THE BREAKTHROUGH SERIES
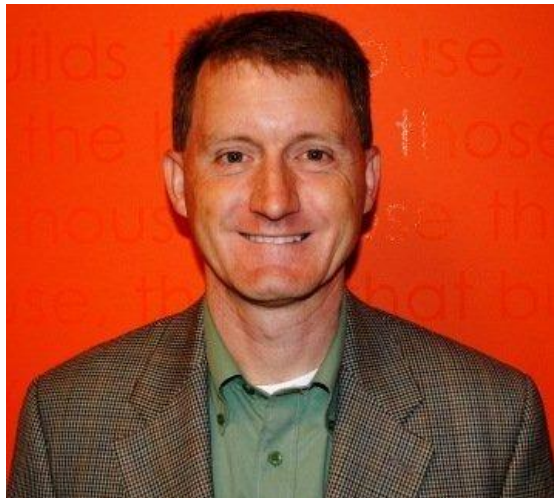
from Thought Rock

The Presentation Will Begin At 12PM EST

The Millennials Are Coming - Is Your Help Desk Ready To Support Them?

Robert Minnaugh
Director of Product Marketing
Bomgar

Key learnings attendees can expect to walk away with:

1. How the Millennial workers differ from older generations, and how their experiences and expectations will challenge traditional support models.

2. How technology, such as remote support and chat, can enable help desks and service desks to create more real-time, collaborative support experiences.

3. How traditional support processes and skills need to evolve and change to handle this new type of support experience.

Important to Your Future?

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Bigger Than Boomers

76M

46M

78M

Baby Boomer

Gen X

Millennials
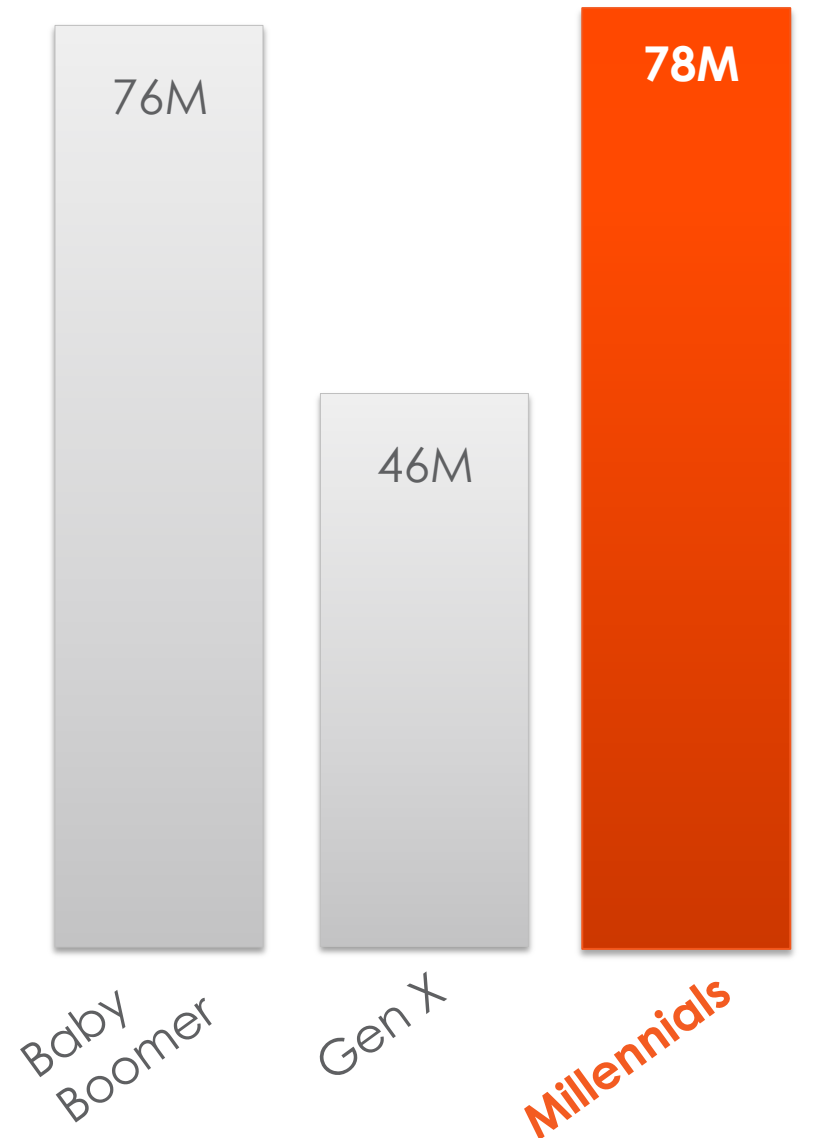
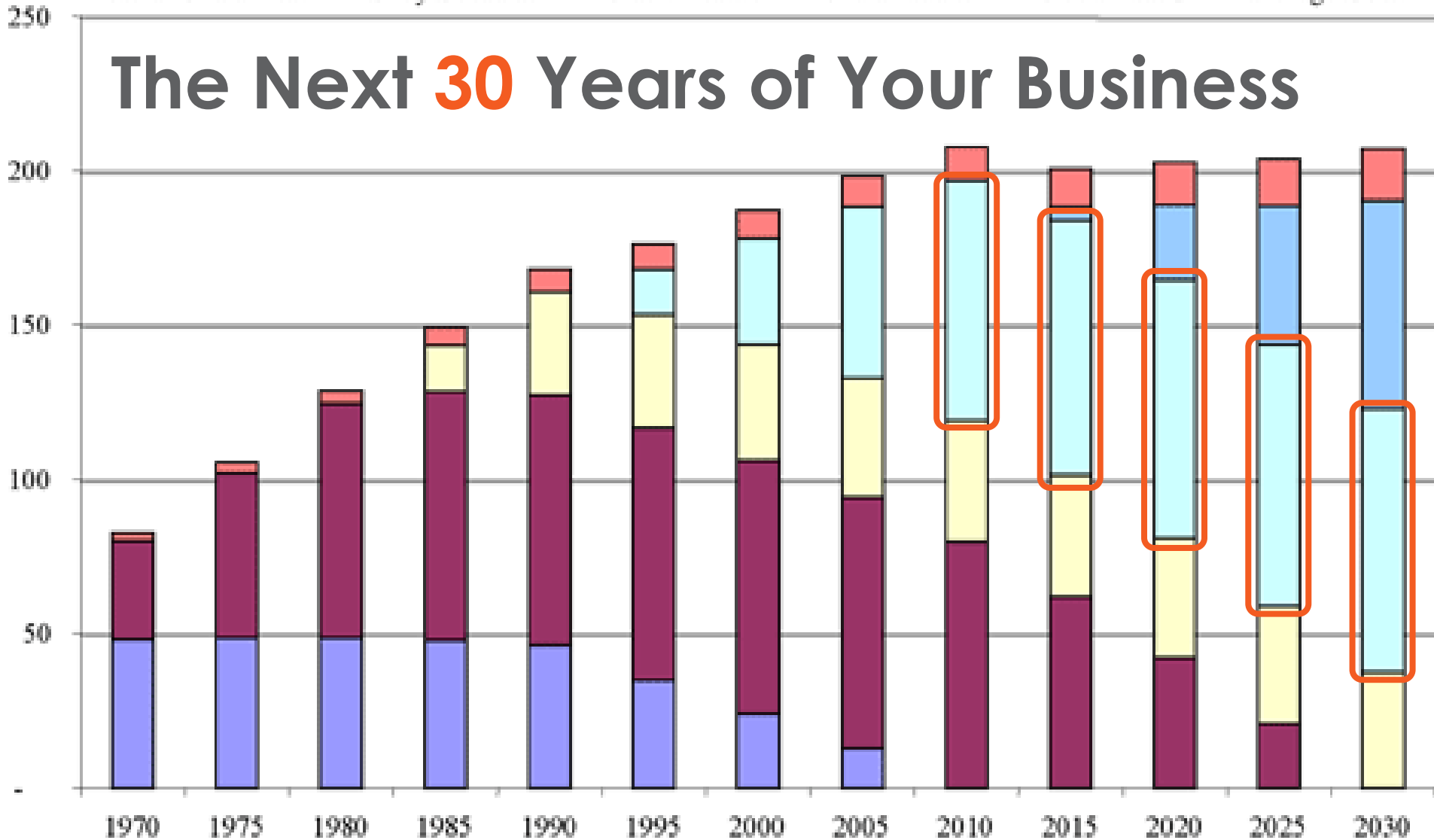BOMGAR

