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Our CX Journey: From Hated to Honoured

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Runshaw College



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Runshaw College



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Outline



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Students	6000
Staff	750
PCs	2600
Tablets	500
Turnover	£30M

West Lancs

Preston

Blackburn

Leyland

Chorley

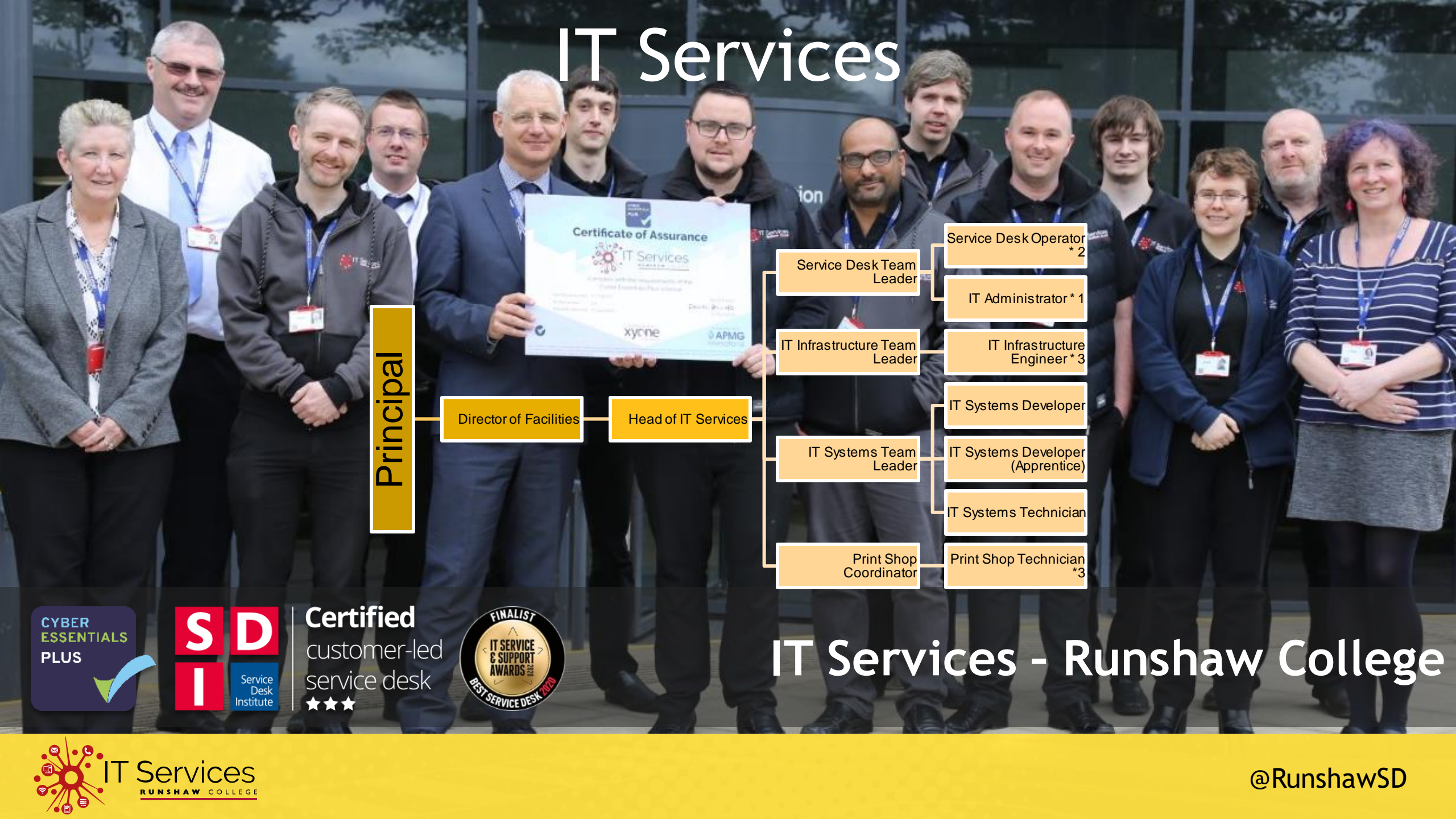
Wigan

Bolton

Southport

Map data ©2019 Google, GeoBasis-DE/BKG (©2009)

IT Services



Principal

Director of Facilities Head of IT Services

- Service Desk Team Leader
 - Service Desk Operator * 2
 - IT Administrator * 1
- IT Infrastructure Team Leader
 - IT Infrastructure Engineer * 3
- IT Systems Team Leader
 - IT Systems Developer
 - IT Systems Developer (Apprentice)
 - IT Systems Technician
- Print Shop Coordinator
 - Print Shop Technician * 3



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IT Services - Runshaw College

MISSION: To work hard day and night supporting all areas of the College, underpinning teaching/learning and functions by providing a SAFE (Secure, Agile, Functional and Excellent) service, whilst innovating, automating and always seeking value for money.

