

## Some preliminary thoughts

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- Development & operation of IT services is becoming **increasingly complex!**
- Required IT services do not necessarily have to be supported/provided by the local computer center but can also be obtained from external service providers
- Cooperative structures must be created
- Solution:
  - **focus competencies** on few specific services
  - **offer** these with **excellent quality**
  - **obtain** additional services from **other expert organizations**

***„Companies that try to be everything to everybody usually end up being nothing to anyone.“***

Source: Kaplan, R. S./Norton, D. P. (1996), 64

What's the question?

***What are the differences between interchangeable products and services?***

What's your choice?



## A (possible) answer

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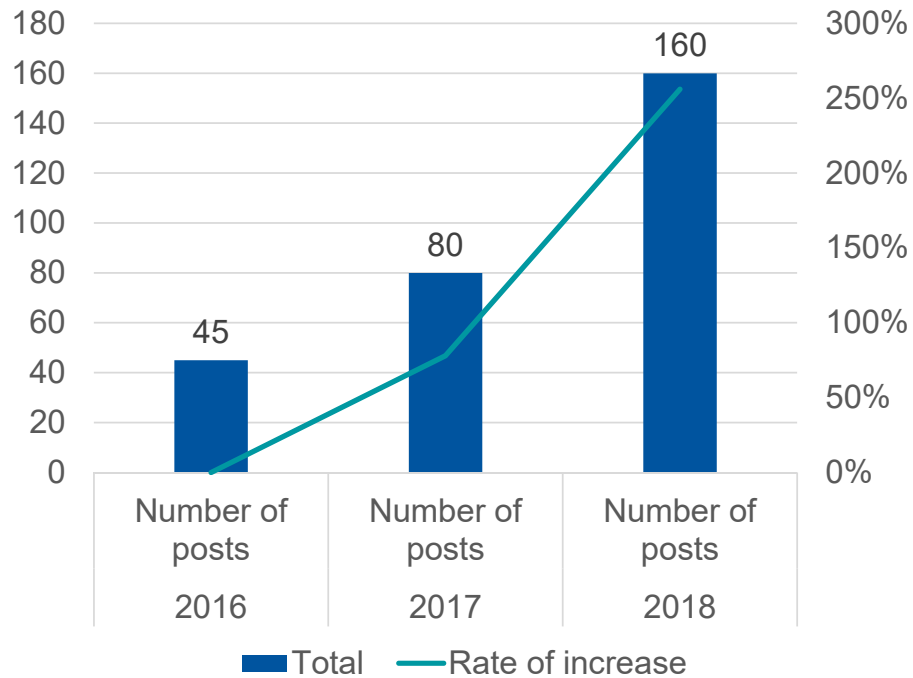
***In the case of interchangeable products and services, it is communication alone that makes the difference.***

## This statement seem to be confirmed

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- The users asked for the demand for **fast information and interaction** in 2013
- 2015 the first social media platform the “IT Center Blog” was implemented
  - (some) Goals:
    - Providing news as well as tips and tricks about the services
    - Increase of the interaction between the readers/users and the IT Center → Build up a community
    - Reduce e-mail support inquiries
- 2015 the decision to offer an additional innovative communication channel was made → Support Chat.
  - (some) Goals:
    - (strategic): the IT Center was the first IT institution of the university surveyed to offer its users a fast, modern and simple communication channel for support requests → the IT Center is ready to respond to the wishes and suggestions of its users
    - Increase of the interaction between the user and the IT Center → created to use the Support Chat via various entry points.
    - reduction in inquiries by e-mail and telephone
    - integration into the ISTM processes of the IT Center