And We're Not
Coming Back

Generational Labor Force Composition
(Between Ages of 16-64)

Legend: Silent Generation | Baby Boomers | Generation X | Generation Y | Generation Z | Foreign Born

The Next **30** Years of Your Business

Source: Concours Institute

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You Have to Sell to Them

You Have to Recruit Them

You Have to **Support** Them

So Who Are They?

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Digital Natives

Who Would You Ask for **Technology** Advice?

Identity

What Makes Your Generation Unique?

Millennials	Gen X	Boomers	Silent
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/Tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Values/Morals (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Work ethic (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

Source: "Millennials: A Portrait of Generation Next"

– Pew Research Center

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7 Seconds

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- **Real Time. No Phone Tree**

- **Accessible – One Button**

- **Smart – No "Account Number?"**

- **Collaborative – "We'll Send Someone"**

3 Themes

Cool – Style & Experience

"Beautiful"

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Convenience – Real Time

Collaboration – Community

Digital Expectations

Directions?

Tickets?

Hanging Out

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Digital Bypass

"I texted you and you didn't text back so I checked your Facebook status and you weren't on a plane and you weren't on IM, so I called your cell, but you didn't answer so I went ahead and sent the quote"

The Importance of Support

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"It is the first contact of the business environment to technology and if it doesn't provide a positive experience then it becomes restrictive to that CIOs ability to be effective in a lot of other ways."
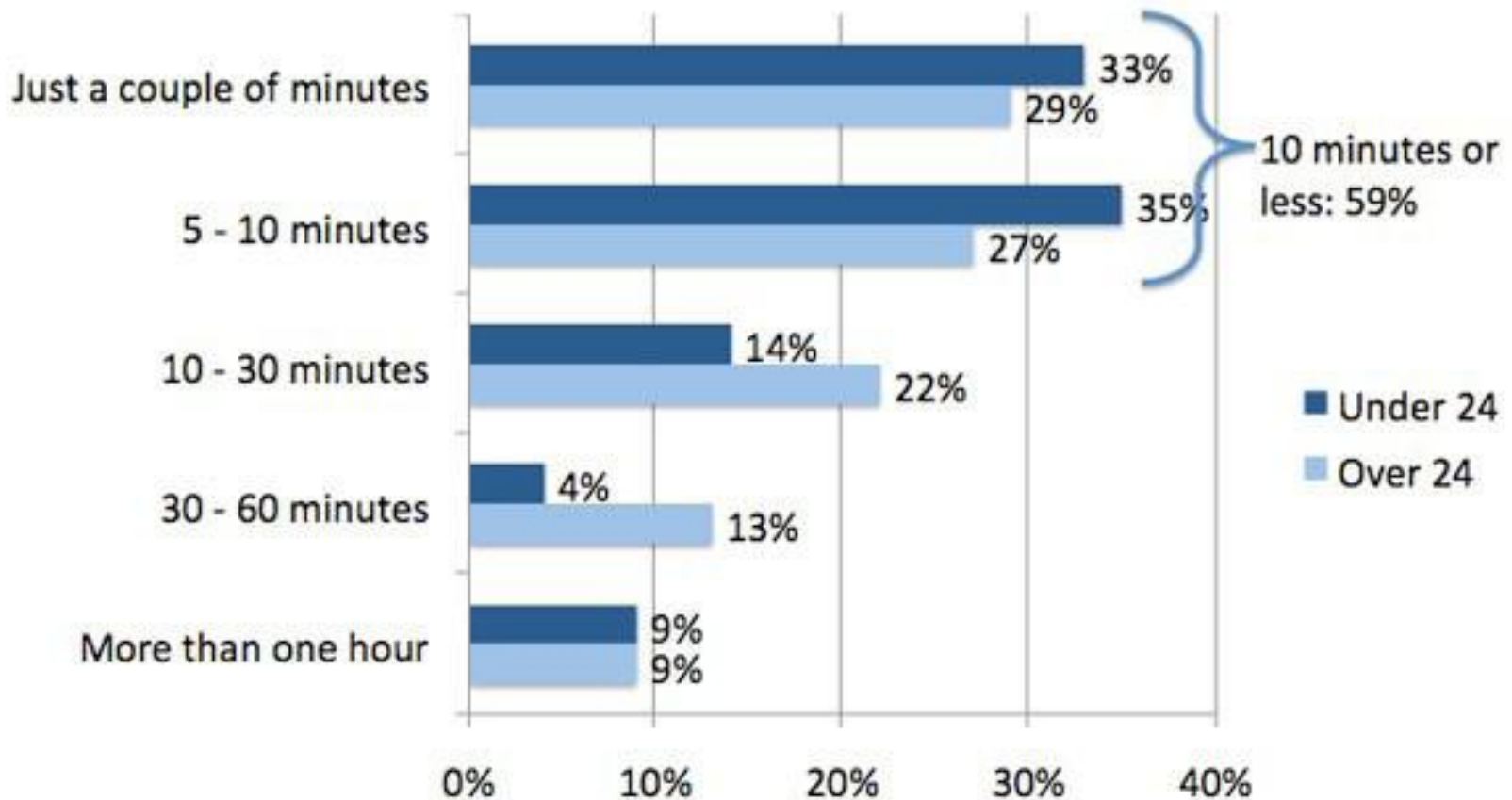
CIO
Greatwide Logistics

Support is the Lens

Through Which Everything Else in IT is Judged

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High Expectations of Immediate Support Response…

First Source For Tech Support...

61% *don't* go to company support first

	Under 24	Over 24
Company support	26%	43%
Ask a colleague or friend	28%	24%
"Google" the problem	29%	22%
Post outside company	5%	1%
Other	14%	12%