VISION: We strive to be the standard bearer in terms of Security, Agility, Functionality and we aim to bolster the College's reputation for Excellence. We are driven to provide technical and practical solutions to all areas of the college, applying a logical approach to tickets both simple and complex.

Our Scope & Volumes

– IT Services

- Ticket Logging
- Ticket Triage
- First Touch Response
- Incident Coordination
- Projects & Changes

– Plus Ticket Logging & Triage for:

- IM - Print Shop
- FM - Facilities
- SM - Neighbours
- SM - Security
- QM - Management Information
- DP - GDPR

A sample of what we support

NB: This is not an exhaustive list

• Accounts (staff, students, network, local, exams, banners)	• Leave System	• Procurement of equipment
• Application Portal	• Licensing	• OL
• Appointments System	• Local profiles	• Repairs/Rep
• Backup Generators	• Mails	• Security (firewalls, anti-virus, etc)
• BART	• Manage third parties	• Servers (Virtual, physical)
• Bus signs	• Mobile devices (Laptops, Tablets, etc)	• Software (Microsoft office, server based applic client installed)
• Cash machine	• Media	• Staff Portal
• CCTV (Hardware, Software, investigations)	• Network (Routers, Switches)	• Storage (S, H, S, Drives, etc)
• Data Projectors	• Online Reports	• Student Absence Maintenance
• Email	• OnTrack/ iMTask	• Student Portal
• Enrolments	• Parent Portal	• Tablets (iPads, etc)
• GDPR	• Passwords	• Telephony
• Hardware (PCs, Keyboards, Mice)	• Pastoral Log Deletion	• UPS
• Interactive Whiteboards	• Point of Sale (Tills, Software)	• USB device issues
• Internet	• Printing (software, credits)	• WIFI

IT Services
RUNSHAW COLLEGE



By Comparison.....

Approximately	A North West University	Runshaw College
Number of full time Students	10,000	5,000
Number of PCs	6000	2600
Number of Tickets Last Year	20,000	19,388
Number of IT Staff	140	12
Number of Service Desk Staff	25	3

We work smart!!!

We're Agile and we maximise the amount of work NOT DONE!

Our Journey



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Timeline

2006

- The beginning / Hated / Separate Departments (IT & IS) / Customer confusion

2007

- “The nice one”

2008

- Still hated

2009

- Slightly less hated

IT Help Desk vs IS Help (2006-2010)

IT Help Desk

- Internal Calls & External Calls
- IT calls only
- Andy on the Help Desk
- Other rude Help Desk and IT staff

VS

IS Help

- Internal Calls Only
 - One person
- SharePoint List for Logging
 - Ticket No sent via email
- Full Team Breakfast 10:00-10:30
 - Remember to run network ruining jobs prior to setting off.
 - Ignore any calls from IT Helpdesk
- “Must be a problem for IT that, ring IT”

Timeline

2011

- The Service Desk were formed / Mo' Money, Mo' Problems.....Mo' scope Mo' people

Trivia Question for the Panel:

When the Service Desk were formed, only one of the above was true, which?

- More Money (increase in budget, salary)
- More Problems
- More Scope
- More People (to cope with the additional workload)

Timeline

2012

- More scope / Same number of people / Real improvements / No customer confusion

The Service Desk (2011/12)

- Single point of contact
- Our customers LOVE it
 - Less confusion
 - No blame game
- We began to work smart

Timeline

2013

- Change of manager / reigns off / massive improvement

2013

- Consolidation / Continued improvement

2014

- IT & IS Separate again / Service Desk remains

2015

- Continued improvement / as good as we can get?

