

User Support 2.0 – New Communication Channels in the IT-ServiceDesk at RWTH Aachen University

Sarah Grzemeski M.A.

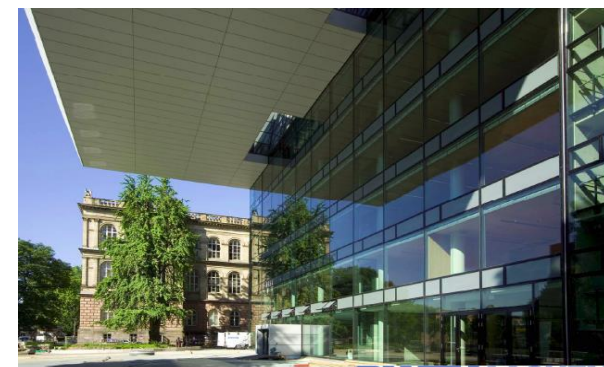
IT Center RWTH Aachen University

Agenda

- **Background Information**
- **Multi-Channel vs. Omni-Channal Communiction**
- **Surveys**
- **Chat Support**
- **IT Center Blog**
- **Conclusion & Outlook**

Background Information

RWTH Aachen University



Hauptgebäude und SuperC

RWTHAACHEN

- Academics / Staff
 - about 43.000 students in winter semester of 2015/16
 - 144 courses of study (Bachelor and Master)
 - more than 9.000 employees, including 542 professors (2015)
- Annual Budget 2015
 - about 860 Million Euros in total annual budget, including 330 Million Euros in external funding
- Focus on Engineering and Sciences → High demand on IT services
- Heterogeneous IT environment
 - Institutes can independently decide on their IT
 - Great differences between institutes (size, budget, staff, demand for IT services)
 - High demand for individual IT solutions

Background Information

The IT Center



- 160 employees (six departments)
 - 41 apprentices
 - 6 divisions
-
- provides central IT services
 - Backup/Archive, CAMPUS Management System, E-learning, E-mail, HPC and Visualization Services, Managed Services, Network, Server Hosting, ...
 - IT Service Management (since 2008)
 - High demand for IT support

Background Information – The IT-ServiceDesk

Functions

- single Point of Contact (SPoC)
- supports all IT Services provided by the IT Center
- takes care of internal and public wiki
- about 55.000 requests in 2015

Staff (June 2016)

- 11 full time employees
- 7 apprentices (dialogue marketing)
- 15 student assistants

