

LESSON 1 - KEY CONCEPTS OF ITSM: "THE FUTURETECH DILEMMA"

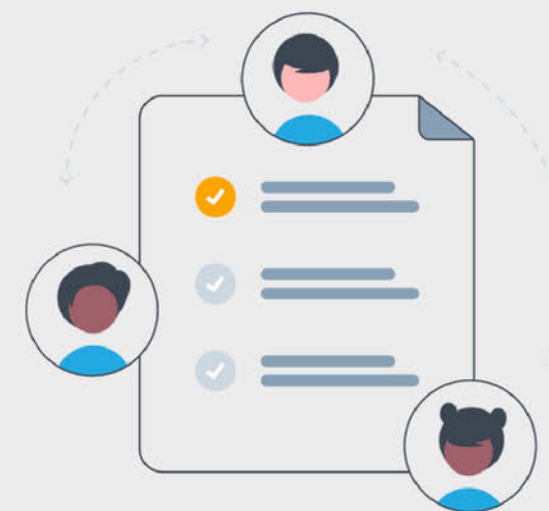
Imagine you are part of a team of digital transformation consultants working for a company called **FutureTech**. **FutureTech** has recently developed a cutting-edge artificial intelligence (AI) software that is designed to help businesses automate their customer support processes. Your team has been tasked with implementing this AI software within a client organization and ensuring its seamless integration with their existing processes.

To help facilitate this, consider the following **ITIL** concepts in the context of implementing the AI software and think about how each concept will be impacted:

1. **Service**: The AI software provided by **FutureTech** is designed to handle customer queries, complaints, and support requests. How would you define this service in the context of the client organization?
2. **Utility**: How does the AI software provide functionality and value to the client organization by enhancing their customer support capabilities?
3. **Warranty**: What assurances can **FutureTech** provide regarding the availability, capacity, continuity, and security of the AI software?
4. **Customer**: Who are the primary customers of the AI software within the client organization? Is it the customer support team, the management, or the end-users themselves?
6. **User**: Who will be using the AI software directly? Will it be customer support agents, customers, or both?
7. **Service Management**: How will the client organization manage the AI software as a service, including its delivery, performance, and improvement?
8. **Sponsor**: Who within the client organization has the authority to approve and fund the implementation of the AI software?
9. **Cost**: What are the costs associated with implementing and maintaining the AI software for the client organization?
10. **Value**: How will the AI software create value for the client organization? Will it improve customer satisfaction, reduce support costs, or both?

11. **Organization**: How will the client organization need to adapt or restructure to accommodate the AI software effectively?
12. **Outcome**: What are the desired outcomes for the client organization as a result of implementing the AI software?
13. **Output**: What specific outputs can the AI software produce, such as resolved customer issues, support ticket analytics, or customer satisfaction scores?
14. **Risk**: What risks are associated with implementing the AI software, and how can they be mitigated?
15. **Service Offering**: How can **FutureTech** package and present the AI software as a service offering to the client organization?
16. **Service Relationship Management**: How will FutureTech manage its relationship with the client organization throughout the AI software's implementation and beyond?
17. **Service Provision**: What are the processes and resources required to provide the AI software as a service to the client organization?
18. **Service Consumption**: How will the client organization consume the AI software as a service? Will it be a subscription-based model, a one-time purchase, or something else?

Once you have considered each **ITIL** concept in the context of the **FutureTech** Dilemma, discuss your thoughts and insights with your peers. This will help deepen your understanding of these concepts and how they relate to digital transformation projects.



- 1. Service:** The AI software provided by **FutureTech** offers a customer support solution that efficiently addresses user concerns while remaining conscious of data privacy and resource usage.
- 2. Utility:** The AI software streamlines customer support processes, helping the client organization improve response times and reduce energy consumption in an effective manner.
- 3. Warranty:** **FutureTech** ensures that the AI software is reliable, available, and maintains a balance between performance and responsible practices.
- 4. Customer:** The primary customers of the AI software within the client organization are stakeholders who appreciate both efficiency and responsible practices in customer support services.
- 5. User:** Customer support agents and customers alike benefit from the AI software's ability to provide prompt assistance without compromising privacy or resource management.
- 6. Service Management:** The client organization will manage the AI software by tracking its performance and ensuring adherence to responsible guidelines and continuous improvement.
- 7. Sponsor:** The sponsor within the client organization could be a high-level executive or manager responsible for overseeing effective and responsible business practices.
- 8. Cost:** Costs associated with implementing and maintaining the AI software should consider not only monetary expenses but also its impact on society and the environment.
- 9. Value:** The AI software creates value for the client organization by improving customer satisfaction, reducing support costs, and promoting responsible practices.
- 10. Organization:** The client organization may need to establish a team or designate a responsible party to ensure the AI software aligns with the organization's responsible goals.
- 11. Outcome:** Desired outcomes for the client organization include improved customer support efficiency and reduced environmental impact while maintaining responsible practices.

- 12. Output:** The AI software's outputs include resolved customer issues, support ticket analytics, and key performance indicators that consider the balance between effectiveness and responsibility.
- 13. Risk:** Risks associated with implementing the AI software include potential biases, data breaches, and unintended impacts. These risks can be mitigated through ongoing monitoring and the adoption of best practices.
- 14. Service Offering:** **FutureTech** can package the AI software as a customer support service that balances efficiency with responsible guidelines and resource management.
- 15. Service Relationship Management:** FutureTech will maintain a strong relationship with the client organization by providing ongoing support, addressing any concerns, and working towards continuous improvement.
- 16. Service Provision:** To provide the AI software as a service to the client organization, **FutureTech** will need to establish development processes that ensure a balance between performance and responsibility.
- 17. Service Consumption:** The client organization could consume the AI software as a subscription-based service, with the subscription fee covering ongoing support, updates, and resources focused on maintaining responsible practices.

