

## **Journal of Internet Banking and Commerce**

An open access Internet journal (http://www.icommercecentral.com)

Journal of Internet Banking and Commerce, May 2021, Vol. 26, No.5

## **Advantages of E-commerce**

Hyung Seok Lee

AssistantProfessor, Korea

When it comes to organizing and executing your service management strategies, you might run into challenges managing your steady state and keeping everyone on the same page. As companies continue to grow and respond to emerging technology, IT will continue to adapt and change. Optimizing your IT service management (ITSM) operations to keep up with the changing demands of customers is an ever-moving target. To support their ITSM needs, many businesses have adopted the Information Technology Infrastructure Library (ITIL) framework it is comprised of five separate publications that outline flexible good practices and processes for successful Service Management. As you implement or refine existing ITIL service operation practices throughout your org, pay careful attention to the processes outlined in service operations it's where most customers perceive value. You may have experienced challenges as you try to balance internal and external views of IT services, stability and responsiveness, cost and quality, and reactive and proactive service delivery. How you choose to prioritize and outline the processes in each of these areas can directly impact the customer's perception of your IT organization for better or worse. Service operations provide ITSM support with five main processes and four functions that tackle day-to-day tasks, user requests, fixing problems, managing infrastructure, and more. When the five processes are implemented effectively, they reinforce an organization's IT support structure. When it comes to supporting your ITIL service operation practices, supporting the consumer should be front and center. There are five service ops processes that are the foundation of an effective IT support structure that need to run smoothly and efficiently to ensure a positive customer experience. Just as the name suggests it is about managing events throughout their life cycle, which includes detecting events, monitoring a state of change, and sequencing and categorizing events to determine the best course of action. It ensures all operations run smoothly and that each event is handled in a timely manner with the appropriate response. At some point, users and customers will likely encounter an issue with your product or service. Typically it is unplanned and results in poor quality of service. That's where the incident management process comes in. Through this process your team detects, logs, records, and resolves issues as quickly as possible to avoid downtime and to minimize impacts on users and the business. Incident management ensures that levels of service quality are upheld and maintained. Here are the steps involved in incident management. A big piece of service operations is tackling (mostly small) user demands, such as password changes and software installations. Requests need to be handled quickly, efficiently, and with clear communication. Request fulfillment helps improve the productivity and standardize processes for users to help avoid incidents and monitor customer satisfaction. Below are the activities associated with request fulfilment.