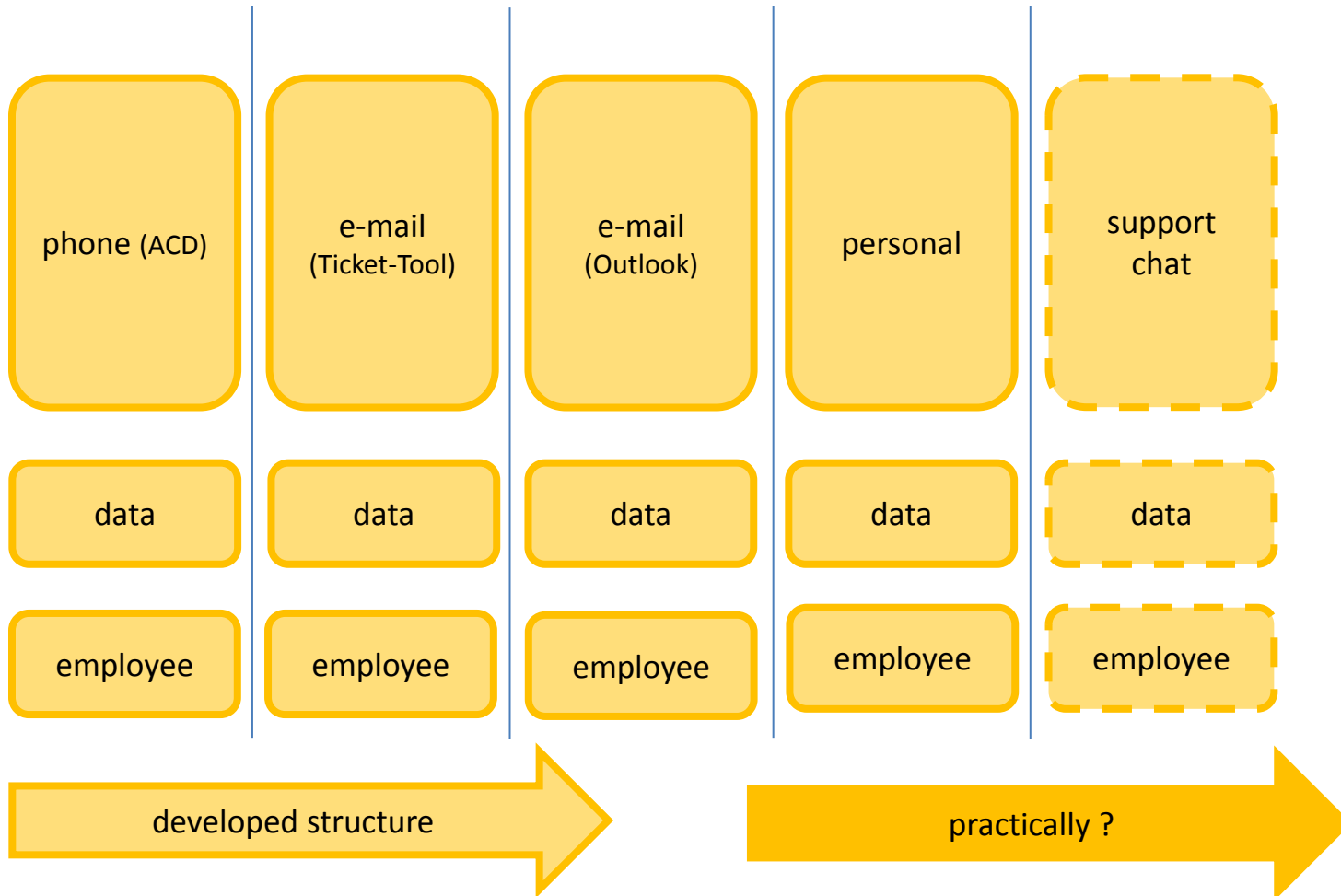
Channels of communication

- personal “face to face” (3 locations)
- e-mail
- phone
- web-portal
- support chat (RWTHApp and Web Chat)
- IT Center Blog
- facebook

User groups

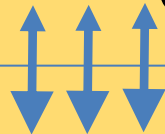
- students
- employees
- IT administrators
- external partners

