Help Redesign Team

Preliminary Process Redesign

March 15, 1995
### Help Redesign Vision

Maximize the productivity of the MIT community by providing:
- Integrated information technology and business support
- Access to the services people need
- Rapid problem resolution

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<th>Available</th>
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<tr>
<td>Self Service</td>
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<tr>
<td>Intuitive</td>
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<tr>
<td>Customer Oriented</td>
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- Customers get assistance when they need it
- Wherever possible, customers have tools to help themselves
- It is obvious where to go for assistance – the customer does not need to understand our “business” to get assistance
- Customer does not have to play “general contractor” to resolve complex problems which cross areas of responsibility
- It is clear who has ownership for addressing the issue
- The first point of contact:
  - Is broadly knowledgeable, able to help
  - Understands the customer’s problem
  - Accurately sets customer expectations
- Assistance is provided via on-line, phone, and house calls as appropriate based on customer need
Help Redesign Vision (Cont.)

Customer Oriented (Cont.)

- Smooth handoffs, when necessary
  - Customer does not have to repeat the problem statement
  - There is no lapse of ownership
- Customers have the status information that meets their needs

Constructive

- There is a direct connection between repeat issues and ongoing improvements of services and applications
- Formal help leverages but does not burden the informal network of experts
- Providing assistance is an element of what everyone in the MIT community does

Jobs

- Provides satisfying, growth-oriented jobs

Our objective is to create a model which can be used for providing assistance with existing and future applications and services
Current Help Process Map
Redesigned Help Process Map

- Recognize Problem
  - Check for known problems and messages
  - Consult documentation/FAQ
  - Ask local expert
  - Perform self-diagnostics
  - Determine who to call
  - Place call to Official Point of Contact

- Self Help
  - Check status of known problems and messages
  - Determine criticality
  - Set expectations
  - Capture tracking information
  - Identify and include specialist/assign case worker
  - Make arrangements to provide customer with status updates
  - Send confirmation to customer
  - Close and document case

- Simple Issue Resolution
  - Official Point of Contact
  - Identify customer and configuration
  - Confirmation of problem
  - Check status of known problems and messages
  - Review question and validate problem-solving procedures used
  - Confirm criticality and set customer expectations
  - Check status of known problems and messages
  - Update tracking and status information
  - Send confirmation to customer
  - Close and document case

- Complex Issue Resolution
  - Official Point of Contact
  - Identify customer and configuration
  - Confirmation of problem
  - Check status of known problems and messages
  - Review question and validate problem-solving procedures used
  - Confirm criticality and set customer expectations
  - Check status of known problems and messages
  - Update tracking and status information
  - Send confirmation to customer
  - Close and document case

- Prevention
  - Feedback into self-help, training, etc.
    (Support process)
  - Enhance existing capabilities (Service and Delivery Processes)
  - Identify new opportunities for improvement
    (Discovery Process)
  - Perform historical analysis
# What’s the Big Deal?

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<th>To</th>
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| • Many, fragmented sources of assistance  
  – Customer must diagnose source of problem to determine which source of assistance to contact  
  – Customer is often bounced from one source to another  
  – Customer usually has to repeat problem description  
  – Customer must play “general contractor” when problems cross areas of responsibility  
  – Many points of failure | • Coherent approach to providing assistance  
  – It is obvious where to go for assistance  
  – Dramatic reduction in the number of handoffs – when handoffs do occur, there is a clear transfer of ownership  
  – Problem description captured at first point of contact is available to all providers of assistance  
  – Complex problem resolution is handled by a caseworker  
  – Fewer points of failure |
| • Business and technology assistance are separate | • Integrated business and technology assistance |
| • Customers get assistance when we give it | • Customers get assistance when they need it |
| • Limited availability of self-help tools | • Increased use of self-help tools such as stock answers, troubleshooting guide |
| • Inconsistent feedback of persistent help issues to the improvement of services | • Improvement of services and self-help tools are an integral part of the process |