# Rescue

# The Complete Guide to Communicating the Business Value of IT Support

# Enterprise IT leaders confront a massive challenge in proving the value of IT support to non-IT stakeholders. Here's how to do it effectively...

If you're an enterprise IT support leader, proving the value of what you do is always important. When it comes to gaining budget approval or greenlighting new IT hires, technology purchases or new initiatives/projects, the organization's leadership (especially your CFO) expects you to "tell the value story" and show a return on every proposed IT investment the organization makes. If you can't show them the ROI, it's highly likely they won't show you the money.

You also need to communicate the business value of IT support throughout the year, as part of your reporting process and job duties. If you're an enterprise IT leader who offers remote support to employees and/or customers, your standing and credibility as a leader largely depend upon your ability to prove your value and ROI.

When you can't prove ROI, your credibility plummets, as will your team's budgets and resources. Why? Because when you're unable to prove value, you're viewed by leadership as a dreaded "cost center" and not as a center of value.

This ebook will help you show your leadership team and stakeholders the business value of IT support, helping you tell a more convincing IT value story that effectively proves the ROI that IT support drives.

# The Challenges of Communicating the ROI of IT

Most enterprise IT leaders have a deep understanding of technology and processes, but struggle to tell their "business value story" and create IT metrics/KPIs that matter to senior leadership and their stakeholders, resulting in the perception that IT is busy "doing IT stuff" rather than creating value for the business.

Business value can get "lost in translation" when IT leaders seek to communicate with non-IT stakeholders who might not know much about IT nor care about the intricacies of IT support. To tell the value story, IT leaders must speak in a language that the non-IT stakeholder (your CEO, CFO, etc.) can understand, which is primarily the language of business value and customer impact.

## The translational role of communicating IT's business value is difficult for several reasons:

**1** IT leaders are often brilliant technologists, but they struggle to understand stakeholder context and therefore may fail to influence stakeholder decision-making.

**2** IT leaders are deeply aware of how IT value is created within the context of the IT function, but may struggle to understand and communicate how that same value is perceived by stakeholders outside the IT function. The dots (value) therefore need to be connected in a way that stakeholders can comprehend.

**3** IT leaders typically build their KPIs around operational excellence within the IT function, but the broader business views operational excellence as the expectation and wants to see the larger business impact of IT KPIs on costs and customers.

Explaining IT's business value to stakeholders is increasingly important in today's digital world and business landscape where:

**1** IT is central to almost everything a business does,

**2** Employees and customers expect IT support no matter where they're sitting, and

**3** Doing more with less has become a mission-critical, constant imperative.

IT leaders who fail in this translational role will see reduced budgets and diminished credibility in front of their stakeholders. Every IT leader has two stark choices:

They can blame the "dumb" stakeholders for not understanding the mission-critical value that IT support provides (they wouldn't be wrong, but blaming stakeholders changes nothing),

**OR**

They can do a better job speaking the language of the overall business (and not the language of IT) and tell the value story of IT support.

# Connecting the Dots: Building IT Support KPIs that Showcase Business Value

To succeed in proving the business value of IT support, IT leaders must build metrics and KPIs that connect specific IT operations to specific business outcomes.

Traditional IT support metrics such as "first time resolution" and "time to ticket resolution," for example, should be translated into an ROI for the overall business. So if resolution times dropped by 15% in a quarter, how would that translate into not just reduced IT operating expenses, but also increased customer retention, higher customer satisfaction, and more potential business revenue getting generated?

By doing this translational work, IT support can evolve its (mis)perception as a cost center that "does IT stuff" to become a full strategic partner who creates real, quantifiable business value. These translational KPIs will help stakeholders:

**1** Justify and maintain investments on IT initiatives,

**2** Build the credibility/standing of IT leaders, and

**3** Help drive better decision-making when it comes to the role of IT investment as part of the overall business.

# What Makes a Good KPI for the Business?

Now that we've explained the why, let's turn to the how. What characteristics should a good business metric/KPI have? It should exhibit four characteristics:

**1**

***It has a clear and specific relationship to a business outcome.***
Making the connection between a specific IT operational metric and a specific business outcome (revenues, customer retention, etc.) may be difficult to achieve, but it's a prerequisite for effectively communicating the value of IT to non-IT stakeholders, who decidedly do not speak the language of IT.

**2**

***It's measurable and helps produce a business outcome.***
Leading indicators tell us where we're going next in terms of reaching a business outcome. IT KPIs that connect to important business outcomes can help senior leadership anticipate potential problems beforehand and take relevant, remedial actions.