Communication channels today



Multi – Cross – Omni – noLine Channel

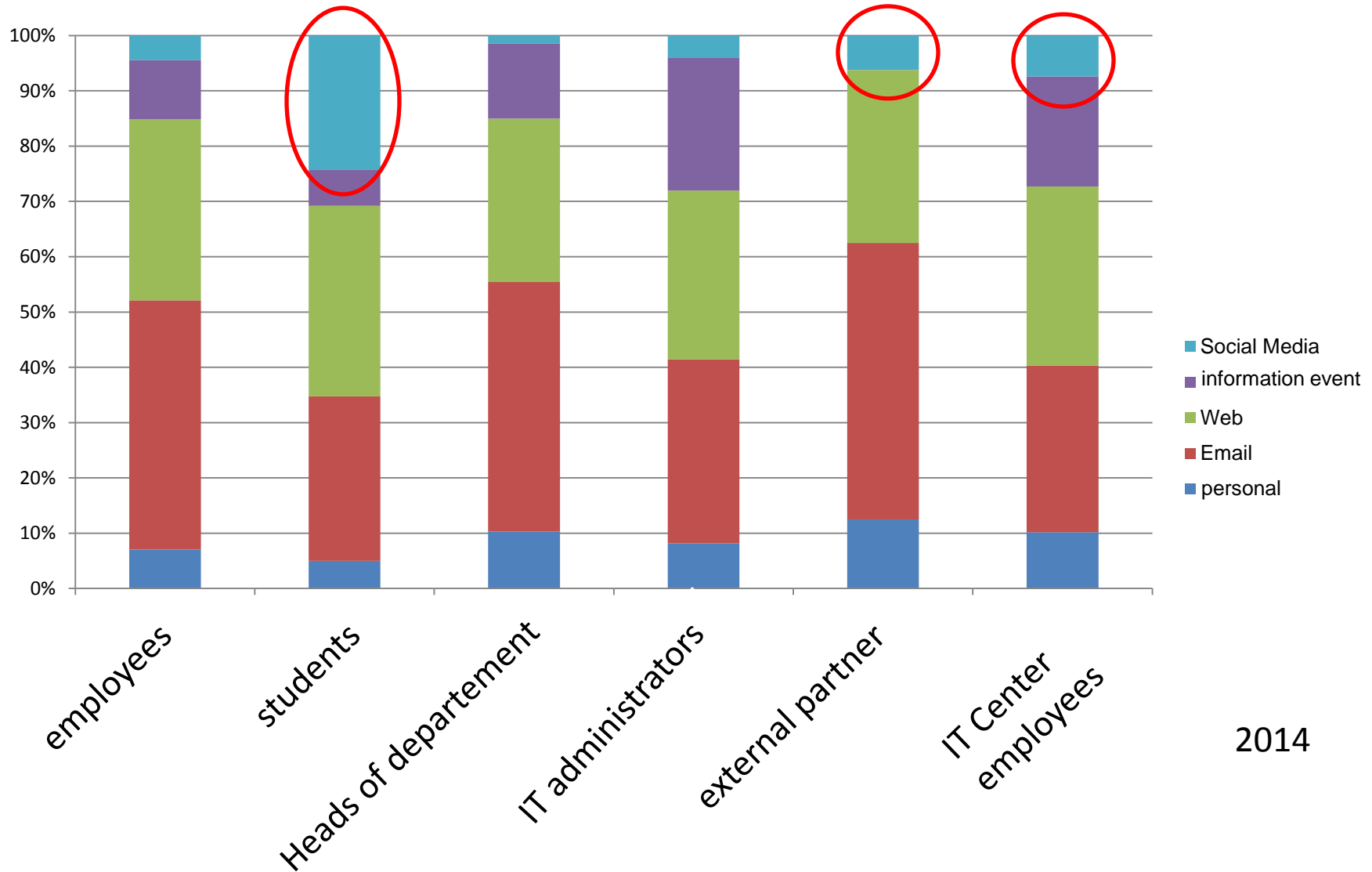
Maximum integration with an omnipresent mobile commerce option (Social – Local – Mobile)		noLine
Centralized product- and customer database, touch points and (purchasing) history are included in full & regularly updated. Ubiquitous access to overall inventory and information	OMNI	Various sales channels single touch point.
Channel hopping, (partially linked IT)	CROSS	User gets a cross-channel purchasing service experiences.
At least 2 channels (in any case with Online)	MULTI	Technical systems run separately. Transactions are processed channel oriented



