Customer Service Plan

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The objective for Customer Services over the coming three years is to maintain the high level of service delivered to the current & evolving UCD user community, as well as developing a Customer Relationship Management model which is

- Consistent

- Of a high quality

- Continuously improving

Currently customer services focuses on the delivery and support of a specific product or service, while moving to a relationship management model will seek to understand how customers actually use those products and services. Relationship management will inform customer service strategies. It can also improve how customers experience IT through:

- Increased customer advocacy

- Communication

- Measurement of customer satisfaction

A well executed relationship management strategy ensures that the entire IT organisation is properly aligned around customer requirements and business processes. Relationship management & Customer Services strategy will encompass the following programme of work

(1) Development & implementation of a Customer Relationship Management Model

(2) Review of all existing support services

(3) Measurement of services – performance monitoring and customer satisfaction

(4) Support of new services and customer awareness programmes

1. Development & Implementation of a Customer Relationship Management Model

The aim is to develop a relationship model whereby we engage our customers beyond the "break and fix" type service to understanding how customers become aware of our services, how they interact with them and cultivate their feedback so their comments are fed directly into service development projects which aim to improve the customer experience. Projects

1.1 Review Customer Liaison structure

1.2 Introduce "Relationship Managers" at school level

1.3 "One to One Visits" (Project Phase 1 – Heads of School/Institutes/Units)

1.4 "One to One Visits" (Project Phase 2 – All Staff)

2. Review of all existing support services

This programme aims to review all existing support structures – Helpdesk, IT Centres, Desk Side visits etc. – to ensure we are providing excellent and up to date customer services. It will also require us to look at open access student PC labs and their future in light of the ever increasing laptops on campus.
Projects

2.1 Review IT Services Helpdesk

2.2 Review Distributed Support Service – IT Centres & Desk Side support

2.3 Attain Certification – ISO900/ITIL

2.4 Review of OPAC labs and SUAS services

3. Measurement of services – performance monitoring & customer satisfaction

The focus in this area is intended to measure and monitor our services. Through a number of key projects we will identify all customer requirements, how we respond to requests, and ensure that once delivered we are tracking services to ensure they are working to an optimum level

3.1 Review current requirements gathering processes – all services & all processes

3.2 Introduction of new "Requests Process"

3.3 Measuring Customer Satisfaction

3.4 Review & publication of Service Level Agreements

3.5 IT Performance Measurement Enhancements Project

3.6 Student Sponsorship Project

4. Support for new Services and Customer Awareness Programmes

IT Services over the past three years have implemented a set of new services that are rich in functionality. One of the challenges for this plan is to support these new services and ensure customers are aware of and make the best use of these new services. A key component of this plan is to ensure all staff are aware of these new services and that they are informed of the best practice when using them.

4.1 Support Service Capacity Planning

4.2 Service Awareness Programmes