2017

- Departments merge / Alex becomes IT Manager / Massive improvements

The Service Desk (2017 - Present Day)

- New ITSM Tool
 - Atlassian Jira & Atlassian Confluence
 - Event Based Surveys
 - Easy linking of tickets
- Agile Service Management
- Ever Increasing Scope
- Ever Increasing Satisfaction
- SDI Assessment



CX Strategy



If it matters to you, it matters to us

Call us on 2257

or check help.runshaw.ac.uk

Our Customer Experience Strategy

- Our Customer Experience strategy is very simple, it is about knowing our customers and their needs and ensuring that they are satisfied.
- This is supported by our campaign: “If it matters to you, it matters to us, contact the Service Desk”

Runshaw IT Services @RunshawSD · 2 Jun
It's stats time again, and importantly the moment where we take stock of all of your feedback so that we can look for opportunities to improve as well as see what we are getting right.

#TeamRunshaw - Remember, if it matters to you, it matters to us, contact the Service Desk!

IT Services
Our Stats

This May, you sent us... **910** tickets

We responded to **99.7%** of all requests within target time

We received tickets from: **67 E-MAILS**, **17 PHONE CALLS**, **614 SELF SERVICE TICKETS IN PERSON**

91% of all tickets resolved

48% of all tickets resolved

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The custom second choice desk

If it matters to you, it matters to us

Runshaw IT Services @RunshawSD · 7 Apr
The #COVID19 situation has heightened the volume of #phishing we are seeing. This video from @CityPoliceFraud will help you protect yourselves and the @RunshawCollege network.

youtu.be/9FrX9wY-Y-M

Remember if it matters to you, it matters to us! Contact the Service Desk!

Cyber Griffin Guides: Phishing
In this video you will learn what a phishing email is and how to spot the most recent types that cyber ...
[youtube.com](https://youtu.be/9FrX9wY-Y-M)

Customer Experience Programme

Programme Title	Customer Experience Programme
Version	1.50
Author	Andrew Galt
Review date	June 2020
Programme Owner	Andrew Galt

- Programme Overview
- Strategy
- Our Customer Base
 - Staff
 - Students
 - Parents, Contractors and Visitors
 - Other Stakeholders
- Ticket Journey Map
- "XP" Service
- Surveys
 - Event Based Surveys
 - Students
 - Staff
 - Self Service Portal Experience
- Related Documents
- Document History

Programme Overview

This document outlines the activities we carry out which form our overall Customer Experience Programme. Activities from here and our various other programmes are used to form part of our annual QIP, Strategic Plan, as well as our S&P and associated QIP Action Plan, and help ensure that we are meeting our KPIs and QIPs. We believe that having in-depth knowledge about our customers and their varying requirements is absolutely key to building strong business relationships, and thus we believe this programme and our Business Relationship Programme go hand in hand.

Strategy

Our Customer Experience strategy is very simple, it is about knowing our customers and their needs and ensuring that they are satisfied.

Our Customer Base

We have two main sets of customers, both of which are very different and therefore have varying needs that need to be catered for. Our main customers are Staff and Students, although both are very closely related we do tailor our activities to each target audience. Some of the key areas that are differentiated for both of our customers are:

- Staff Portal vs Student Portal
- Service Catalogue roles
 - We customise the services each can see. E.g. Students can't request access to a Staff Drive for example.
- Bulk communications
 - All staff vs All Students
 - Staff Update vs Student Bulletin
- Periodic surveys separate for Staff and Students
- Internal chat portals different for Staff and Students

For each customer base the different requirement groups then gets a little more specific and that is reflected when we create pilot groups for new services and products where we send a cross-section of the Business, test up shared drives and access levels, etc.

Staff

- General Staff
- Support Staff
- Teaching Staff
- Team Leaders/Course Leaders
- College Management
- Senior Management

VIP

Although not official nor mandated by the Business, we do operate an unofficial VIP Service which is very fluid as it changes depending on time of year, business impact, etc.

Some of the key elements we are constantly aware of are:

- Teaching & Learning*
- Enrolment & Confirmation
- Lockdown/Security Incidents
- Business Continuity (E.g. Snow)
- Examinations & Results Days
- Senior Management & Governors (including supporting meetings)
- Inspection Week(s)
- Payroll / Funding Related

Surveys!

Event Based Surveys

- Ratings and comments feed into our Feedback Management and CSI Processes.
- simple; one question with additional feedback being providing by the option comments field.