## Number of posts and rate of increase



## Number of visits and rate of increase



Source: Annual Report of the Division 2016, 2017 & 2018

## IT Center Blog: Top Referrer

2017	Numbers	2018	Numbers
Google, Bing, Yahoo!	869	Google	7661
sosciurvey	123	doc.itc.rwth-aachen.de	758
<a href="http://www.itc.rwth-aachen.de">www.itc.rwth-aachen.de</a>	60	<a href="http://www.itc.rwth-aachen.de">www.itc.rwth-aachen.de</a>	383
blog.rwth	16	m.facebook.com	116
m.facebook.com	11	<a href="http://www.facebook.com">www.facebook.com</a>	83
t.co	8	t.co	62
doc.itc	5	<a href="http://www.sosscisurvey.de">www.sosscisurvey.de</a>	55
im.facebook.de	5	sso.rwth-aachen.de	45
webmail.stud.uni-giessen.de	1	blog.rwth-aachen.de	33
<a href="http://www.ezw.rwth-aachen.de">www.ezw.rwth-aachen.de</a>	1	<a href="http://www.cil.rwth-achen.de">www.cil.rwth-achen.de</a>	15
	<b>1099</b>		<b>9211</b>



- search terms entered in Google is no longer possible. Google no longer supports the monitoring of web pages using the search terms (DF42.de 2019).

## Support Chat

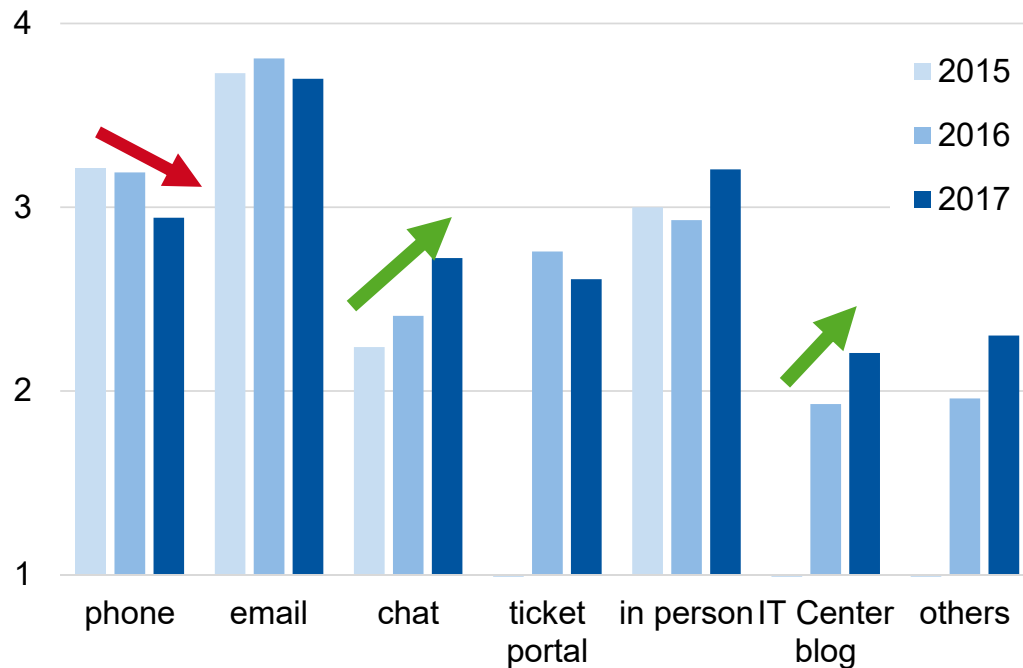
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- status quo analysis
- implemented as in-house development → Audience Response System -direct feedback
  
- development of a front-end for users and a backend for employees
- integration into the IT Service Management processes
- formal guidelines for the general use of the chat, organizational framework conditions and employee qualification
  
- 2015/2016: integration into the documentation porta \*
- 2016: integration into the RWTHApp \*
- 2018: integration into eduroam device management \*
- 2019: integration into “My IT Center” portal \*
  