Source: GigaOM Pro/Isurus Market Research

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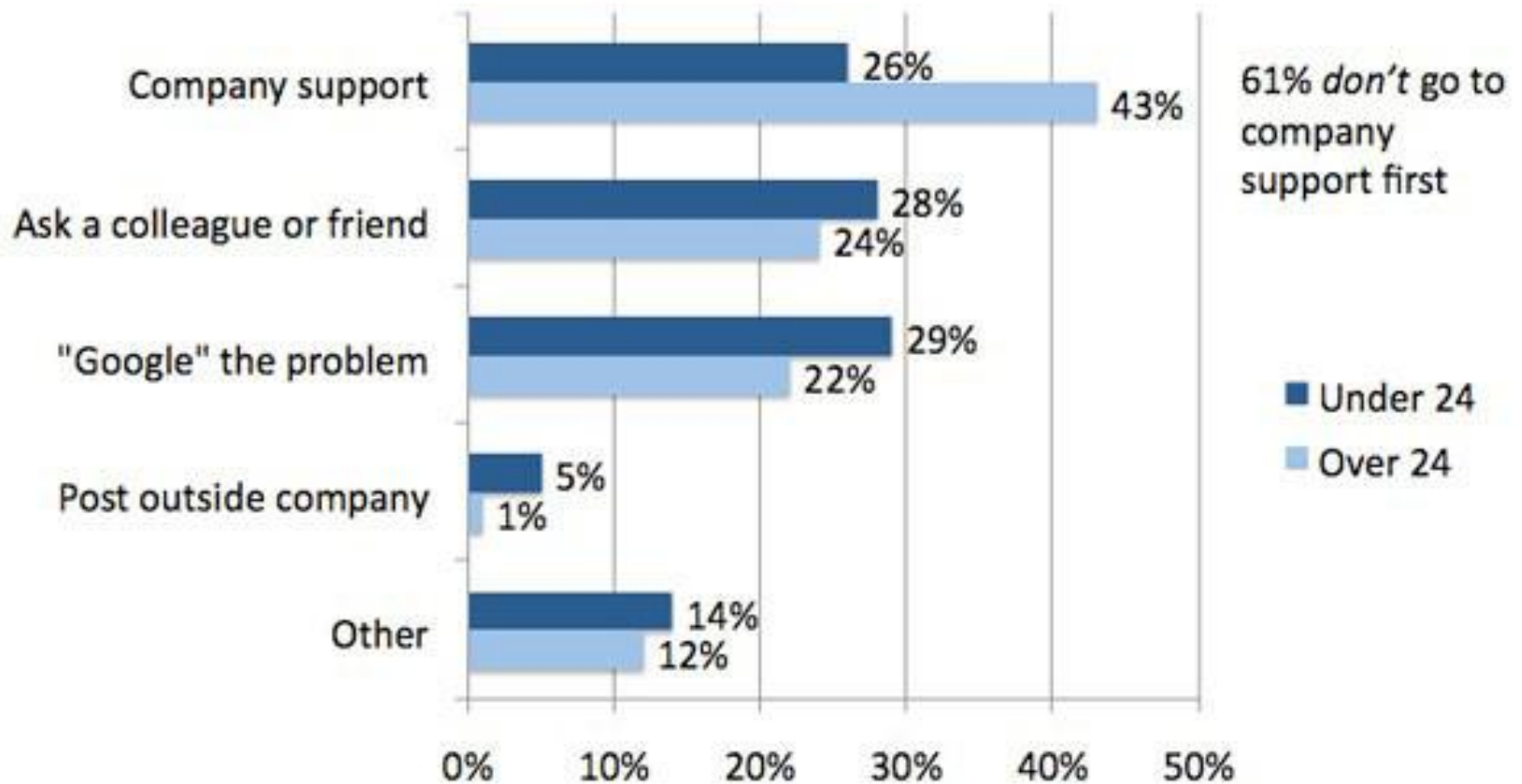
Preferred Support Communication Channel...
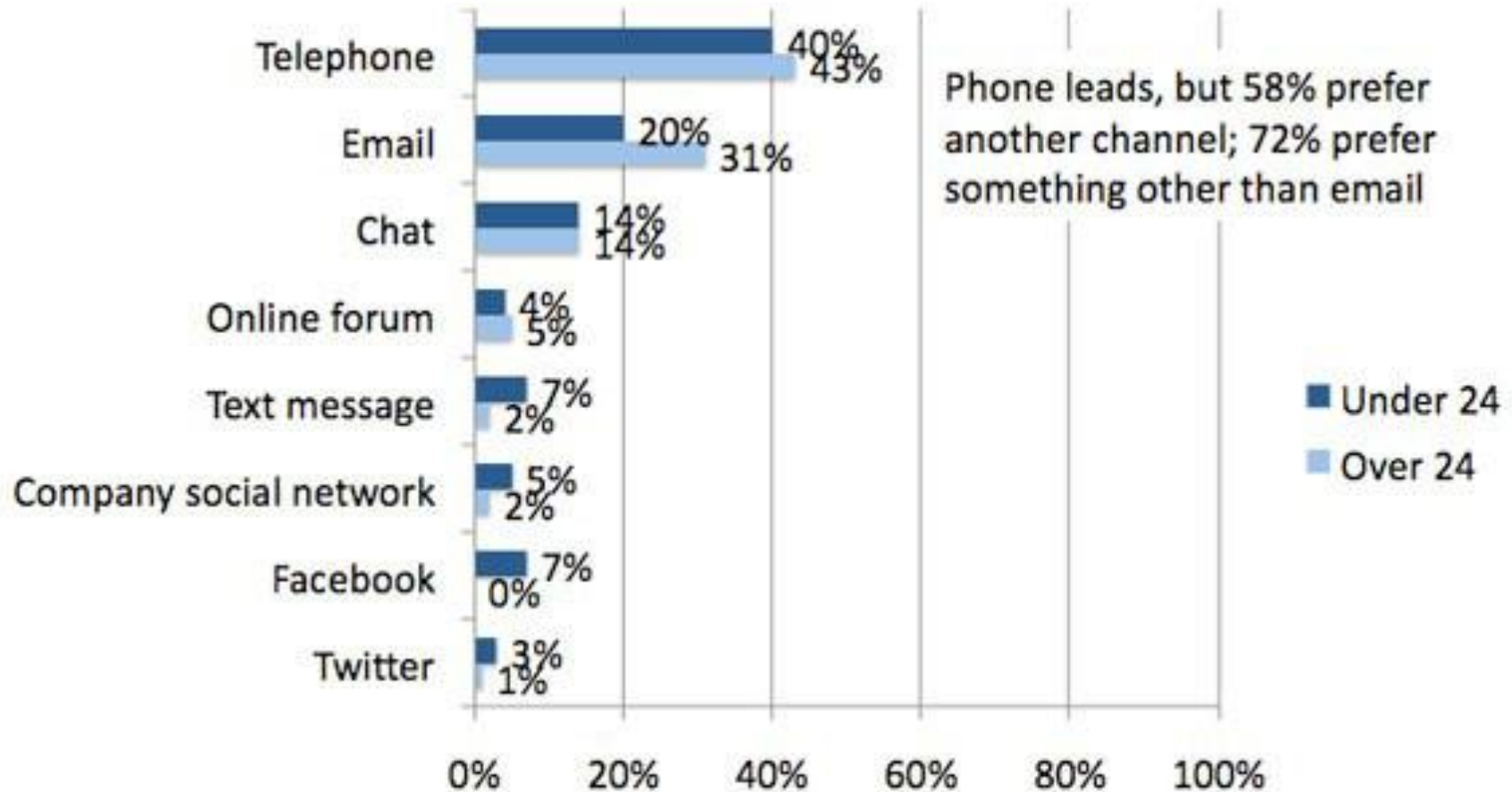
Phone leads, but 58% prefer another channel; 72% prefer something other than email

Legend:
- Under 24
- Over 24

Channel	Under 24	Over 24
Telephone	40%	43%
Email	20%	31%
Chat	14%	14%
Online forum	4%	5%
Text message	7%	2%
Company social network	5%	2%
Facebook	7%	0%
Twitter	3%	1%

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Millennial's Other Support Sources...

