



**OTAGO**

**POLYTECHNIC**

Te Kura Matatini ki Otago

# Enterprise Service

An organisational approach to service excellence.

[www.op.ac.nz](http://www.op.ac.nz)

*Our people make a better world*





# Mission

Enterprise Service at Otago Polytechnic, will be a single avenue for all customers to obtain service, no matter what the problem, question or request. A centralised one stop 'shop' where the collective knowledge from all service areas is accessible at any time. It will improve learner success and reduce administrative overhead.



# Purpose

- Simplicity
- Mobility
- Strategically aligned
- Improve customer engagement
- Improve learner success
- Reduce Administrative overhead



# Project Scope

## Phase one

- Organisational case management
  - All organisational service areas across all campuses. Dunedin, Cromwell & Auckland
  - 14 Service departments
    - 14 Service teams (Phase one)
    - 160 Staff (Licensed for service in Dynamics 365)

## Phase two (2018)

- Knowledge management including translation services
- Cognitive services bot development (luis)



# Project Deployment

- Departments with experience of case management
  - Information Systems & Support ✓
  - Service Desk ✓
  - Learning & Teaching Development ✓
  - Staff development ✓
  - Campus Services ✓
- Departments without experience.
  - Employee Relations
  - Finance & Payroll
  - Communications & Marketing
  - Student Success
  - Customer Services & Registry
  - Academic Quality
  - Business contracts
  - Data quality ✓



# Project Team

- Fusion 5 – Solution partner
- Colin Armstrong – Service Delivery Manager, project leader
- Liz Moynihan – Dynamics CRM Advisor/ technical leader
- Alastair Nichol – Dynamics CRM portal developer
- Nolan Ratu – Dynamics CRM backend Administrator
- Steven Turnbull – Project sponsor/ Manager



# Project Timeframe

## 2016

July

- **Envisage phase:** Design brief developed

August

- **Start phase:** Customer & provider workshops – User stories developed (Staff customers and service providers, Learners)

October

- Functional requirements developed

November

- **Implement phase:** Customer forum signs off on requirements & phase one scope.

## 2017

February

- Developed design completed

March

- Development begins on phase one

June

- User acceptance testing begins

July

- Production deployment goes live

December

- **Complete phase:** Production deployment completes for all service teams.

**Review and close phase:** Lessons learnt, celebrate & communicate





# Purpose: Simplicity

*It must be just as easy to log a case using the system as it is to send an email.*

We only need two things from the customer.

1. What's wrong or otherwise.
2. Tell us a bit about it.



Open a New Case - Cust... x

Secure | https://prod-service.microsoft.com/support/create-case/

Apps HR Self Service FTH Fgate Azure Office365 Admin Outlook Power BI Dynamics 365

Welcome to Service

Home > Support > Open a New Case

# Open a New Case

Please give us as much information as you can to help us help you.

**Title \***

**Subject \*** **Customer \***

Service Desk Steven Turnbull

**Priority \***

P5 - "I can do my job/study, I have a question or similar" – Target completion within 10 business days

**Initial Feeling**

**Location**

**Description**

**Attach a File**

Choose Files No file chosen

Submit Cancel

# Purpose: Mobility

*I must be able to log, see, and update my cases on any device, any time*

- We didn't have a mobile solution
- Multiple websites for different teams
- Adobe flash or Silverlight content that didn't work on all devices
- No HTML5 responsive design



# Purpose: Strategic alignment

*The system must be designed by strategic business objectives, not desire and certainly not technology.*

Our vision for service is part of a larger strategy, focusing on service excellence. Its an organisational view holding the customer at the center of the journey.



# Purpose: Improve Customer Engagement

- What's in it for me?
- It's too difficult.
- Why cant I do it myself?
- Why is it only business hours? I'm productive at 8pm.
- I'm a student, why can't I get help online when I need it?



# Purpose: Improve Learner Success

*We deliver to a global learner, which demands that we must always be available.*

- Learners were not able to engage with service teams across the business silos.
- 24/7/365 always on



# Knowledge article hits by time of day



# Purpose: Remove admin overhead.

We have one organisational service desk, this has allowed teams that didn't have a system to focus on their core function of providing service and now workload scheduling.