- July 2019: integration into RWTHmoodle

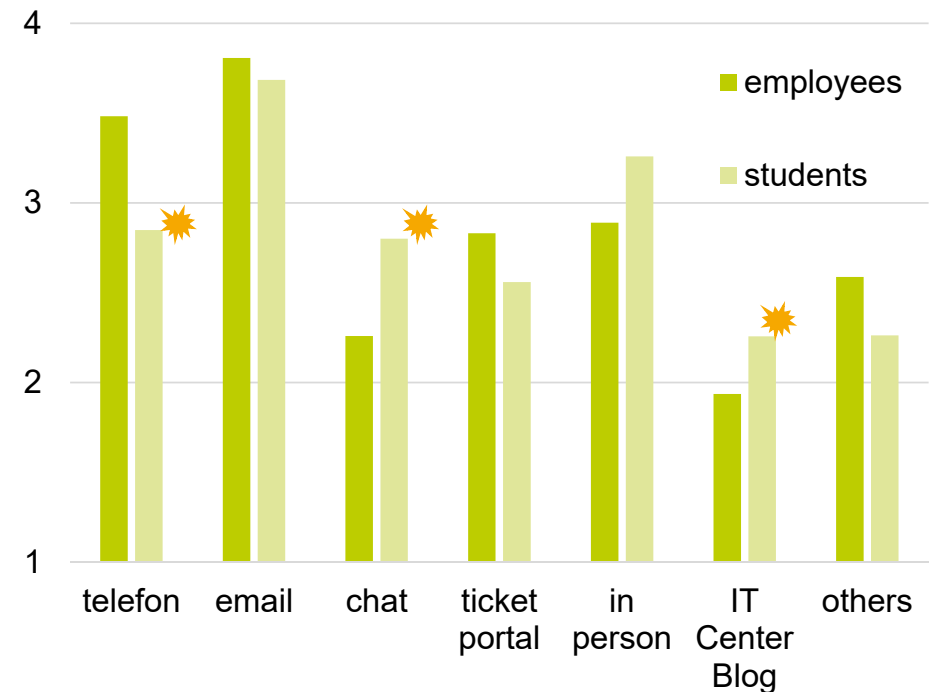
\*less support intensive applications

## Support channels and relevance for target groups

### Importance of support channels in general



### Importance of support channels by target group



scale: 1 = unimportant, 2 = rather important, 3 = rather important, 4 = important

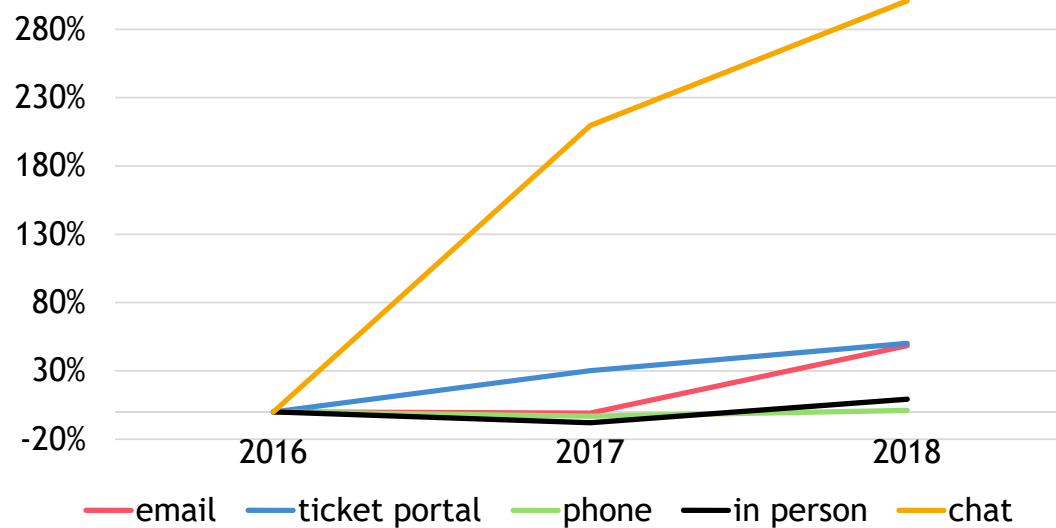
Source: User Satisfaction 2015, 2016, 2017

