that \$40 can be saved if the case is solved by first-line support staff rather than second-line. Furthermore, \$20 can be saved if the case is solved via self-service instead of by first-line support staff.

Support levels	Level Zero/ self-service	First-line support	Second- line support
Average cost	\$2	\$22	\$62
Savings		\$40	

Source: MetricNet