Students

- 10 random students who raised tickets in the previous 30 days.(Monthly)

Staff

- 10 random staff who raised tickets in the previous 30 days. (Monthly)
- All Staff (Biennial Survey)

Self-service Portal Experience

- 10 random Staff and 10 random Students (Quarterly)

Making it Feel Right!



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The Basics.....

- Every ticket counts
 - A simple "Password Reset" (although we've largely eliminated; providing various via self-help methods), is an opportunity to provide a slick, pleasant customer experience!
- Manners;
 - hi, please, thank you, sorry.....goes a long way!
- Smile
- Communicate at the appropriate level
- Don't try to make anyone think they're stupid
- Don't be a *insert your preferred expletive here*.....be nice (it's simple)
- Also we.....

The Basics Continued.....

- joke.....a lot!
 - Our SMT have a great sense of humour
 - Goes back to knowing your customer!
- We're informal but structured
- Down to Earth

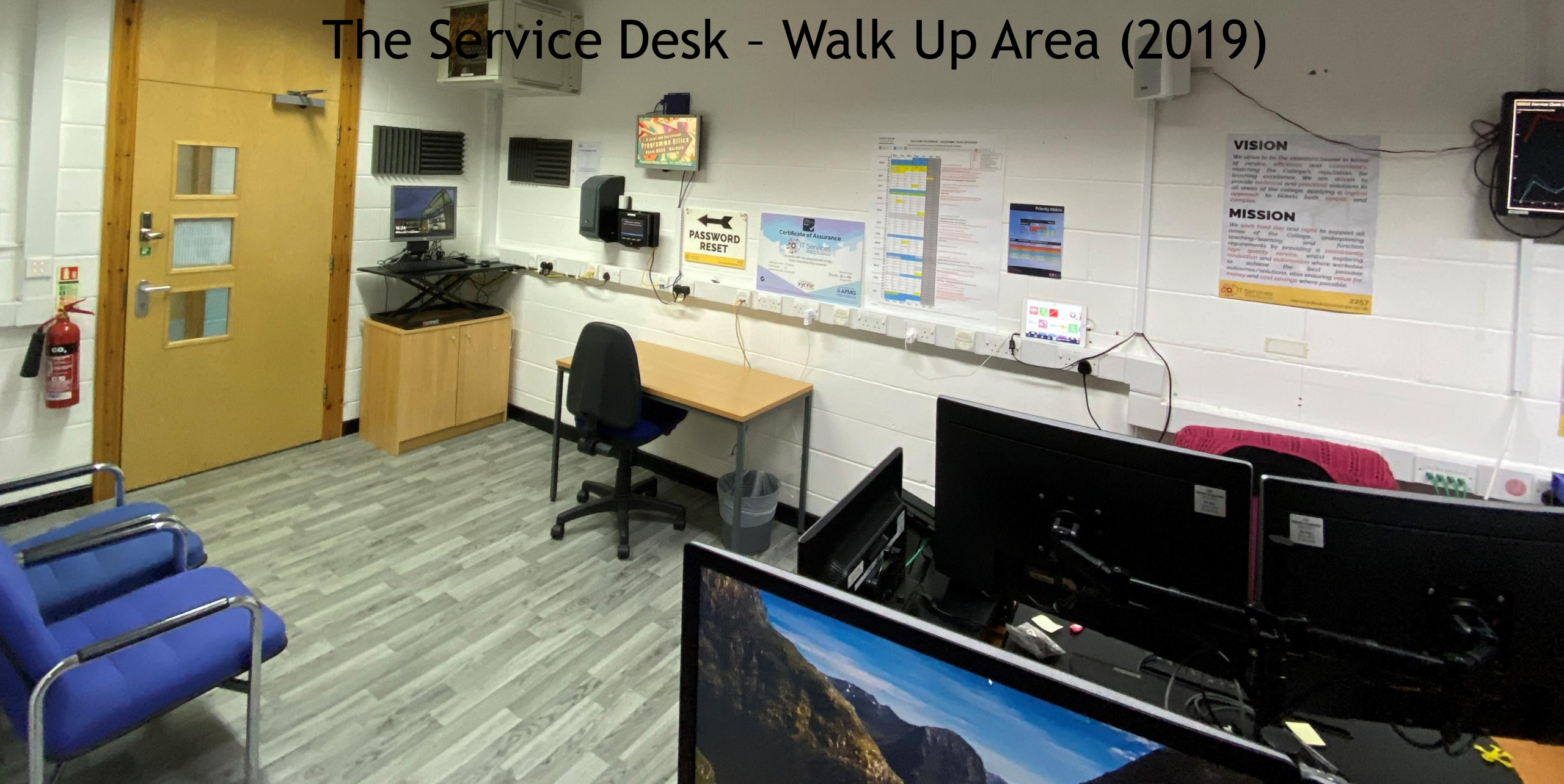


Our Working Area - During SDI Assessment

The Service Desk - Walk Up Area (2019)