Surveys

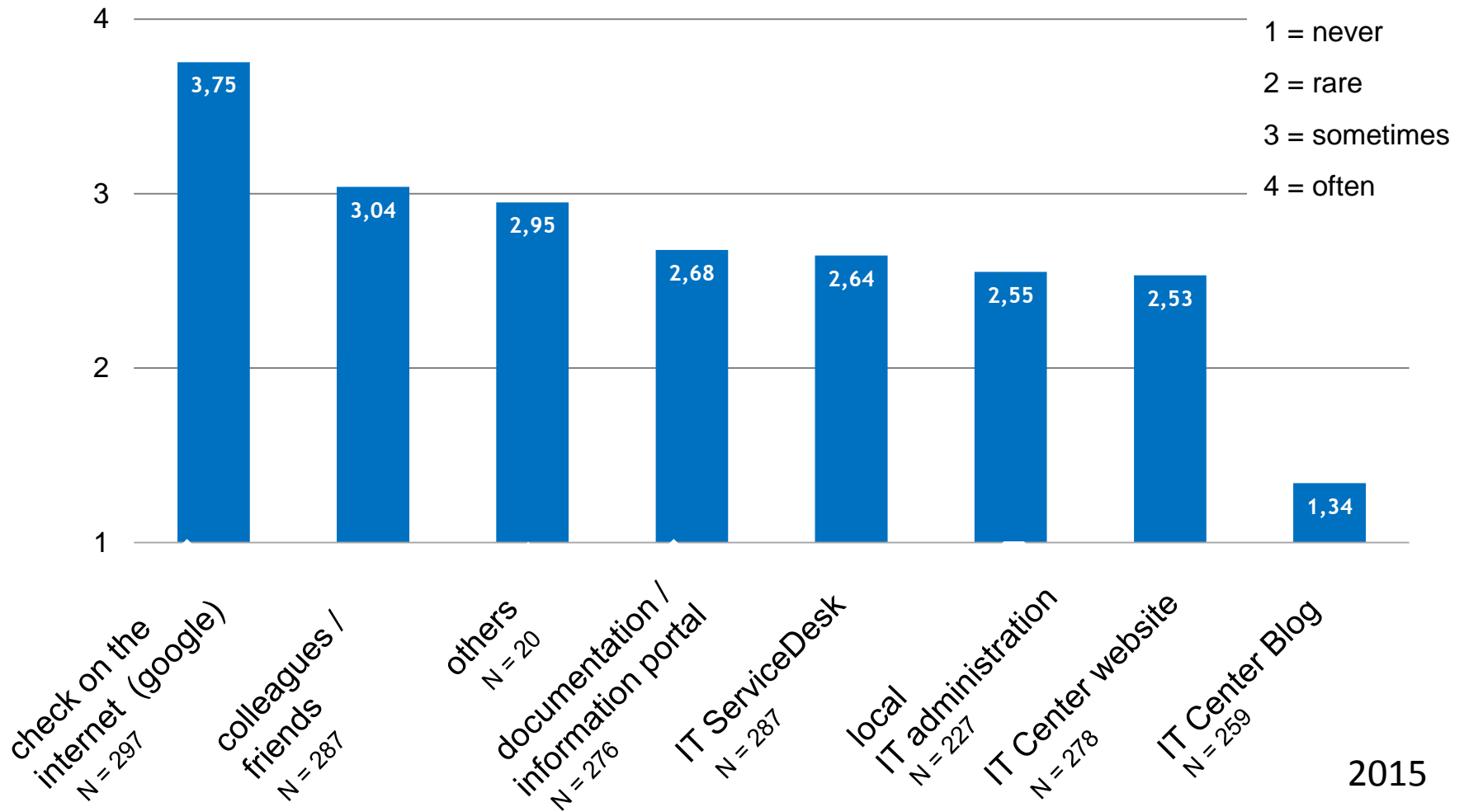
1 st survey (2011)	2 nd survey (2013)	3 rd survey (2014)	4 th survey (2015)
paper pencil questionnaire	online survey	simplified online survey	changing online survey in cooperation with DV-ISA
sample dominated by students	users were asked to rate a specific support case	more students than employees responded	equivalent number of employees and students
very positive feedback	Response from students, employees and administrators: Interesting insight into factors that influence user's satisfaction: topic, number of contacts, time until solution, communication channel	some weaknesses exposed, no link to influencing factors possible	Focus on comparability to other NRW Universities, support quality, modern communication channels
	Questionnaire was perceived as complicated and extensive	social media as communication channel	support chat , bad rating of the IT Center website and documentation portal

About which information channel do you prefer to be informed?