Support Source	Percentage
"Googled" the problem	71%
Used company self help	64%
Contacted vendor support	45%
Posted to online forum	24%
Asked Facebook community	16%
Tweeted the problem	8%
Used company social network	7%

Source: GigaOM Pro/Isurus Market Research

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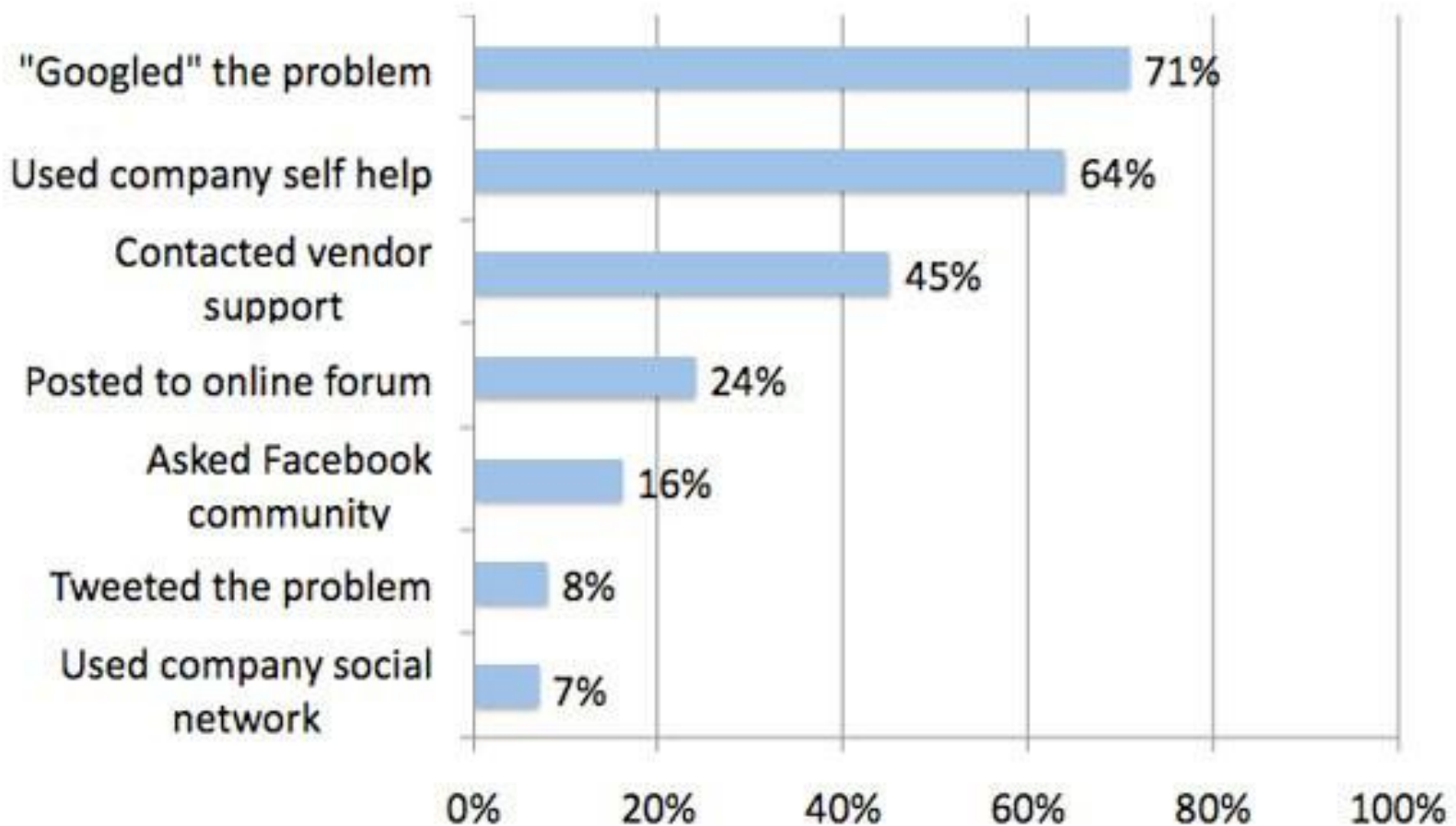
Reason for Millennial's Other Support Sources...

Reason	Percent
Tech support takes too long	34%
Want to fully describe problem	28%
Google and social network thought of first	22%
Want to understand how to fix next time	18%
First person doesn't know more than I do	16%
Don't like talking on phone with IT	16%
Other	10%

Source: GigaOM Pro/Isurus Market Research

BOMGAR
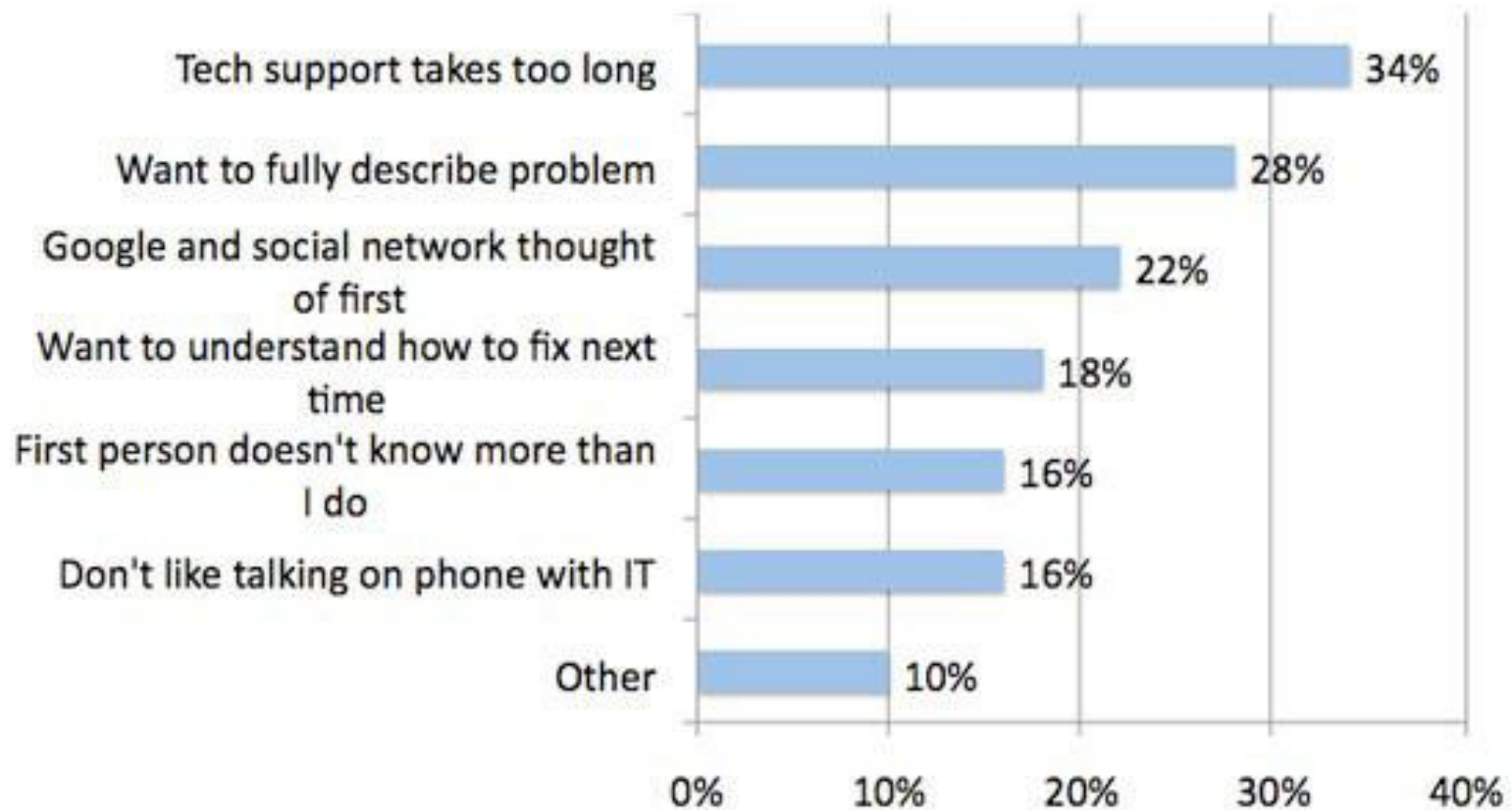
Interest in Learning about and Troubleshooting Technology…

