

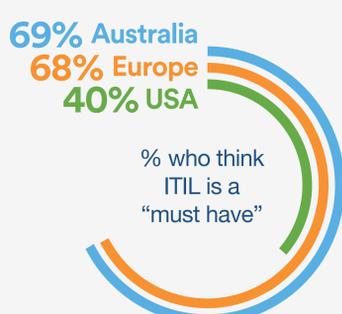
Service trends around the world



After launching JIRA Service Desk, a new service management tool that IT and business teams actually like to use, we toured around the world and talked with over 1,000 customers. In the process we collected some data about how everyone uses their service desk. Here are our findings:

Australia and Europe love ITIL

The "Information Technology Infrastructure Library," or ITIL, is a standardized set of information technology practices created by the UK government in 1980. Overall, Australia and the EU believe ITIL is more important than the US:

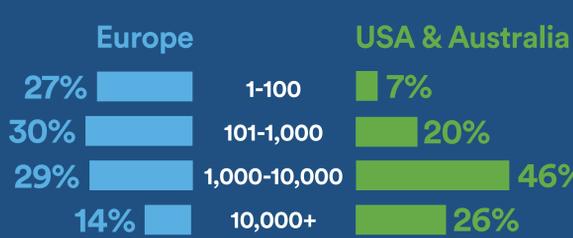


“USA is an outlier in its culture of “rugged individualism” and reduced costs. Europe and Australia are more focused on quality, longer term outcomes, and risk management.”

Rob England, "The IT Skeptic"

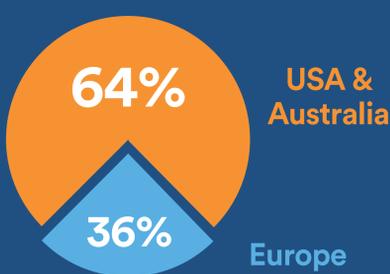
Larger companies were represented

60% were over 1,000 employees

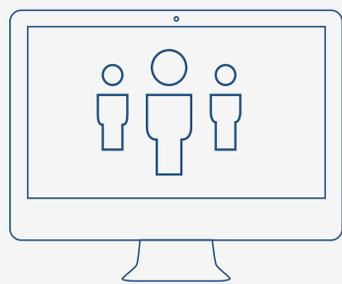


Service management: not just for IT

In United States and Australia, more than half use their service desk outside of IT



The three most popular ways to get service outside of IT



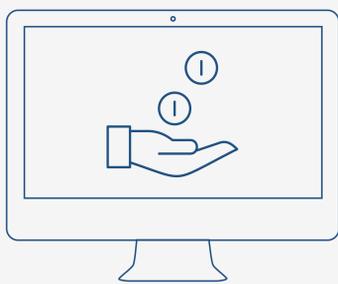
Human Resources

HR is the most popular use case of service outside of IT across the world.

40% of those who use service outside of IT use it for HR.

Examples of how HR uses a service desk:

- New employee onboarding
- Benefits
- Relocation



Finance

Europe has the highest usage of Finance as a service desk.

30% of those who use service outside of IT use it for Finance.

Examples of how Finance uses a service desk:

- Accounting
- Procurement
- Payroll



Sales

Sales is the third most popular use case.

Examples of how Sales uses a service desk:

- Account information
- Competitive intel on other products
- Feedback from customers



“Currently, more than half of organizations say that they are using service management outside of IT. There's a proven track record of service success, and areas like HR and Finance are taking advantage of good practices and technology.”

Roy Atkinson, HDI Analyst

The top priorities across the world

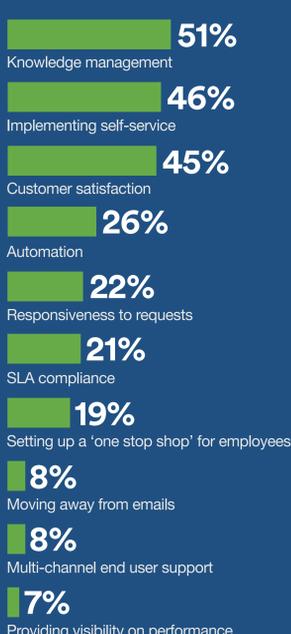
Europe

In Europe, customer satisfaction is the top priority, followed by self service and SLA compliance.



United States

For the US, knowledge management, self-service, and customer satisfaction are equally important.



Australia

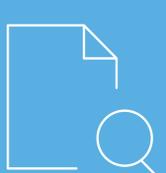
Self-service is the most important for Australia, followed by knowledge management and customer satisfaction.



“Knowledge management best practices are key to enabling successful self-service and improving assisted service, ultimately increasing customer satisfaction.”

Rick Joslin, HDI Executive Director, Certification & Training

And the verdict is... the top priorities across the world are the same!



Self service



Knowledge management



Customer satisfaction