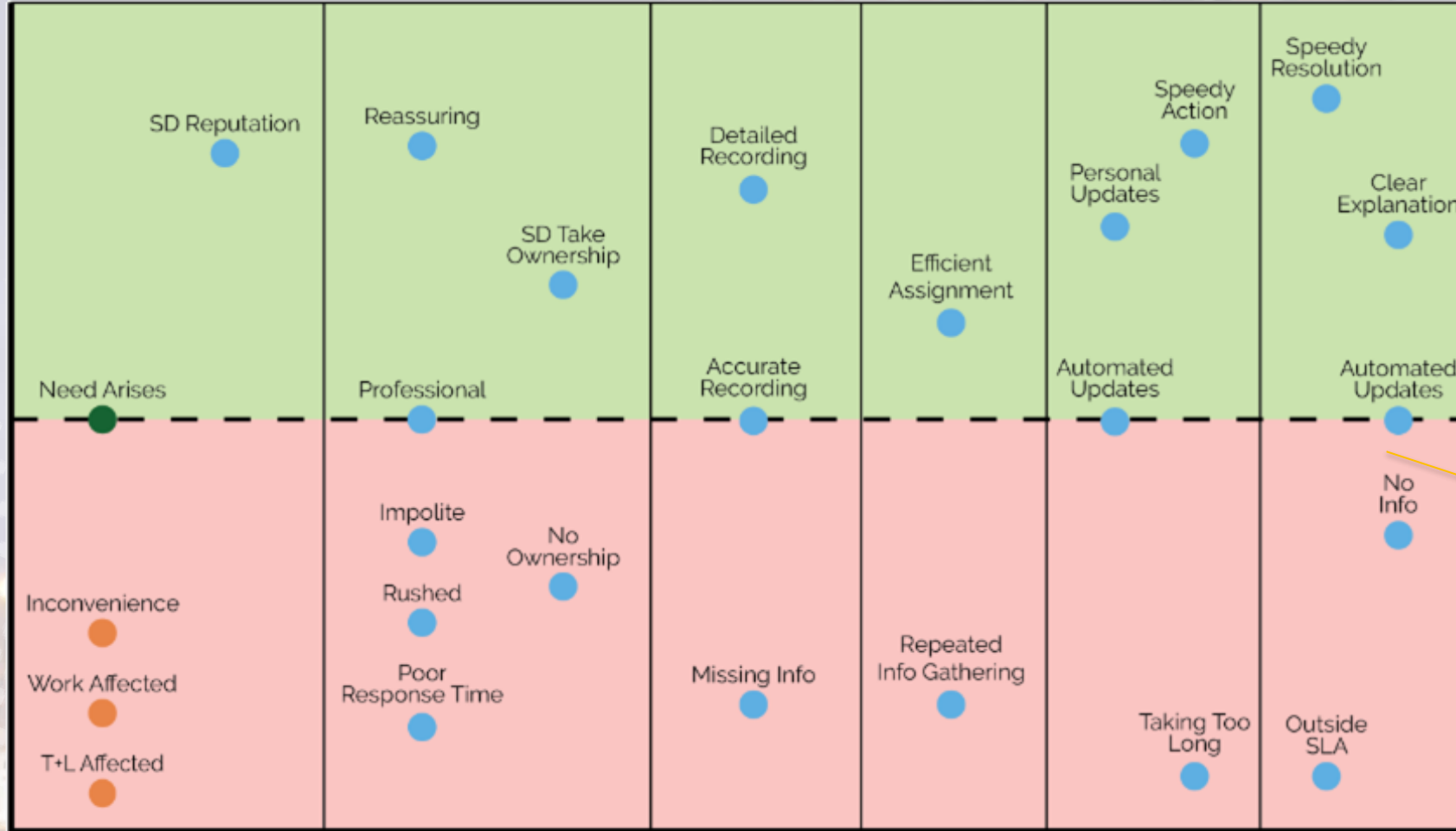


The Service Desk - Walk Up Area (2019)



