

New book by Bob Roark on service management released!



Denver, Mar 5, 2019 (Issuewire.com) - Bestselling author and IT government contractor Bob Roark, has written the book, *Collaborating for Success: The Future of IT Service and Support Culture*. This title aims to provide the reader with strategies to build a collaborative IT culture for delivering IT products and services to customers Better *AND* Faster *AND* Cheaper.

The book was published by Best Practice Press and was released on February 28, 2019.

Best Practice Press describes the book:

Customers are demanding more from IT than ever before. Better, faster *or* cheaper – pick any two, is no longer good enough. *Collaborating for Success* is a no-nonsense approach for IT executives, directors, managers, and staff, in both the operations and development sides of IT, who want to mature, gain a competitive edge, and take their IT service and support culture to the next level.

In this straightforward how-to guide... Bob Roark serves up 7 chapters helping you to:

- Understand IT's current challenges and what you can do about them
- Effectively elicit your customer's expectations to improve their experience and satisfaction
- Develop a customer experience (CX) program that WOWs your customers
- Advance collaboration between your IT groups to achieve more accurate results, faster delivery, and reduced costs
- Adopt and adapt an Integrated IT Service Management strategy that ensures your customers are kept as productive as possible and in the fastest possible way

By the end of *Collaborating for Success*, you'll understand how IT got to where it is today, why it's critical that IT adopts a customer-centric, Integrated Service Management model, and how to build a collaborative culture inside and across your IT organization that delivers IT products and services to your customers Better *AND* Faster *AND* Cheaper.

<https://www.amazon.com/Collaborating-Success-Service-Support-Culture-ebook/dp/B07P832Z5X>

<https://itsmshop.co.uk/product/collaborating-for-success-the-future-of-it-service-and-support-culture/>

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