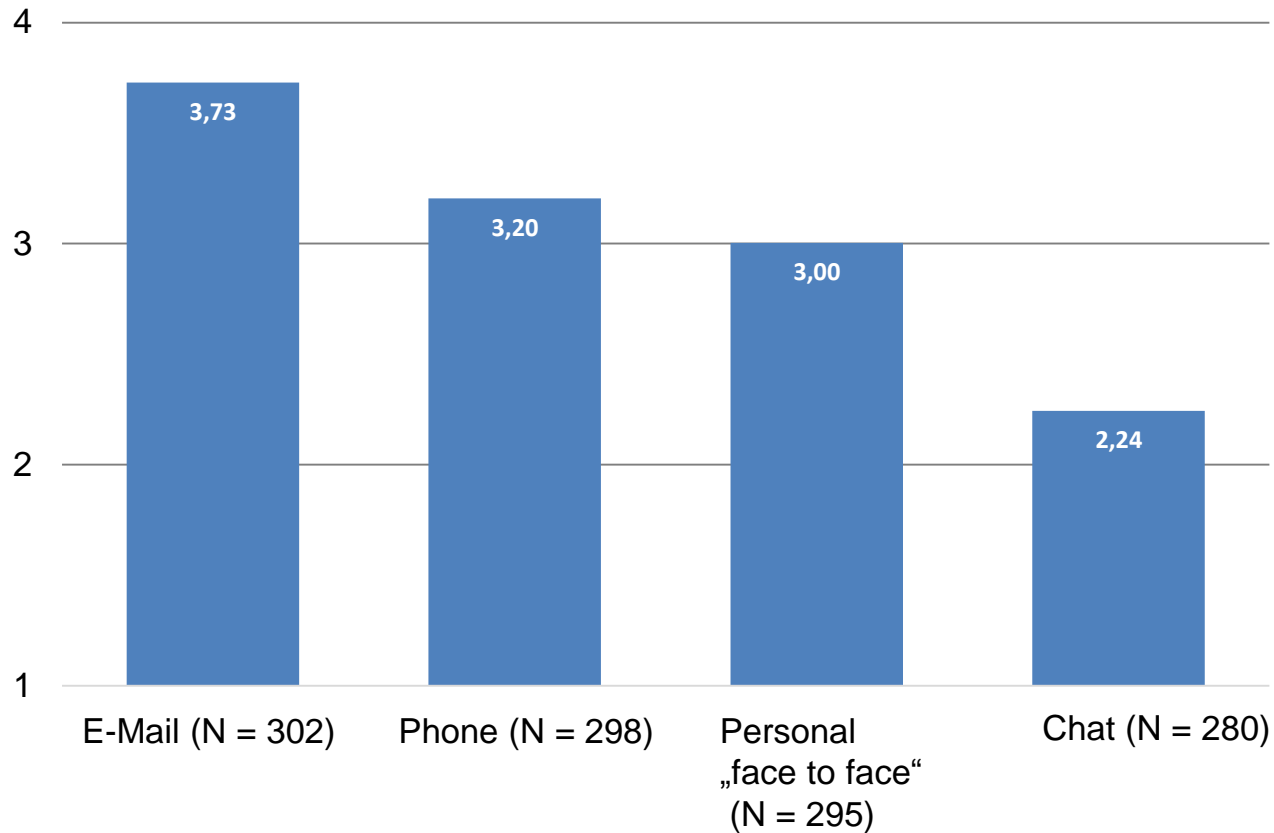
2014

Which information channels do you use, if you look for a solution of IT problems?



2015

Relevance of Support Contact Channels



1 = not unimportant
2 = rather unimportant
3 = rather important
4 = very important

2015

Chat Support - two different systems

via RWTHApp	via documentation Portal https://doc.itc.rwth-aachen.de
students, employees and visitors of the RWTH Aachen	for all who are interested to find information about IT services of the IT Center for all who are looking for special information and can't find
tailored features to facilitate the everyday university life	provides information about IT services of the IT Center
available for iPhone, Android and Windows Phone 8	every browser but no mobile version

Chat Support and its challenges

technical

- development of a new backend
- User-friendliness: to edit chats
- Evaluation regarding already defined reporting rules e.g.
 - whether the user was a student or employee,
 - to which topic the question was referring to,
 - whether the issue was resolved by the IT-ServiceDesk directly,
 - how long the chat lasted.
- Chat must be usable authenticated and anonymous
- only a defined number of chats per chat-agent
- defined service times

organizational

- language arrangements (rules)
- defined response times
- handling authenticated and anonymous chats
- editing more than one of chat per chat-agent
- chat workforce management
- ***gain experience with the new tool and new support language***

Benefits and Marketing: Support Chat

Customers / Users	IT Center
Moderne way of communication	strengthen the self-image
familiar and comfortable use of RWTHApp and documentation portal	Pre-existing functionalities of the audience response system and easy implementation on the website well-known among the employees
quick to ask questions	reduce the easy and quick questions via mail

Marketing 2016

- Blog and facebook posts
- presentations in sight of different RWTH committees and board
- announcements via telephone-system and ticket tool
- flyers and messages on the websites of the IT Center