Journey Mapping

● Applies to All ● Request ● Incident



We are planning to map Journeys for specific activities too!
e.g. Request Laptop, Account Provisioning

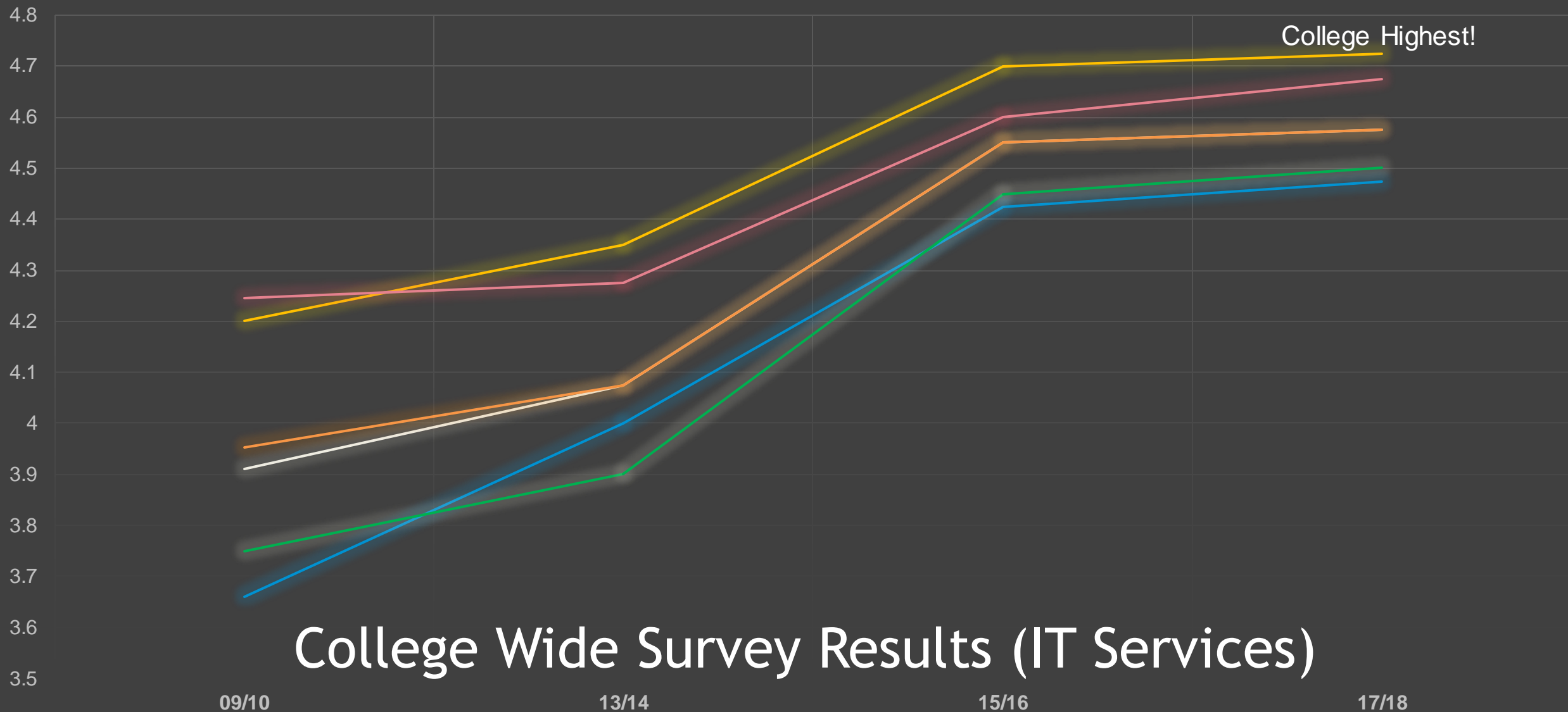
Results



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Availability Helpfulness Knowledge Speed of Response Needs met Overall



College Wide Survey Results (IT Services)