For those that had a case management system, we now have a centralised triage to handle cases before they gets to the teams, making the case information more accurate and reduces time on teams.

We have been very careful to not only make it easy for the customer but also for the analyst to capture their work and get work done.





# Analytics

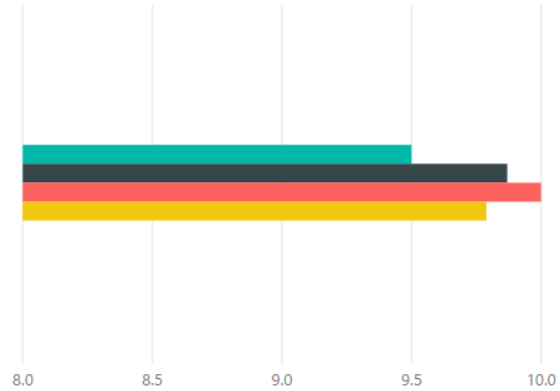
- Service horizon
  - Near time data delivered to all teams on their service performance in relation to every other team.
  - Effort to strategic value
  - Conversion, Happy to Angry, Angry to Happy
  - Workload management, (in progress)



# Customer feedback and Ratings

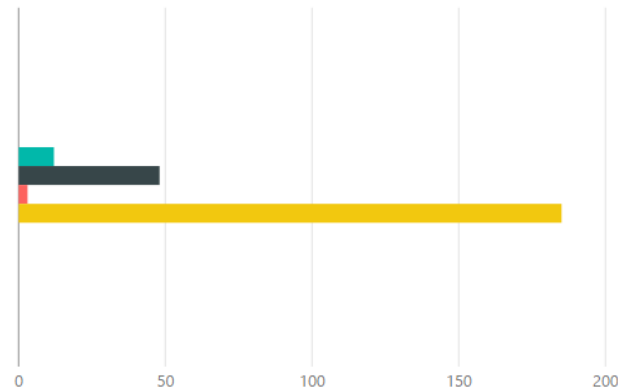
Customer feedback Score current year by Team

Team ● AIC Service... ● Informatio... ● Learning a... ● Service Desk



Unique count of customer feedbacks current year by team

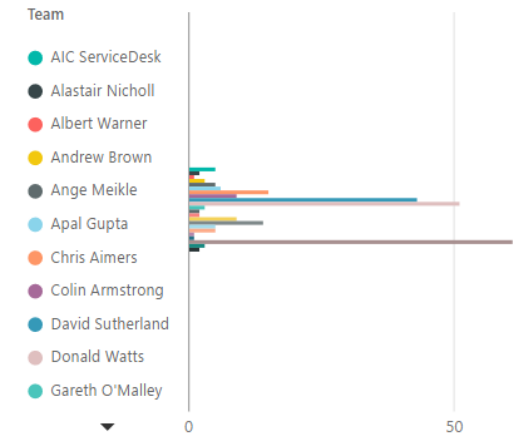
Team ● AIC Service D... ● Information S... ● Learning and ... ● Service Desk



Unique count of customer feedbacks current year by analyst

Team

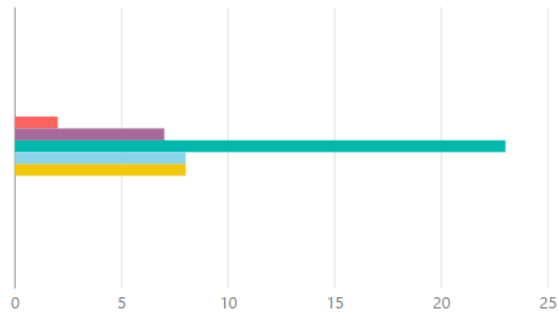
- AIC ServiceDesk
- Alastair Nicholl
- Albert Warner
- Andrew Brown
- Ange Meikle
- Apal Gupta
- Chris Aimers
- Colin Armstrong
- David Sutherland
- Donald Watts
- Gareth O'Malley