Under 24: Disinterested 25%, Neutral 12%, Interested 68%
Over 24: Disinterested 30%, Neutral 17%, Interested 65%

Legend: ■ Disinterested ■ Neutral ■ Interested

Source: GigaOM Pro/Isurus Market Research

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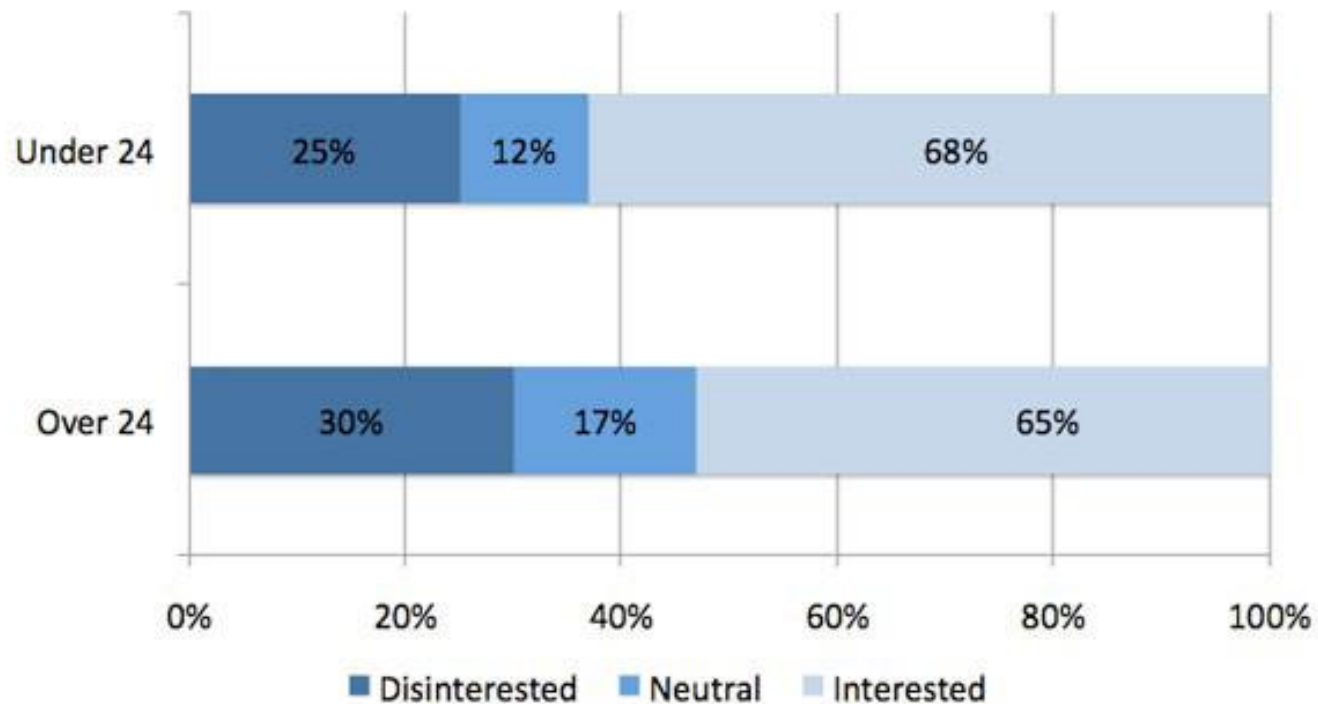
Mobile Device Usage for Work...
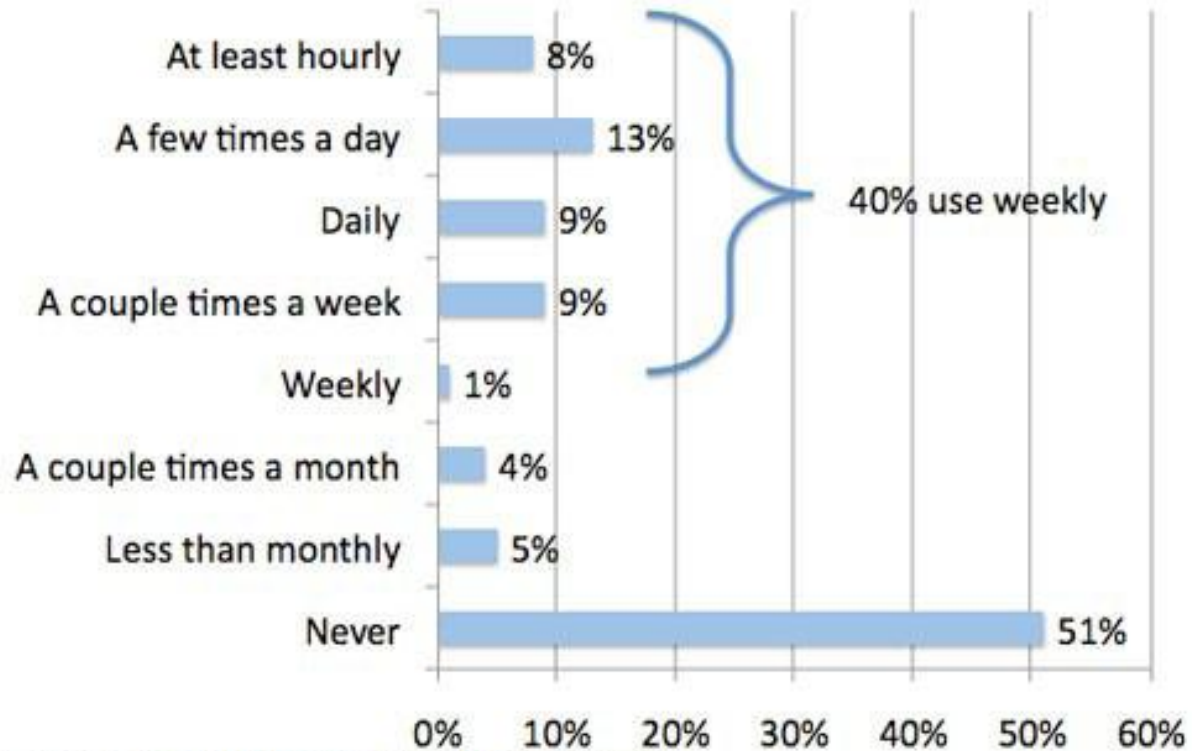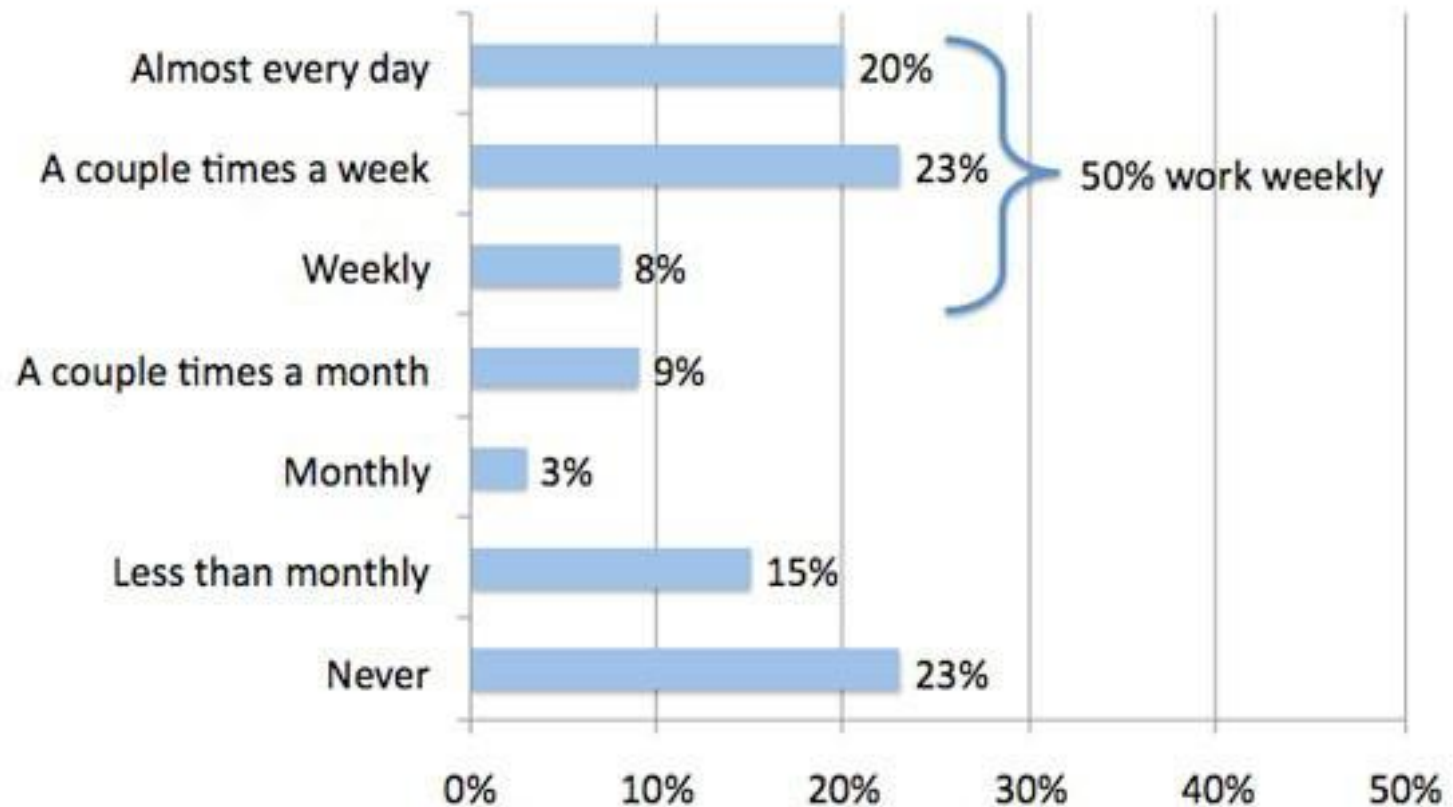