IT Center Blog (<http://blog.rwth-aachen.de/itc/>)

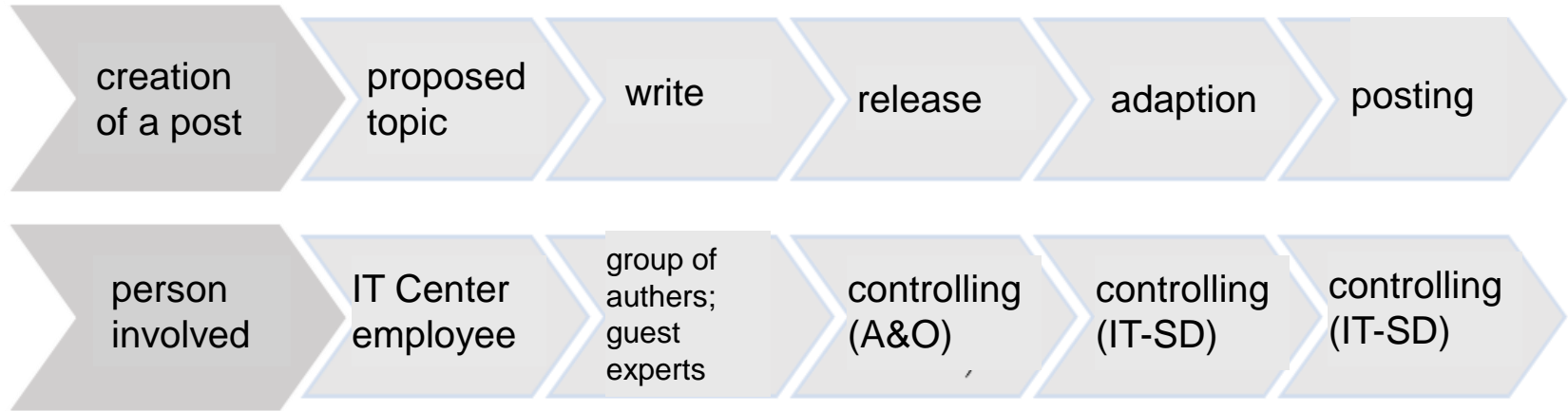
- July 1st, 2015
- target groups: students, employees and IT administrators of the RWTH Aachen University
- offers weekly targeted posts

recurring posts	general information	identity-boosting messages
for the semester start (welcome for students)	subject-specific information with special updates (Windows 10)	Student assistant at the IT- ServiceDesk
weekly news reports (information on new services such as sciebo)	background information on the IT services (software shop / download from FTP server)	introduction of the IT- ServiceDesk team
announcements of IT Center events (Parallel Programming in Computational Engineering, information day).		quality management system DIN EN ISO 9001:2015

- the aim: to address all groups equally and not promote one-sided orientation of the posts

IT Center Blog (<http://blog.rwth-aachen.de/itc/>)

- defined a post-process: "Creation of a post" and "time coordination" (about 3 days)
- blog post passes different stages



- April 1st, 2016: comment function was unlocked
- definition of response time to comments in advance (business days: within 24 hours)
- aim: enable users to participate in moderated discussions and establish an active community
- experience shows that there is a high degree of readiness to support other users

Benefits and Marketing: IT Center Blog

Customers / Users	IT Center
Moderne way of communication	strengthen the self-image increase the IT Center's publicity reputation
familiar and comfortable usage the Blogs of RWTH are well-known RWTH	existing functionalities: Webhosting as a Service of IT Center Blog team ist established at IT- ServiceDesk
New possibility to ask questions and help each other (self-supporting community)	Experience: networking groups of student dormitories and institute administrators reduce the quantity of easy and quick questions via mail