Event Based Satisfaction Survey UPDATE

Since Inception Sept 2017:
4.93 out of 5.00 star rating

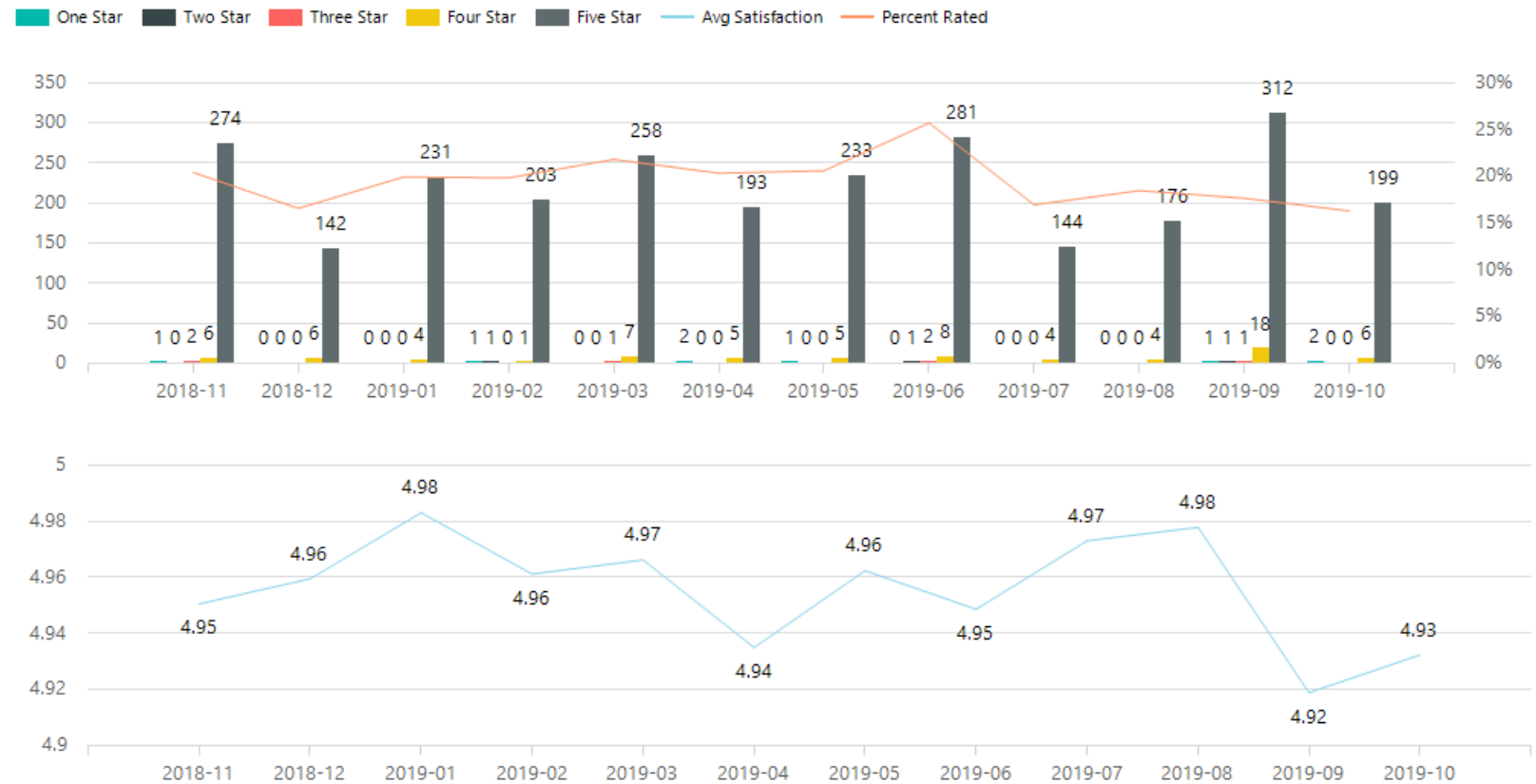
Last 12 Months:
4.95

Survey Completion Rate:
Approx. 20%

1, 2 and 5 stars feed into:
CSI / Feedback Management
Process.