**3**

***It addresses a specific, defined audience.***
Every KPI should be tracked for a specific purpose and a specific audience. There is no single metric or dashboard that will suit everyone, meaning that different functional areas like IT, finance, marketing etc. will need different dashboards to monitor their operational metrics to drive improved performance. So while the marketing function might care about CTRs (click-thru rates) and TOP (time-on-page), the sales department wants to hear about revenues generated.

The audience for "functional metrics" are the operational people within each department, while the connection between functional metrics and business value would be another, higher-order set of translational metrics that can be shown to your non-IT stakeholders.

**4**

***It shows a change that helps drive decision-making and action.***
You should be using KPIs in order to inform better decisions. For instance, if a 10% increase in ticket resolution times (TRTs) is connected to more customer churn and lost sales revenues, you'd want to show that connection as a way to convince non-IT stakeholders to invest in "fixing" the TRT problem to stave off customer churn and lost sales revenue.

Telling stakeholders that you have a TRT problem will never spur action unless you can prove to them its impact on the business outcomes stakeholders care most about (revenue, customer churn, etc.).

# 7 Specific Areas Where IT Can Prove Business Value

What are the specific areas of business value that cause non-IT stakeholders to perk up and pay attention? They tend to be the bottom-line metrics that impact operating costs and customers, and would include:

**Time Savings**

**1**

Every non-IT stakeholder knows that time means money. Time savings with IT support could include:

- **First Call Resolution (FCR):**
  The percentage of support requests that are resolved during the initial contact with the help desk. Achieving a first call resolution rate is indicative of an efficient team and also provides a better customer experience that impacts revenues.

- **Time to Ticket Resolution (TTR):**
  This metric averages the time it takes for your IT support team to resolve user reported issues or support tickets. TTR reflects the efficiency of your support process in resolving customer needs, which impacts operating costs and customer experience.

- **Workstation Downtime:**
  Measures the time when employees' workstations are unavailable due to IT issues.

Although these are important operational KPIs, if IT support leaders want stakeholders to view them as strategically important for the overall business, they must take those operational KPIs one step further: IT leaders should be showcasing how their operational metrics contribute to and impact the overall business, meaning impacts on revenues and customers. Try to go one step further than these KPIs, by looking at some of the following metrics.

# Reduced Operating Expenses

**2**

These metrics focus on how you've made your IT team more efficient, demonstrating a quantifiable dollar amount that can be compared to other functional teams. Potential KPIs here can be as specific as cost per incident, but can also extend to areas like agent retention. IT teams today are strapped for hard-to-find resources, especially talent, so "doing more with less" has never been more mission-critical.

### How Rescue can help

We empower your IT support teams to solve issues remotely, so they don't need to resort to expensive, time-consuming onsite visits and fixes. LogMeIn Rescue capabilities include:

- Live Lens to give you visibility onsite. Your IT support team can reduce the number of on-site support calls and/or reduce the time spent on site because you can solve many issues remotely via Live Lens and/or can troubleshoot issues before going onsite, so you'll have the tools needed to fix the issue.

- Out-of-band-support. IT pros must often toggle back and forth among multiple apps and workflows in order to support a device that can't be accessed through the operating system or is offline from the network. With Rescue's Intel vPro integration, IT teams can provide out-of-band support, all within Rescue, saving both time and money.

According to the Total Economic Impact Study, a commissioned study done by Forrester Consulting, Rescue customers were able to decrease the number of onsite visits by 15% and, when they did go onsite, saw a 30% decrease in the duration of visits. Computer hardware maker Lenovo, for example, used Rescue to achieve a lower handle time and a lower time to delivery of service, reducing their cost per incident, all resulting in approximately $1 million in annual savings.

# Internal Operational Expansion

**3**

The massive growth of hybrid and remote work has transformed where employees work, and also heightened the need for remote IT support. Today, remote IT support enables employees to work flexibly and allows business organizations to flexibly scale their workforce while maintaining the size of their IT teams.

Potential KPIs in this area would include savings the business accrues from being able to hire remote employees in labor markets with lower costs-of-living, as well as higher (or even maintained) employee retention and satisfaction rates among hybrid employees as an organization scales, which translates into cost savings.

## How Rescue can help

- Rescue's Command Center provides IT managers with insights into the productivity of their support agents so they can focus on areas for team/agent improvement and optimize both their team's time and employee experience.

- In addition, Rescue's ad hoc support functionality means you don't need to have an endpoint pre-installed to provide support, even if a task requires Admin privileges. This allows you to provide instant support to anyone, anywhere, whether they use Windows, Mac, Linux, iOS, Android or Chromebooks.

When an issue on an employee's laptop or desktop is fixed quickly, the end user isn't facing downtime on their devices, taking them away from their key work priorities. For example, there can be a massive negative impact on sales revenues and employee experience when a sales rep misses an important customer call because their device has stopped working, or when a senior manager delays an important business decision because of technical issues.