Source: User Satisfaction 2017

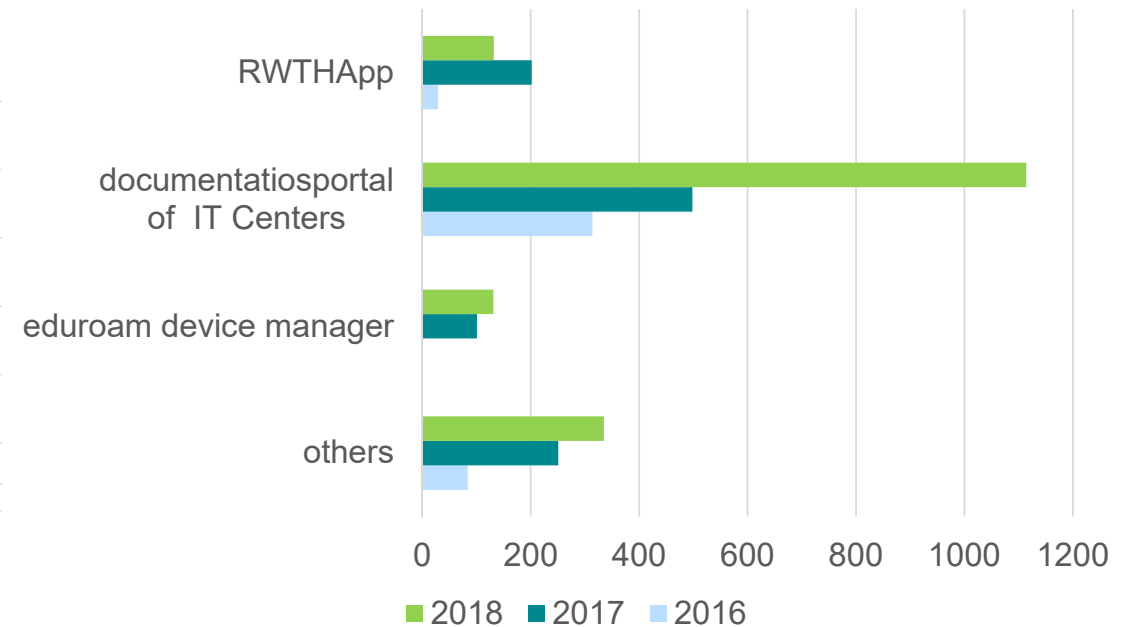


## How the chat usage developed?

### Percentage increase rate by support channel



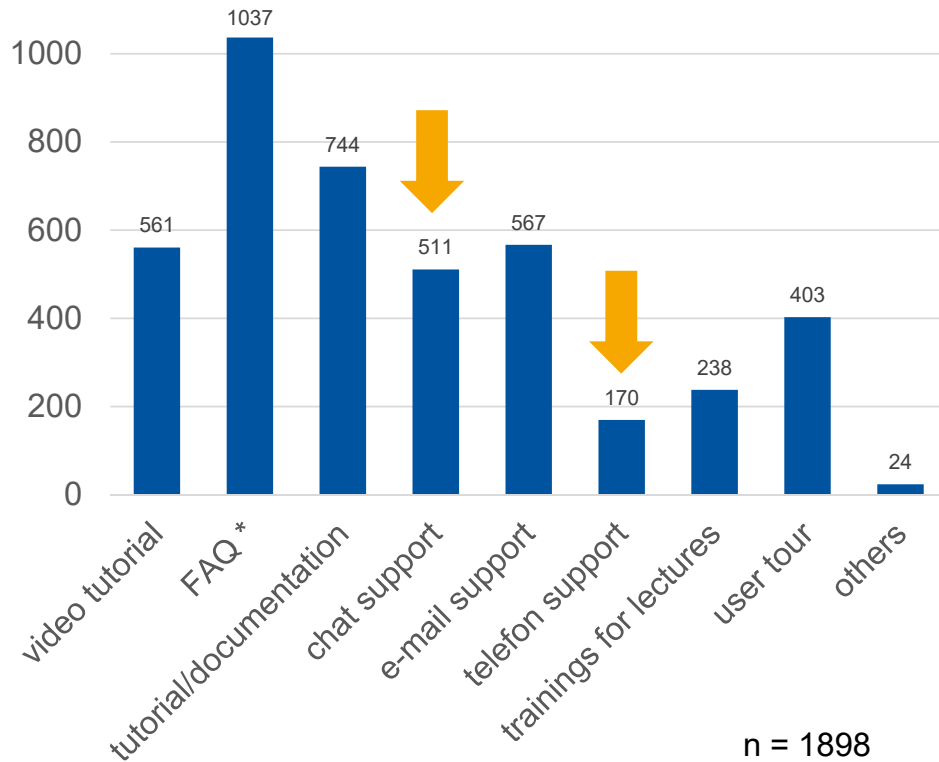
### Access points to the Chat Support



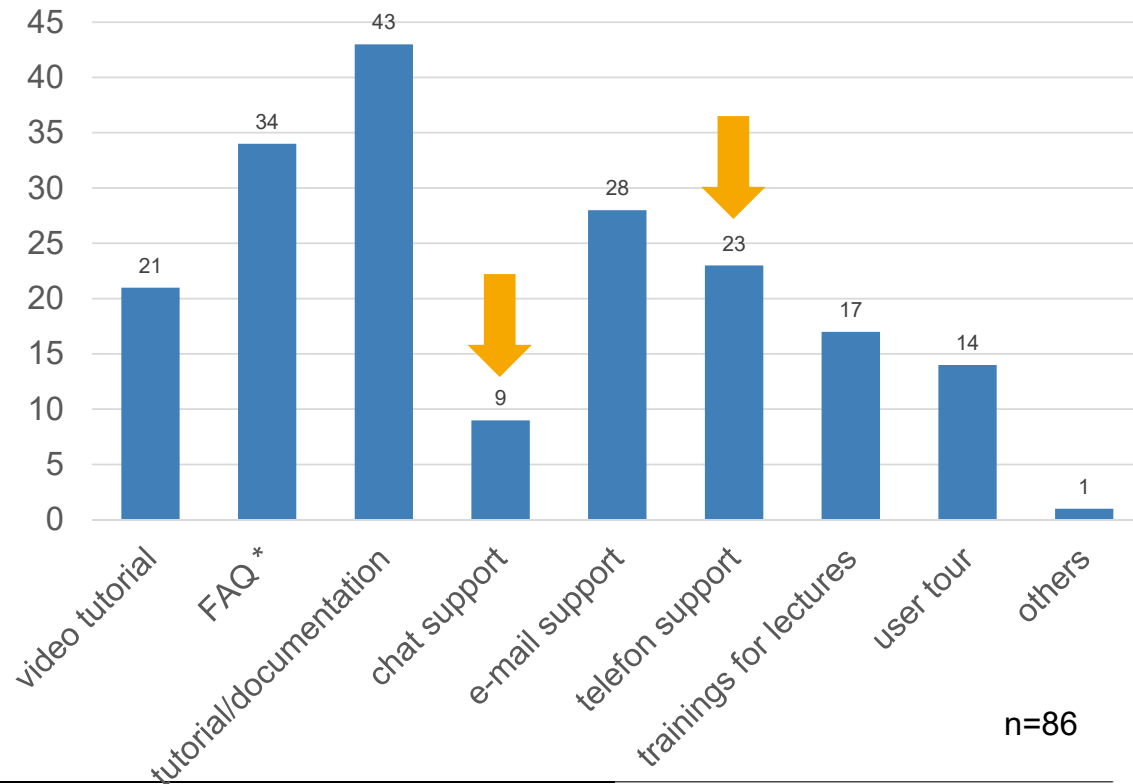
- Since June 2019 the chat is integrated in My IT Center (<https://app.rwth-aachen.de/portal/#home?>)
- From July 2019 the chat will be integrated into RWTHmoodle

## Results of the RWTHmoodle user survey WS 18/19 (end of 2. pilot phase)

### Support requests of students by communication channel



### Support requests of lecturers by communication channel




## Top 10 question topics

category	2017	2018	
email	184	213	★
network / datanetwork	120	114	
identity management	101	135	
software	98	174	★
HPC	92	172	★
Webservices	87	145	
IT Center specials	85	122	
administration & organsation	83	136	
old CMS	72	69	
others	122	168	

## Conclusion

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- Both communication channels (IT Center Blog & Support Chat) have been successfully established
- They are regarded as accepted contact & communication possibilities for users
- Both have been continually developed according to the requirements of the users.
- Regular training sessions for the staff is necessary were
- The positive feedback confirms the decision made in 2014. (star rating since June 2018: average )
- The experience prompted the IT Center to further expand its social media activities as an early adopter.
- Currently a social media project will answer the question whether the IT Center can cope with further social media channels.
- The self-image of being an innovative partner also takes into account the need to adapt to the shift in priorities in the choice of communication channels for students and young employees.