How often do you use a smartphone or tablet for work?

At least hourly 8%
A few times a day 13%
Daily 9%
A couple times a week 9%
Weekly 1%
A couple times a month 4%
Less than monthly 5%
Never 51%

40% use weekly

Source: GigaOM Pro/Isurus Market Research

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Mobile Work Activities...

Activity	Percentage
Email	85%
Calendar	62%
Reading/working on documents	27%
Work-related research	27%
Accessing company systems	15%

Source: GigaOM Pro/Isurus Market Research

BOMGAR
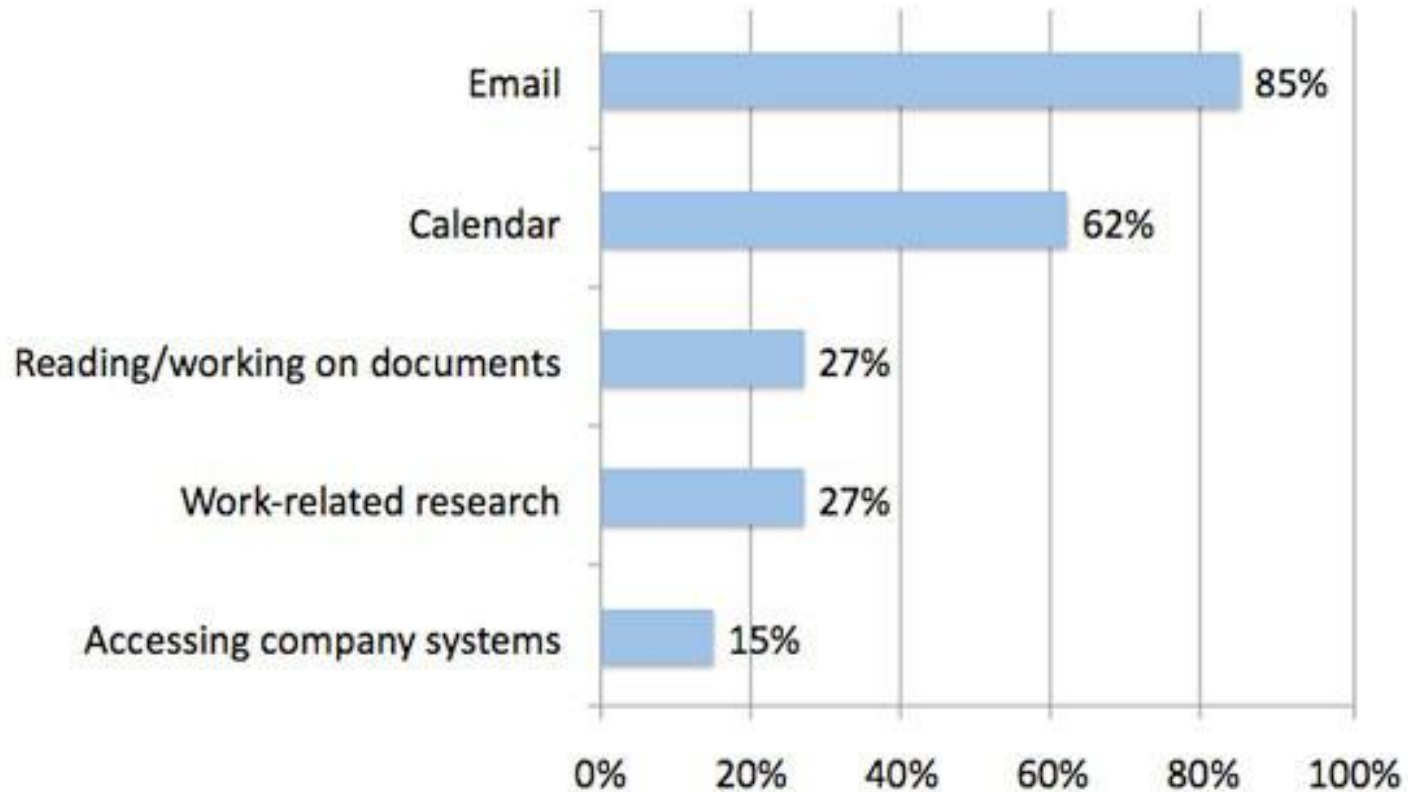
After-hours Work Frequency...

Almost every day — 20%
A couple times a week — 23%
Weekly — 8%
} 50% work weekly
A couple times a month — 9%
Monthly — 3%
Less than monthly — 15%
Never — 23%

Source: GigaOM Pro/Isurus Market Research

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Making Beautiful Support?

