Stepping Into the Spotlight

Once considered just another cost center, support is showing its value and taking a more prominent role as a trusted business advisor.

Emerging from the Wings

For internal support centers, the message coming from the overall business is clear: You need to demonstrate your business value. Outsourcing, managed services and cloud-based solutions that didn't exist just a few years ago are piling on the pressure.

86% is feeling the pressure to show its value to the business

Fixing what's broken isn't enough anymore.

Today's support centers must take a step toward the limelight and demonstrate how phone, email, chat, social media and self-service capabilities are increasing productivity and sparking innovation.

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75% feels an increase in pressure over the last two years to prove its business worth.

40% have added new positions to address its expanding relationship with the business

Playing a Larger Role

As support centers mature, they begin to see the need to improve their visibility and perceived value within the organization. Support centers are adding new titles and actively promoting themselves internally, in addition to developing metrics to better gauge business value.

Technology trends like BYOD and cultural trends, such as self-service, are also putting more focus on support as they contend with a broader range of users and their devices.

Has value increased?

In many ways support is still the understudy—only 51% say the perception of support's value to the business has increased.

Taking Center Stage

While the evolution is far from complete, it's clear that support centers are well on their way to establishing a clear voice as a trusted advisor to the business.

They may never be the star of the show, but support centers will share an increasing amount of the spotlight if they can:

- **Implement ITSM tools and best practices**
- **Resolve problems efficiently**
- **Expand services**

Promoting business growth continues to drive support centers toward a more prominent role within the business.

66% have purchased or plan to purchase new tools aimed at supporting the overall business.

25% say that support is only 5–10% of its budget.

Top Factors Influencing Support Center Spending

Supporting business growth is becoming the **GOLD STANDARD** for top-notch support centers.

2011	2012	2013
Support business growth	Support business growth	Support business growth
Improve efficiency	Reduce costs	Improve customer service
Improve customer service	Improve customer service	Improve effectiveness
Improve effectiveness	Improve efficiency	Improve efficiency
Reduce costs	Improve effectiveness	Reduce costs
Expand services	Expand services	Expand services

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