# Customer initial feeling

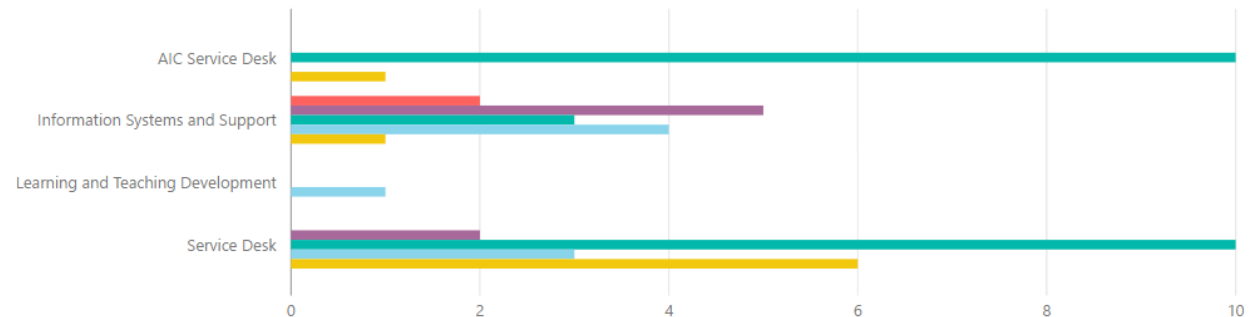
Customer initial feeling all OP current year

Option ● Angry ● Confused ● Happy ● Tired ● Unhappy



Customer initial feeling by team current year

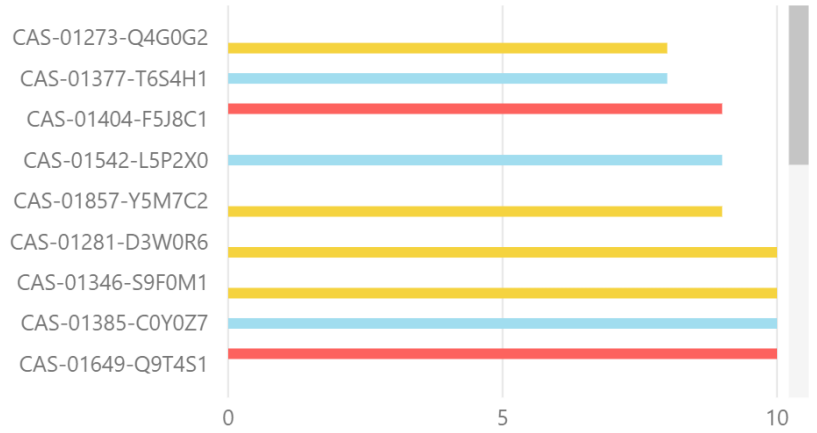
Option ● Angry ● Confused ● Happy ● Tired ● Unhappy



