Managing customer wishes and expectations with the customers’ need process and onion models of digital tools

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Background and starting point
Tampere Universities

Together

Tampere University (TAU) and Tampere University of Applied Sciences (TAMK) combined form together the second largest multidisciplinary university in Finland.

Community

5 000

staff

4 200 (TAU) + 800 (TAMK)

32 500

students

21 500 (TAU) + 11 000 (TAMK)

Unique combination

Technology

+ Health

+ Society
Starting point: Challenges and threats

Key questions:
How to manage customer wishes and needs?

How to communicate available tools for community?
Customer journey
Customer journey – need for a Digital Tool

Search independently for a solution to the need from tuni.fi/it-services/ or intra.tuni.fi

Customer contacts IT Helpdesk

SD1 consulting and guiding with existing services, onion models, software catalogue and instructions

SD2 consulting with existing services, onion models, Software Catalogue and instructions

If necessary, SD2 will refer the request to the IT customer needs process.

SD2 acquires the licence if necessary

Customer need solved!
The IT customers’ need process
**Customers’ need**
- processes new needs weekly
- decides whether to proceed or cancel
- prioritises needs
- picks a planner and coordinator for the project who communicates with the customer

Coordinator
IT-case responsible

**Mapping**
- finds out the customers’ needs
- coordinates the review
- contacts the owner of the matter
- drafts a needs definition for the matter to proceed
- communicates with the customer

Mapper

**Solution planning**
- coordinates finding a solution to the customers’ need
- reviews implementation options, different aspects and technologies
- ensures stakeholder commitment
- communicates with the customer

Solution planner

**Decision to proceed**
- assesses the solution proposal
- decides the form of implementation and schedule
- notes ownership and resource need estimate
- assigns promotion responsibility within IT Services

Customers’ need board

Coordinator
Promotion responsible

- Person responsible for promotion ensures that the need moves forward in accordance with the decision
- E.g., ticket, purchase, projecting, annual planning etc.

Coordination is determined in accordance with the process being implemented
Statistics of IT customers’ needs

Subjects and count of processed customers’ needs

- Data security
- Other
- Licenses and agreements
- IT infrastructure
- Platforms and systems
- Automation and robotics
- IT for teaching and learning
- IT for research

- Closed 65 (39.16 %)
- Cancellation 51 (30.72 %)
- Ready 4 (2.41 %)
- Freezing 6 (6.1 %)
- Decision to proceed 9 (5.42 %)
- Solution planning 10 (6.02 %)
- Mapping 21 (12.65 %)
Onion models of digital tools
DIGITAL TOOLS SUPPORT TEACHING AND LEARNING

Services offered by Tampere Universities
Services ans tools available to all:
Information security and data protection | Continuous | Support and instructions

Other available services
Tools available upon request/paid tools:
Tietoturva ja tietosuoja | Fixed-term | Instructions

External services
Users are responsible for complying with the terms of use, the institutional rules and recommendations and the data protection and information security requirements.
Digital tools supporting research

Digital tools for staff

Learning environments and tools
- Tampere C
- Group Tools
- Panopto
- Zoom
- M365/Atlassian
- M365/Teams
- TUNI Moodle
- TUNI Exam
- TAMK Exam

Presentation, materials and sharing information
- Screencast-o-matic
- Adobe
- Google
- YouTube
- Vimeo
- Dropbox
- Credible
- SlideWiki
- MediaCloud

Assessment, feedback and demonstration of learning
- CourseCloud
- Turnitin
- GPA
- BMI
- FTSE

Digital tools support teaching and learning

Tampere University

- Software catalogue
- IT Handbook
- Digital toolkit
- Helpdesk working instructions
- IT Cases database
- Teaching and Learning Centre
- IT Helpdesk

Licences
Instructions
Knowledge base
Support

Other available services
- Tools available upon request/paid tools
- Tietoturva ja tietosuoja | Fixed-term | Instructions

External services
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Conclusions
Outcome: Advantages and benefits

Key benefits:
A structured process supports the work of IT service staff and benefits customers

Increased awareness of the secure and appropriate digital tools available.
Thank you and questions