= ?

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The Way of the Now

How can millennials currently research or purchase your organisation's products? Select all that apply
(%)
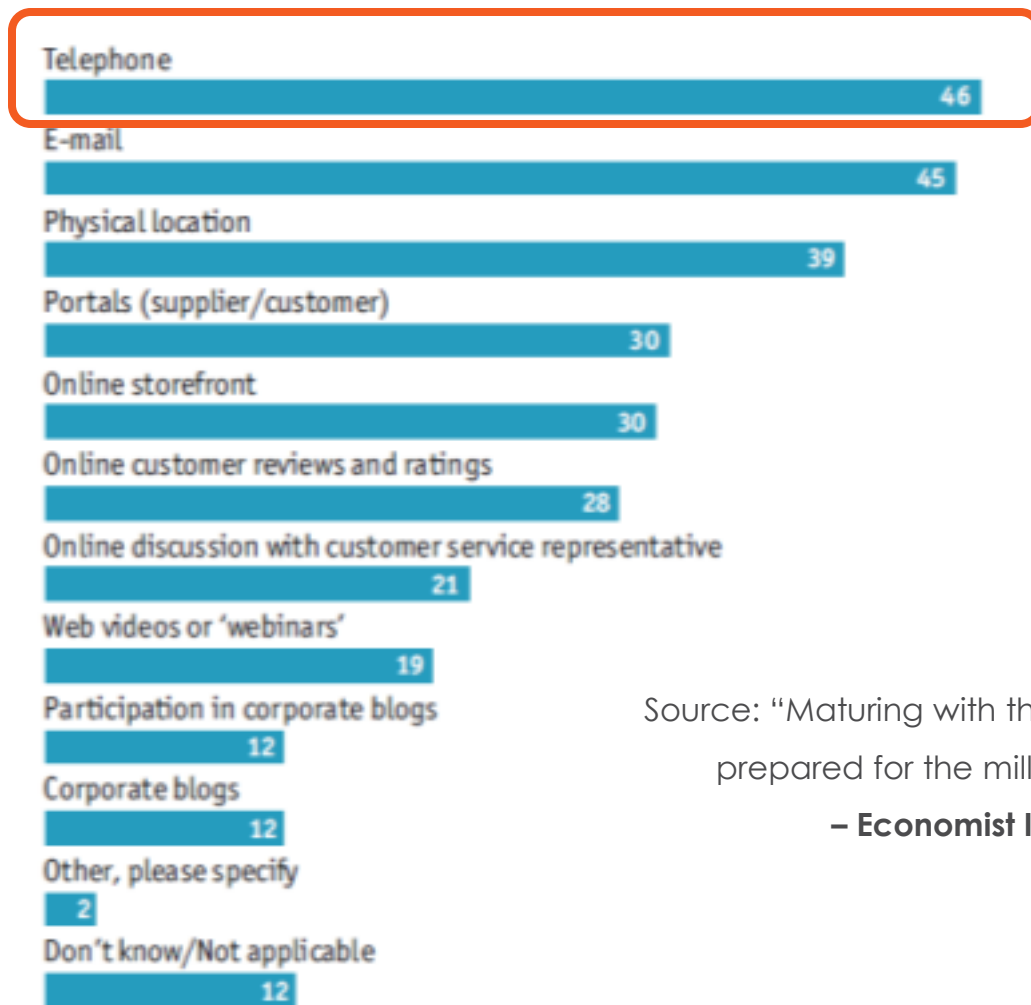
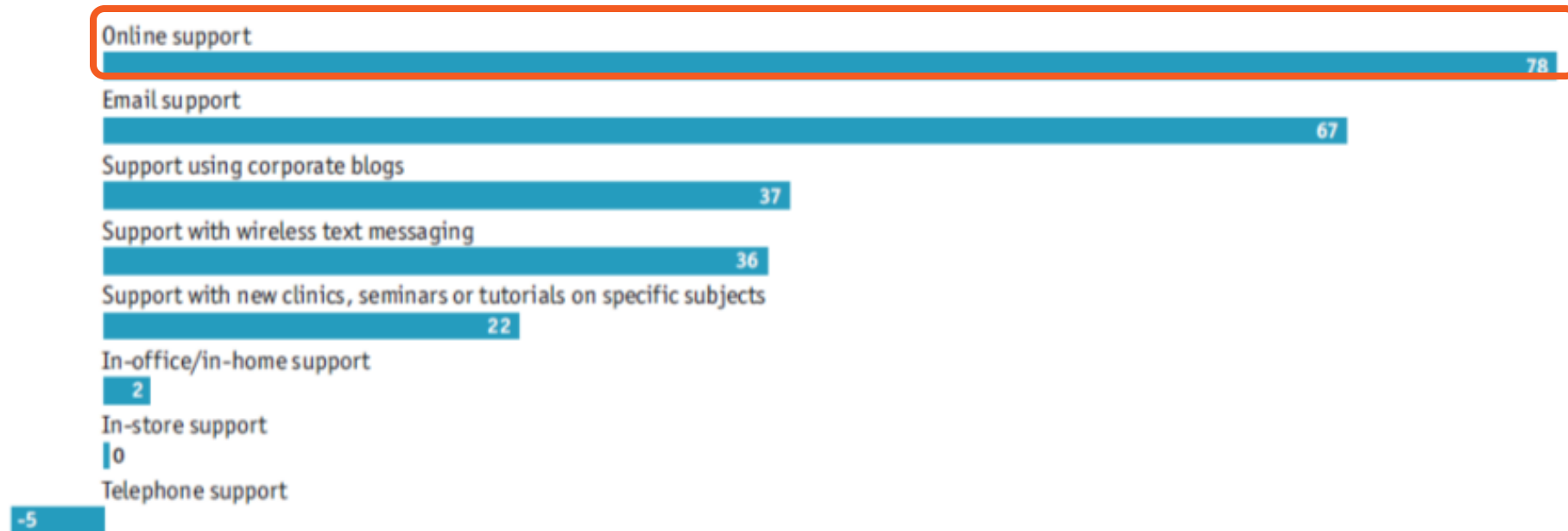|	
Telephone	46
E-mail	45
Physical location	39
Portals (supplier/customer)	30
Online storefront	30
Online customer reviews and ratings	28
Online discussion with customer service representative	21
Web videos or 'webinars'	19
Participation in corporate blogs	12
Corporate blogs	12
Other, please specify	2
Don't know/Not applicable	12

Source: "Maturing with the Millennials: Are organizations prepared for the millennial consumer"

– Economist Intelligence Unit

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The Way of the Future

Support millennials electronically in the future

Net percentage (percentage of "less important" subtracted from "more important" responses) from surveyed executives showing their group opinion on the importance of the following customer service preferences for millennials compared to other generations, over the next three years

Support type	Net percentage
Online support	78
Email support	67
Support using corporate blogs	37
Support with wireless text messaging	36
Support with new clinics, seminars or tutorials on specific subjects	22
In-office/in-home support	2
In-store support	0
Telephone support	-5

Source: "Maturing with the Millennials: Are organizations prepared for the millennial consumer"