By improving the employee experience, organizations could increase their business revenues by up to 50%. IT support leaders can show their business value by connecting their work to this increasingly important company goal of enhancing employee experience and avoiding downtime caused by technical problems.

**While we already talked about agent experience, IT has the power to improve employee experience across the board. Potential KPIs in this realm include:**

- ESAT/ENPS results, which should include questions specific to user satisfaction with digital tools.

- User Adoption Rates, which track the usage of IT tools and solutions by employees. They help evaluate the effectiveness of IT initiatives in improving business processes and operations. If you invest in technology and people don't adopt it, you're throwing money away.

# Increased Employee Satisfaction and Productivity

**4**

## *How Rescue can help*

- Calling Card as a System Service. Deploying this desktop shortcut allows users to request ad hoc support via one click on their desktop, without needing them to manually grant UAC privileges.

- Unattended Access (UAC). Allows a technician to remote into a computer even if a user isn't present, leading to less strain on the customer.

- Technician Collaboration + Multi Session Handling. Bring in expert technicians from your team to help with complex issues anytime for faster resolutions. You also have the ability to remotely support up to 10 sessions at once.

# Digital Strategic Expansion

**5**

Improvements in IT can open up other markets to expand your TAM (total addressable market), and also enable new strategic initiatives that generate additional business revenues. This expansion may involve being able to support a different kind of customer by device type, region, or language. IT support can tell this value story through tracking revenue generated from new strategic projects or initiatives.

### How Rescue can help

- Live Translation Services support multiple languages with Rescue from a single support center, enabling your business to support a broader range of customers and markets.

- Live Lens allows your reps and your business to literally see and hear the world through the eyes and ears of your customers and remote employees without having to download anything.

- Customizable groups and channels: Rescue allows you to tailor agent views and workflows to be used by multiple teams to allow for different use cases. You can customize connection method, permission set, agent view, and even integration on the group level, meaning you can give Rescue access to non-technical teams without worrying about security and usability.

FUJIFILM, for example, initially used Rescue solely to provide device or network resolutions. However, after understanding Rescue's full-functionality, they were able to enter into new revenue streams via their professional services arm. Now, FUJIFILM can further assist in remote design work, installation, and training, which represents additional revenue for the company.

# Increased Customer Satisfaction and Retention

**6**

Happy customers keep coming back and spending more money. IT support effectiveness is a key component for any business wanting to optimize customer lifetime value (CLV). When customers get insufficient support, on the other hand, they either spend less with your business or take their money to your competitors.

Potential KPIs in this realm include customer satisfaction (CSAT) and net promoter score (NPS), which measures the loyalty of a company's customer base.

## How Rescue can help

- Customizable branding allows you to tailor customer experience to blend seamlessly with your existing brand and workflow. This can look like embedding Rescue support into your website or mobile app, customizing chat and join windows to have your company branding, or building out a channel form with fields to better triage requests.

- According to the Total Economic Impact Study, a commissioned study done by Forrester Consulting, customers saw a 21-28% average increase in customer NPS after implementing Rescue.

This concept relates to the continuity of IT operations and may sound like "only" an IT goal, but since the whole company probably relies on digital capabilities to do work, everyone cares about resiliency (especially the CFO/finance department).

Tech companies have seen a whopping 2,300% increase in the number of records breached by ransomware attacks in 2023 vs. 2022, signaling an increased focus on targeting companies with large volumes of data. According to an IBM report, the global average cost of a cyber attack in 2023 was $4.5M. The right tool can help your organization avoid incurring these expensive, brand-destroying security costs that damage your bottom line.

Potential KPIs include audits passed/compliance frameworks met, which demonstrate a level of preparedness around cyber threats, as well as lowering cyber insurance premiums/rates.

## Cyber Resiliency

**7**

### How Rescue can help

- Advanced security capabilities like granular access controls, authentication hardening with MFA and SSO, and session validation measures help keep malicious actors/cyberthreats out.

- Detailed audit reports and logging can also make it easier to stay on top of your compliance needs.

# Creating and Communicating Business Value with Rescue

Rescue can help IT leaders tell a better story, translating IT's value into business value that non-IT stakeholders will understand. How? Rescue is an enterprise-grade remote support solution that has powerful and value-adding features, advanced security capabilities, and ample customization options, helping your team deliver fast, frictionless technical support that drives business outcomes like time-savings, cost reductions, and improved customer/employee experiences.

## Want to learn more about how Rescue can help you tell a better value story?

Request a Demo

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## Rescue, built by GoTo

*Remote support made easy.*