

# EXPANDED ROLES OF MULTINATIONAL REMOTE TECHNICAL END-USER SUPPORT TEAMS IN A GLOBAL IT CORPORATION

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## Abstract

*This study investigates the diverse models and roles adopted by multinational remote technical end-user support teams operating within the framework of a global IT corporation. In an era where technology transcends geographical boundaries, understanding the dynamics of remote support teams becomes paramount for corporations seeking to provide seamless technical assistance to their global user base. Moreover, the roles played by these teams in ensuring effective troubleshooting, issue resolution, and user satisfaction are scrutinized. The study employs a comprehensive approach, considering factors such as cultural diversity, time zone differences, and technological landscapes, to illuminate the intricate interplay of elements influencing the success of multinational remote technical support teams. Insights from this research contribute to a deeper understanding of the operational models and roles that optimize the performance of these teams, offering practical implications for IT corporations striving to deliver efficient and responsive end-user support on a global scale.*

**Keywords:** Global IT corporation; Remote support; End-Users; Information Systems; IT Service Management.

Multinational teams that provide technical end-user support, play a key role in global IT enterprises, especially those that serve end-users in different countries and regions. These teams need to effectively interact with service recipients from different cultures, understand a variety of languages and technical requirements. Remote end-user technical support plays an important role in ensuring the continuity of IT services, especially as opportunities for remote work increase. Below is a list of remote end-user support models and roles in global IT corporations [1-4]:

- Software Installation and Updates;
- Hardware Support;
- Compliance and Security Policy Enforcement;
- Network Connectivity and VPN;
- Communication and Collaboration Tools Support;
- Mobile Device Management / Endpoint Management;
- Monitoring and Maintenance;
- Documentation and Reporting;
- Collaboration with other Support departments;
- End-User Feedback Analysis;
- Backup and Data Recovery;
- Continuous Training and Skill Development.

Most of them have been described in the article of Innovation and Sustainability journal [5], but also, we would like to introduce other models which are really important for IT Service Management too. There are:

- Monitoring and Maintenance;
- Documentation and Reporting;
- End-User Feedback Analysis;
- Continuous Training and Skill Development.

## Monitoring and Maintenance.

One of the key tasks of the remote end-user support team is to monitor the performance and functionality of the software system or application. They use various metrics and indicators to track the

usage, availability, reliability, and security of the software. Also collect feedback and data from the end-users to identify any bugs, errors, or glitches that may affect the software. The remote support engineers report and escalate any issues or incidents to the relevant collaboration support team, stakeholders, managers, or the vendors [6-7].

Another key role of the remote end-user support team is to maintain the IT infrastructure, software, hardware, or applications. They perform regular updates, patches, and backups to ensure that the software is up to date and secure. Also provide guidance and training to the end-users on how to use the software effectively and efficiently. They answer any questions or queries that the end-users may have and provide solutions or workarounds for any problems that they may encounter. Remote support engineers document and record any issues or incidents that they handle and share best practices and tips with their colleagues and peers.

### **Documentation and Reporting.**

The Documentation and Reporting role is a vital part of the remote end-user support team in a global IT enterprise. The main objective of this role is to create, maintain, and distribute accurate and timely information about the end-user support activities, issues, and solutions. The Documentation and Reporting role works closely with the end-user support agents, managers, and other stakeholders to ensure that the documentation and reporting needs are met. The role contributes to the quality, efficiency, and effectiveness of the end-user support services by creating, maintaining, and distributing reliable and useful information. Also requires strong communication, analytical, and technical skills, as well as a thorough knowledge of the end-user support domain and the enterprise environment.

The Documentation and Reporting role is responsible for the following documentation tasks:

- Documenting end-user support processes, procedures, policies, and best practices;
- Documenting end-user support issues, resolutions, and feedback;
- Ensuring that the documentation is clear, concise, consistent, and compliant with the enterprise standards and guidelines;
- Managing the documentation repository and ensuring its accessibility and security;
- Analyzing and interpreting end-user support data and providing insights and recommendations;
- Validating and verifying the reporting data and sources.

### **End-User Feedback Analysis.**

The remote end-user support team plays a vital role in conducting end-user feedback analysis, as they are the primary point of contact and communication between the end-users and the product or service provider. This role can be divided into three main tasks [7-8]:

1. Collecting feedback. The team collects feedback from the end-users through various methods, such as surveys, ratings, reviews, comments, suggestions, complaints, or testimonials. The engineers can also receive feedback from the end-users by asking specific questions, conducting interviews, or organizing focus groups. They should ensure that the feedback is relevant, timely, accurate, and representative of the end-user population.

2. Analyzing feedback. The team analyzes the feedback collected from the users using various tools, such as spreadsheets, charts, graphs, tables, or software applications. They should identify the patterns, trends, themes, gaps, and insights from the feedback, as well as the positive and negative aspects of the product or service. The remote end-user support team should also compare and contrast the feedback from different sources, segments, or periods, and evaluate the impact and implications of the feedback on the product or service performance and development.

3. Reporting feedback. The remote end-user support team reports the feedback analysis results to the relevant stakeholders. The IT service managers should present the feedback analysis results in a clear, concise, and comprehensive manner, using appropriate formats, such as reports, presentations, dashboards, or infographics. Such reports include recommendations, suggestions, or action plans based on the feedback analysis results, and follow up on the implementation and outcomes of the feedback-driven changes.

### **Continuous Training and Skill Development.**

The rapid changes in technology and customer expectations require the support team to constantly update their skills and knowledge. Continuous training and skill development is a key strategy to ensure

that the remote end-user support team can provide effective, efficient, and satisfactory service in a dynamic and competitive environment [9].

Continuous training and skill development can benefit the remote end-user support team in several ways, such as:

- Enhancing their technical skills and competencies to handle different types of issues, devices, and platforms;
- Improving their communication and interpersonal skills to interact with customers and colleagues in a professional and empathetic manner;
- Improving their customer satisfaction and loyalty ratings by delivering high-quality service and exceeding customer expectations.

To implement continuous training and skill development for the remote end-user support team, the following steps are recommended:

- Assess the current skills and performance levels of the support team and identify the gaps and areas for improvement;
- Design a training and development plan;
- Select the appropriate training and development methods and tools, such as online courses, webinars, podcasts, videos, simulations, quizzes, feedback, coaching, mentoring;
- Deliver the training and development activities in a flexible and accessible manner;
- Evaluate the effectiveness and impact of the training and development activities;
- Review and update the training and development plan regularly, based on the changing needs and expectations of the support team and the customers.

Continuous training and skill development is a crucial factor for the success and sustainability of the team as a whole. It can help the support team to enhance their skills and competencies, improve the service quality and customer satisfaction. At the same time to cope with the challenges and opportunities of working remotely, and to advance their career and professional growth.

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