

Optimizing Service Desk Operations with Jira Service Management

Client: Mid-market healthcare provider (120 employees)

Industry: Healthcare

Engagement Type: Jira Service Management implementation & enablement

Focus: Self-service, SLAs, and knowledge-driven support



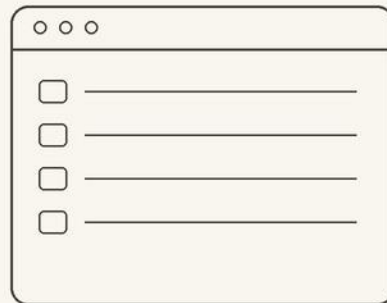
The Situation

The provider's IT team was the unsung hero of the organization—and quietly drowning. Every request arrived as an email or a hallway tap on the shoulder, with no queue, no priority, and no paper trail.

What they were up against:

1. **Invisible intake** — Requests via email and phone vanished into inboxes, with no shared view of what was open or urgent.
2. **Slow, unpredictable resolution** — Without prioritization, simple tickets and critical outages competed for the same attention.
3. **Repeat questions, repeated work** — No knowledge base meant the team answered the same questions over and over.

Stakeholders: VP of IT, the service desk team, and clinical operations leads.



Our Objectives

01

Make Work Visible

Replace inbox-and-hallway intake with a single, structured service portal that every team can see and trust.

03

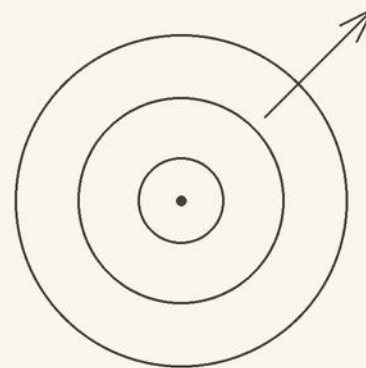
Deflect with Knowledge

Stand up an integrated knowledge base so common questions resolve themselves, freeing the team for real problems.

02

Build in Accountability

Introduce SLAs and automated routing so the right request reaches the right person—without anyone chasing it.



Our Approach: Portal & Service Design

1) Self-Service Portal

- A branded, no-training-required portal where employees submit IT requests in plain language.
- Request types organized around how staff actually think—"I need access," "something's broken"—not internal IT jargon.
- Clear status visibility so requesters always know where their ticket stands.

2) Knowledge Base Integration

- A Confluence-backed knowledge base surfaced directly in the portal at the moment of need.
- High-frequency questions converted into clear, searchable articles for instant self-service.
- Suggested articles shown before a ticket is filed—deflecting repetitive requests automatically.

Our Approach: SLAs & Automation

1) SLA Framework

- Service-level targets defined by request type and urgency, so expectations are explicit and measurable.
- Visible SLA timers that keep both agents and requesters honest about response and resolution.
- Breach alerts that escalate before a deadline slips, not after.

2) Smart Automation

- Automation rules that assign and categorize tickets by priority and type the moment they arrive.
- Auto-routing to the right agent based on workload and request category.
- Notifications and transitions handled automatically, eliminating manual triage busywork.

Timeline: Fast-Track to Value

1 Week 1-2 Discovery & Design

Mapped request types, defined SLA targets, and designed the portal taxonomy around real staff language.

2 Week 3-4 Build & Configure

Stood up the portal, configured automation and routing rules, and built the initial SLA framework.

3 Week 5-6 Knowledge & Pilot

Authored the first knowledge-base articles, integrated them into the portal, and piloted with a focused group.

4 Week 7-8 Launch & Enablement

Trained the team, rolled out org-wide, and tuned automations against real-world traffic.

The schedule was designed to deliver value fast—standing up a working, governed foundation in weeks, not quarters.

The Results

50%

Faster Resolution

Average ticket resolution time dropped from 4 days to 2 days.

35%

Fewer Tickets

Ticket volume fell as employees self-served through the knowledge base.

95%

SLA Compliance

SLA compliance rose from 60% to 95% within six months.

Measured via JSM SLA reporting and ticket analytics, comparing the six months pre- and post-launch.



What We Delivered

Branded Self-Service Portal

Plain-language intake organized around how staff work

SLA Framework

Response and resolution targets by request type and urgency

Automation Pack

Priority-based assignment, routing, and notifications

Integrated Knowledge Base

Confluence articles surfaced at the point of need

Reporting Dashboards

Live visibility into volume, SLA attainment, and trends

Admin Runbook & Training

Documentation and enablement for a self-sufficient team



Client Voice

“

We went from drowning in email to actually getting ahead of the work. For the first time, everyone can see what's open, what's urgent, and what's done.

— VP of Information Technology

“

The knowledge base quietly does a third of our job now. Staff find answers before they ever open a ticket, and our team finally has room to breathe.

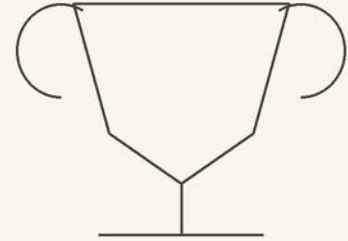
— Service Desk Lead



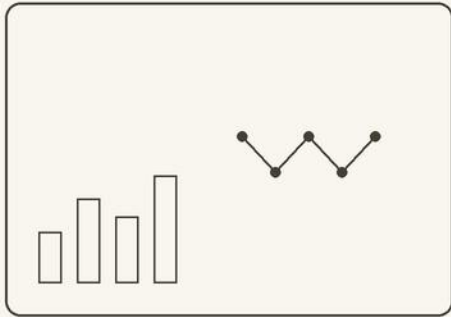
Key Takeaways

A great service desk isn't about working harder—it's about making work visible, setting clear expectations, and letting knowledge do the repetitive lifting. By pairing a thoughtful portal with SLAs and automation, the provider turned a reactive, overloaded team into a calm, accountable one.

Because the foundation is structured and measurable, the team can keep improving with data—not guesswork—as the organization grows.



Ready to Tame Your Service Desk?



About Avaratak

Avaratak is an **Atlassian Solution Partner** delivering enterprise-grade expertise with personalized service and honest pricing—from licensing through implementation, training, and ongoing improvement.

We bring senior Atlassian consultants, transparent pricing, and a commitment to solutions that scale with your needs.

Start with a Service Desk Health Check

We'll review your current intake, SLAs, and knowledge gaps to pinpoint where structure and automation will save your team the most time.

Book a consultation to see how we can help.

[Book Now!](#)