IT Services - Event Based Satisfaction Statistics

11/12/2019 5:31:48



Staff Experiences

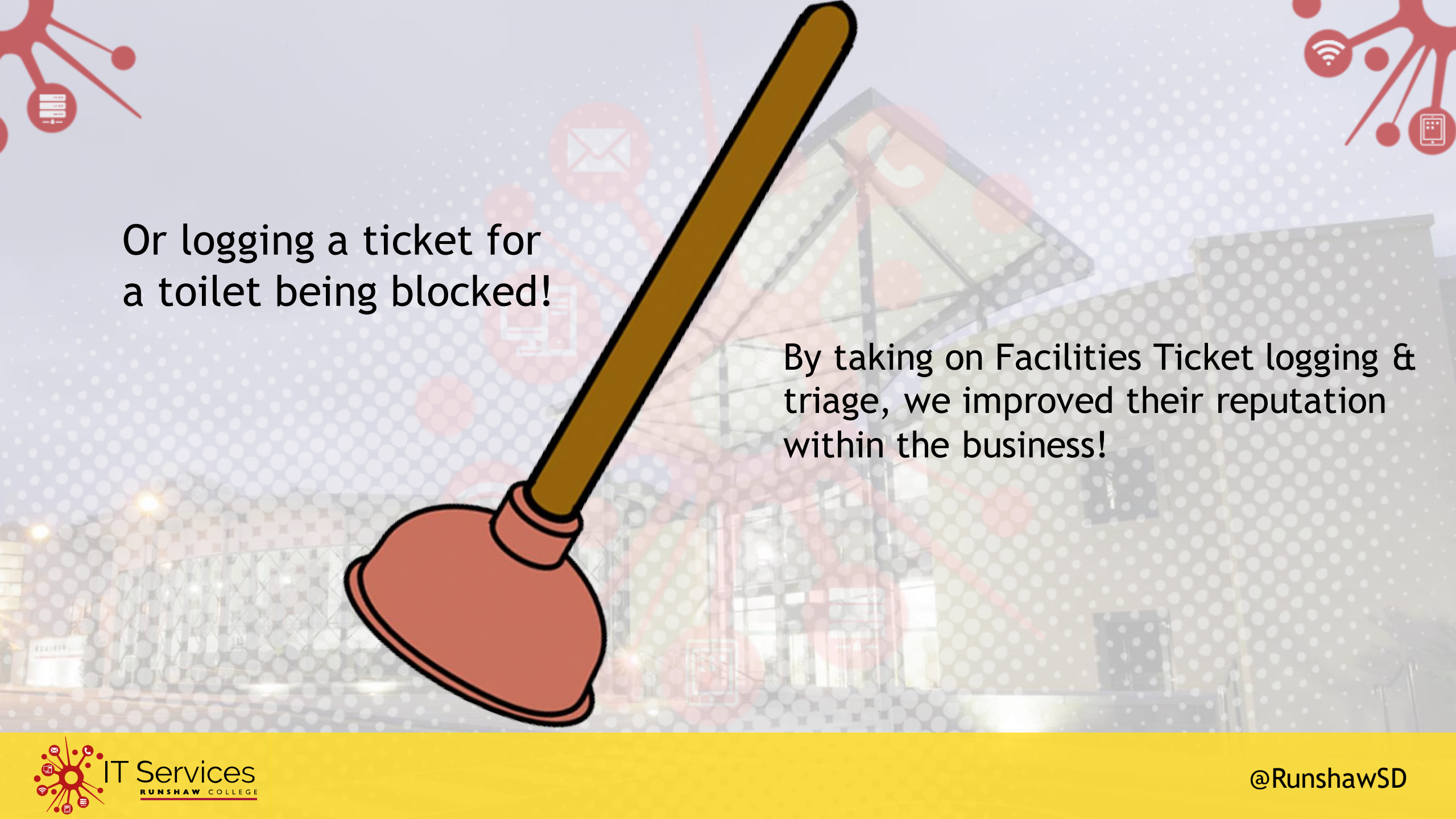


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What About Our Staff?

- I get excited to come to work!
 - Hardest, but best job in the world!
- Everyone loves their jobs!
- We now support all areas of the business:
 - One minute we could be fixing an outlook issue
 - The next we could be working on a permissions issue on a server
 - The next we could be designing a new process
 - Meeting with a Head of School as part of our Business Relationship Programme
 - Conducting a thorough CCTV investigation.....



Or logging a ticket for
a toilet being blocked!

By taking on Facilities Ticket logging &
triage, we improved their reputation
within the business!

Some Recent Compliments

10th June 2020

You and your team are fantastic - having been at Runshaw for 24 years I have seen many changes in your department and how it has grown and developed over the years and now it's the best it has ever been. Service is fast and efficient, and everybody goes that extra mile for us to ensure we can continue to do what we do.

👏👏👏 to you all and thankyou

Thank You!



Andrew Gant
Service Desk Team Leader
Runshaw College

Alex Harding
IT Services Manager
Runshaw College

You have been watching