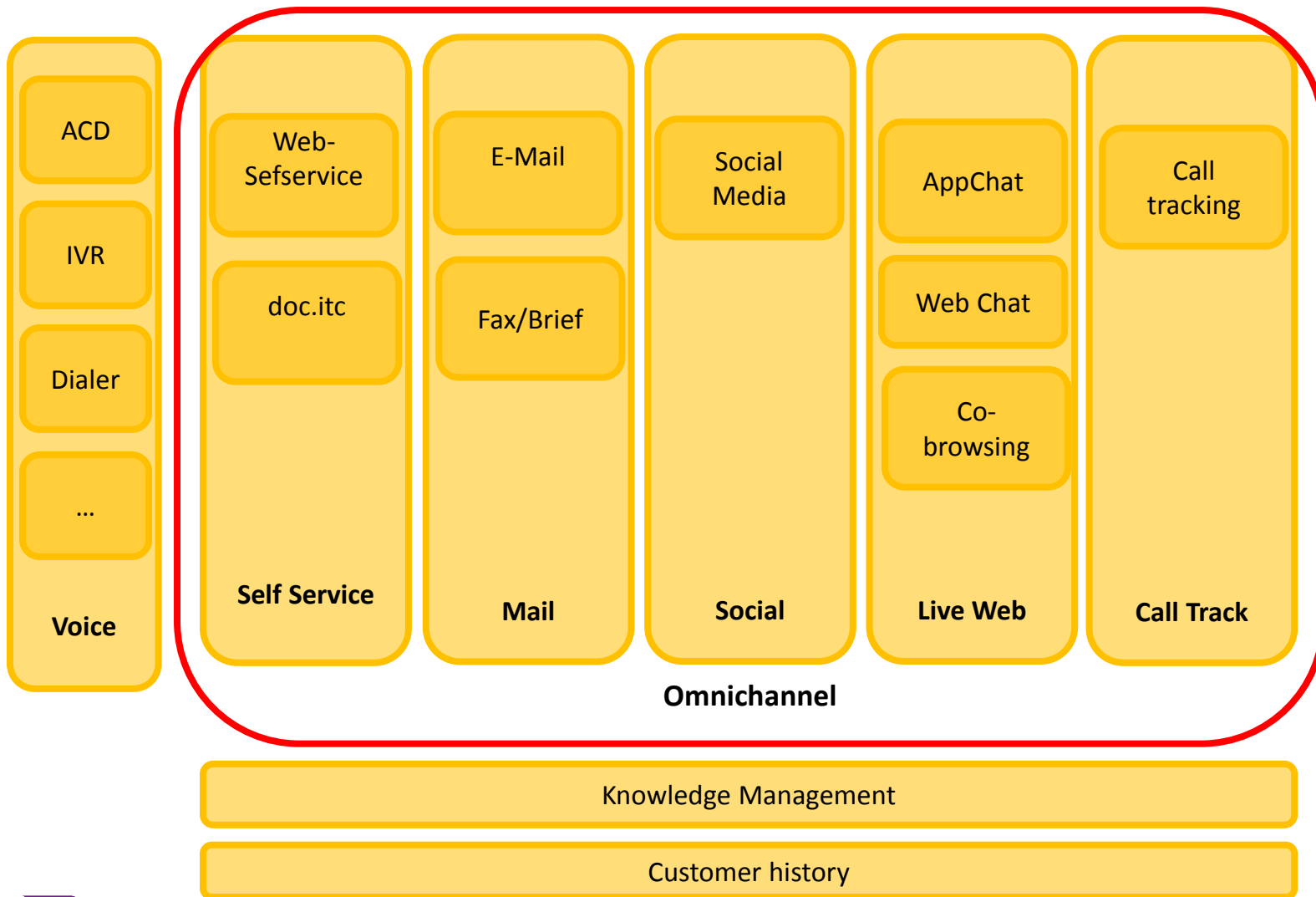
Marketing 2016

- Blog and facebook posts
- presentations in sight of different RWTH committees and board
- announcements via telephone-system and ticket tool
- flyers and messages on the websites of the IT Center