– Economist Intelligence Unit

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Pick Your Product

Supply Chain

7-10 Days
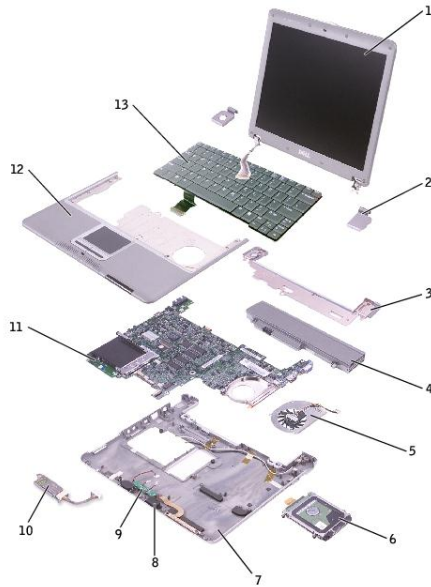
The Supply Chain

- **Single Point of Contact – Retailer**
- **Collaborative – Specialization**
- **Visible – Tracking Numbers**
- **Efficient – No Excess Skills or Inventory**
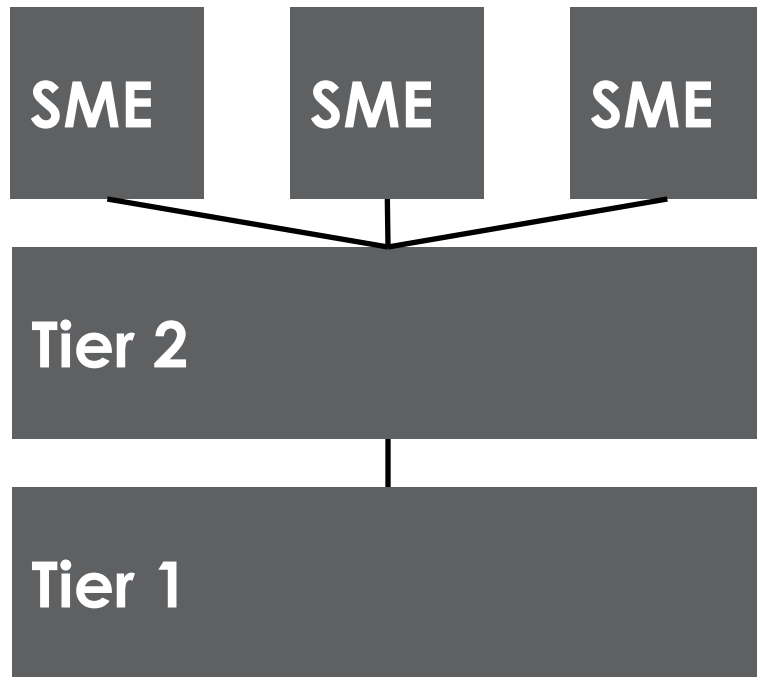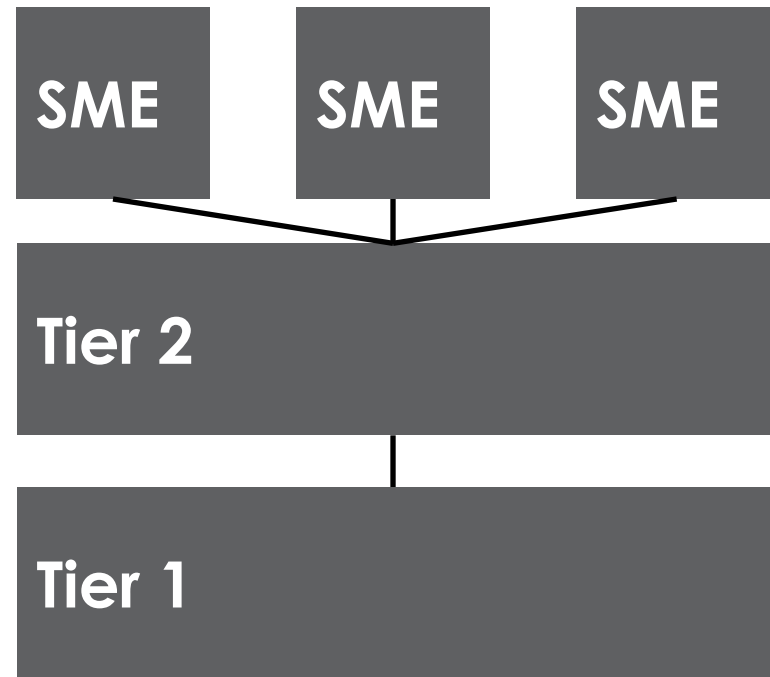
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The Service Chain

7-10 Minutes

CSR   **Tier 2**   **SME**   **Partner**

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The Need for Collaboration

SME   SME   SME

Tier 2

Tier 1

Company 1

SME   SME   SME

Tier 2

Tier 1

Company 2

Customer Incident

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Multi-Rep

Inter-Departmental

Inter-Company

Real Time   ✚   **Collaboration**

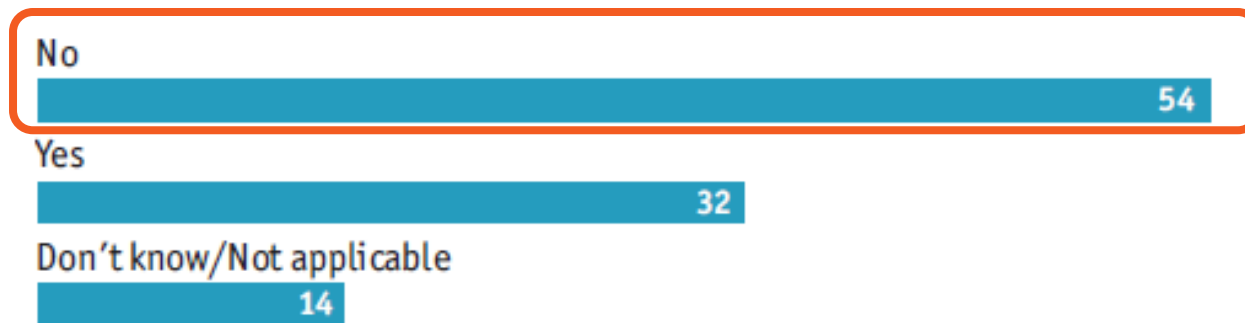━━━━━━━━━━━━━━━━━━━━━━━━━━

=   **Millennial Experience**

Get Ready

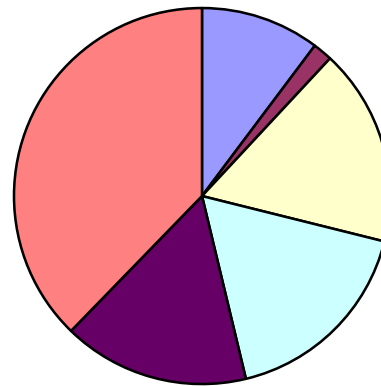**Does your organisation have a strategy for targeting, attracting or retaining millennials as customers?**
(%)

No
54

Yes
32

Don't know/Not applicable
14

Source: "Maturing with the Millennials: Are organizations prepared for the millennial consumer"

– Economist Intelligence Unit

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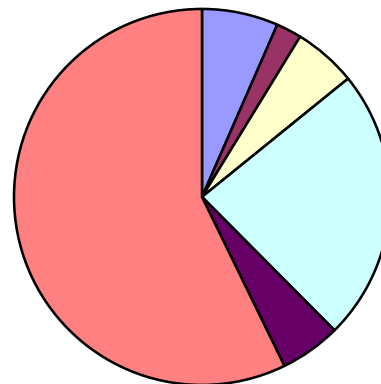**Calls**

Unknown · Alumnus · Faculty · Prospect · Staff · Student

Chats

Unknown · Alumnus · Faculty · Prospect · Staff · Student

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The Millennials are Coming
Is Your Help Desk Ready to Support Them?

Robert Minnaugh

Director of Product Marketing

Bomgar Corporation

rminnaugh@bomgar.com

770 407-1880

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