### Customer Conversions Angry, Unhappy or Tired to final rating

Angry or Unhappy initial customer feeling vs final customer NPS

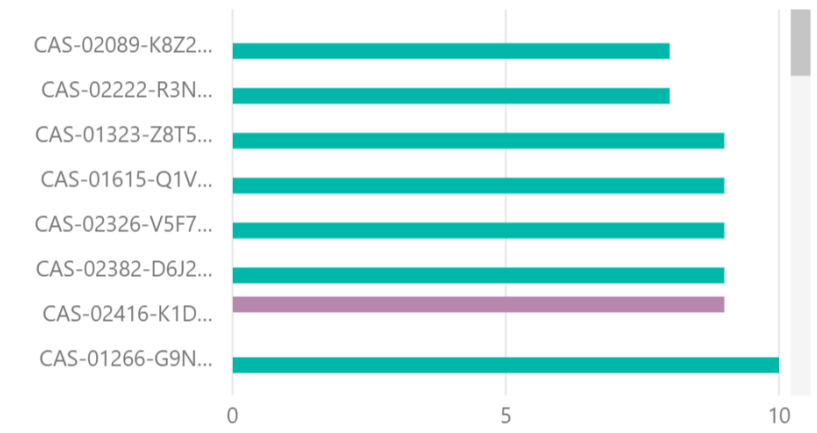
Option ● Angry ● Tired ● Unhappy



### Customer Conversions Happy or Confused to final rating

Happy or Confused initial customer feeling vs final customer NPS

Option ● Confused ● Happy

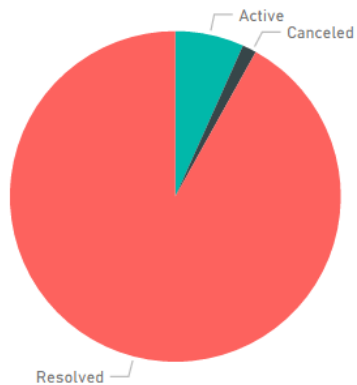


# SLA All of Otago Polytechnic current year

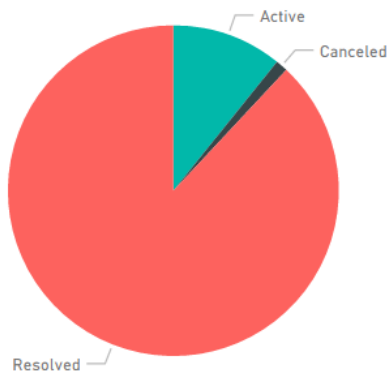
# SLA All of Otago Polytechnic current month

# SLA All of Otago Polytechnic current week

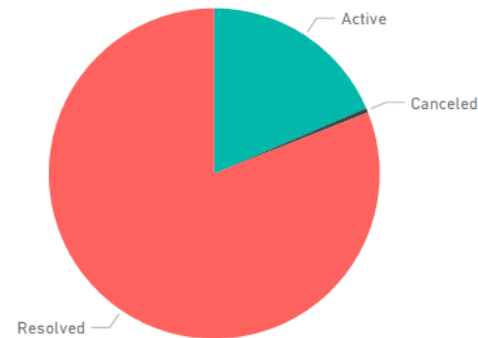
Total cases year to date



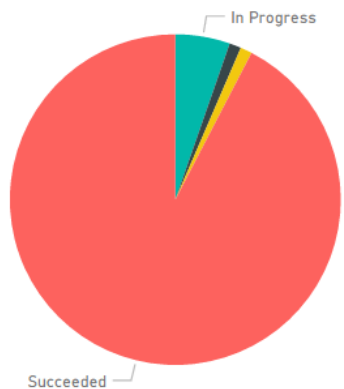
Total cases year to date



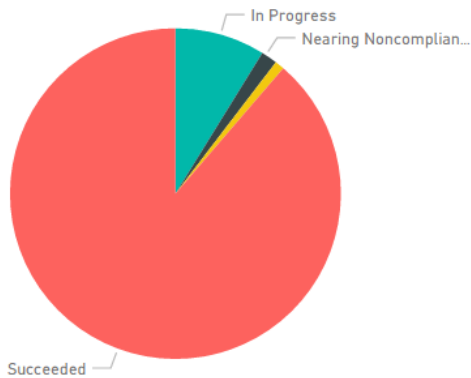
Total cases year to date



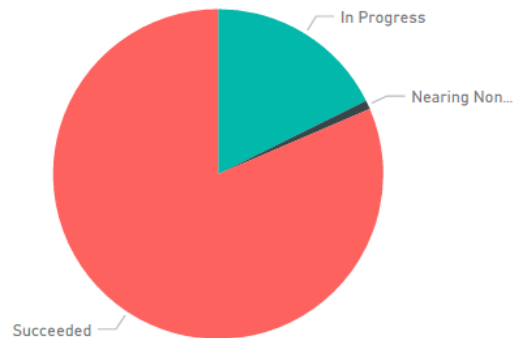
Total cases year to date



Total cases year to date



Total cases year to date



# So what has improved?

- Customer feedback has increased 26%
  - of that feedback our NPS has increased from 9.2 to 9.7
- Customer engagement has increased
  - We are averaging 67 more cases per month up 13% (472 previously, last month 539. Based on IT benchmark)
- Learner success, although difficult to accurately measure at this stage in the year. We are assisting 17% more learners than before. Monthly average previously 94 last month 126



# So what did it cost?

	CAPEX	OPEX (on going)
Planning and development	\$20,000	
Engineering contractor time	\$50,000	
Licensing		\$13,000
Azure Portals (2x)		\$6,000
CRM storage 50GB		\$3,200
<u>Total</u>	<u>\$70,000</u>	<u>\$22,200</u>

Project Total	\$92,200
Budget	\$96,000
Variance	<u>\$3,800 +</u>



# Questions?





# Thank You

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# Be social with us!



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