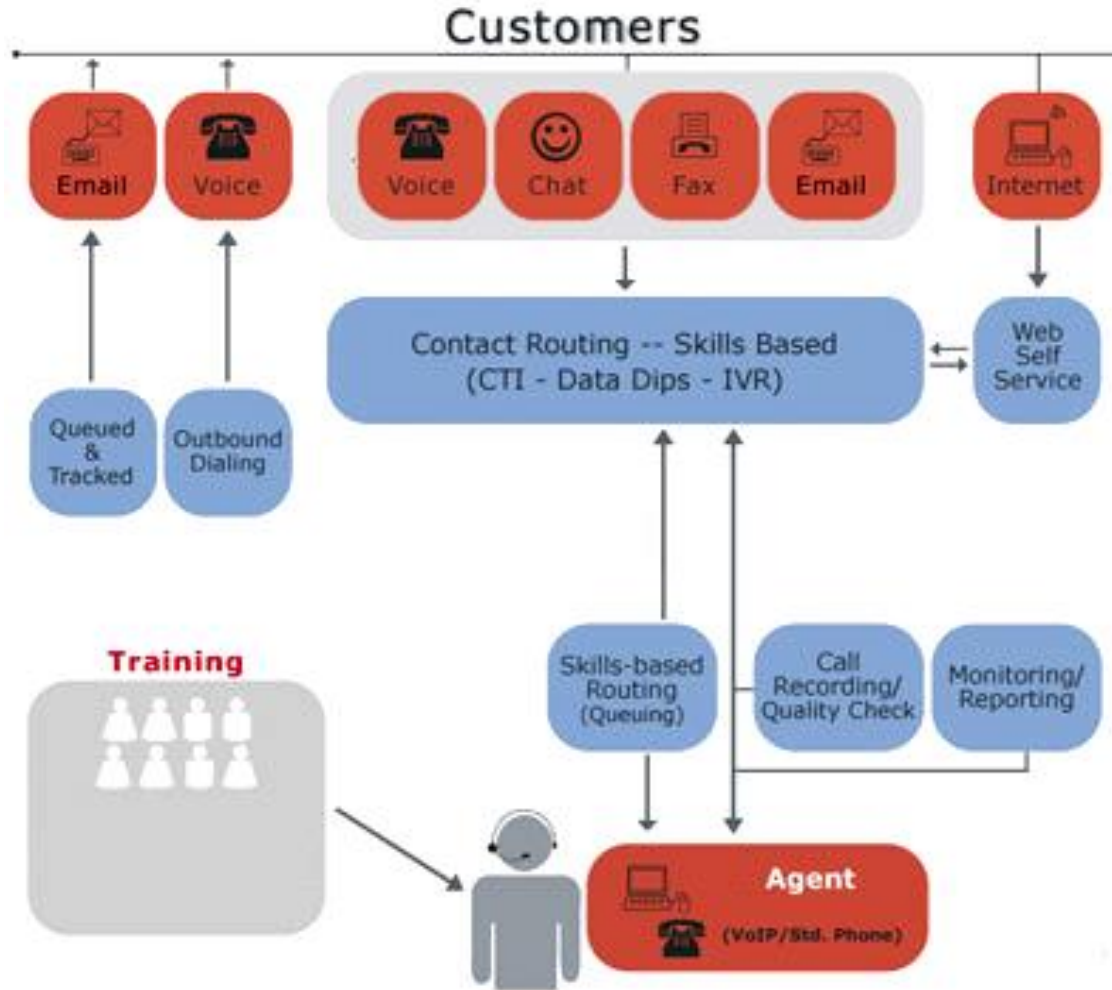
Conclusion and Outlook

Customer´s point of view	IT Center open communication strategy
variety of communication channels is self-evident	accept and consider customer wishes seriously
individual and specific customer needs	highest possible customer satisfaction, focus on different target groups
single point of contact IT Services: all communication channels are centralized and processed at the IT-ServiceDesk	support new means of communication and integrate additional communication channels strengthen the self-image as a modern and customer-oriented IT service provider
reliability and quick solutions	System with high usability for employees and skilled based routing
transparent and synchronized communication via different contact channels	expand the quality of support: convert the multi-channel in an omni-channel approach, develop and implement technical solution

Vision: *Expand an onmi-channel system for all internal service provider at the RWTH Aachen university.*



Vision: *Expand an onmi-channel system for all internal service provider at the RWTH Aachen university.*



Thank you for your attention!



Sarah Grzemeski M.A.
Head of Devison
IT-ServiceDesk
IT Center - RWTH Aachen University
grzemeski@itc.rwth-aachen.de