Right Information, Right People, Right Time

SupportPoint Case Study

Innovations in Knowledge Organisation, 2016

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Search versus Findability

Question: How do we get the right information to the right people at the right time?

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Answer: Search

Some issues with search

- Do people know when to search?
- Do people know how to use search effectively?
- Is the underlying content that they retrieve useful and usable?

A different approach

By understanding the user's work and context, knowledge organization professionals can proactively direct the right information to the right people at the right time.

Example 1: Health Insurance Contact Centre

Health Alliance

Health Alliance

Issue: Healthcare reform leads to 20% rise in contact centre call volumes, 20% rise in employee turnover and 35% of calls being answered within 30 secs (against a target of 80%).

Solution: Contact centre reps no longer had to use SharePoint; a web portal and multiple content sources. Instead key content was pushed from SupportPoint.

Impact: 81% of call answered within 30 secs. 12% decrease in talk time. Replacement headcount not required. "I get it, I understand why you bought SupportPoint. This is one of the best tools you've ever purchased for us."

Example 2: Telco Back Office Performance Improvement

BT cut process errors over 80% improving delivery success

Issue: Provisioning a BT product involved complex processes and critical information so volatile that nearly 30% of initial sales orders included human and system errors. Reworking orders caused late delivery, added costs, and failed customer expectations.

Solution: SupportPoint solved the complexity problem by guiding BT staff step-by- step through every aspect of completing an MPLS order, providing just the right information, procedures and policies to complete the processes correctly.

Impact: 80% reduction in error rates. "To our customers, this means a much improved service. Cost savings to BT could be worth millions annually, enabling us to offer more competitive pricing."

Mapping processes, procedures and tasks

- Existing process documentation
- Observation in context (e.g. what do people really do)?
- Process mapping workshops

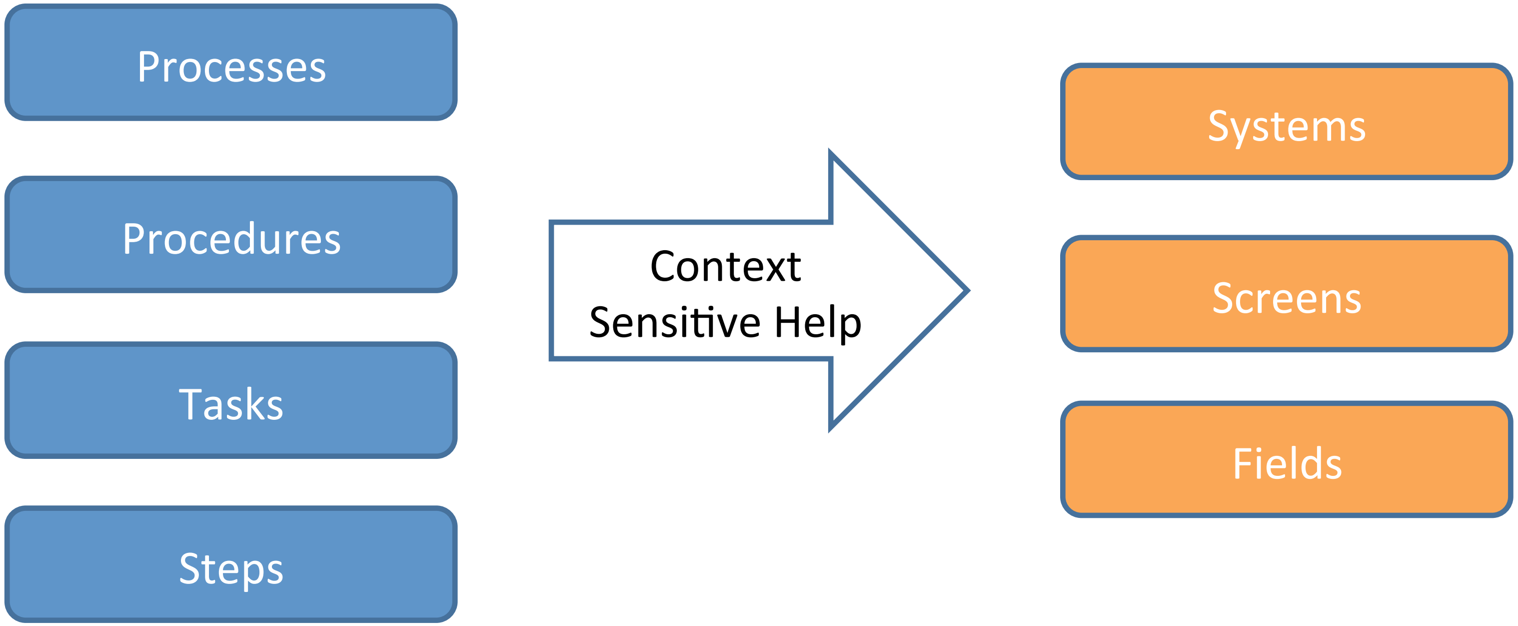
Mapping processes, procedures and tasks

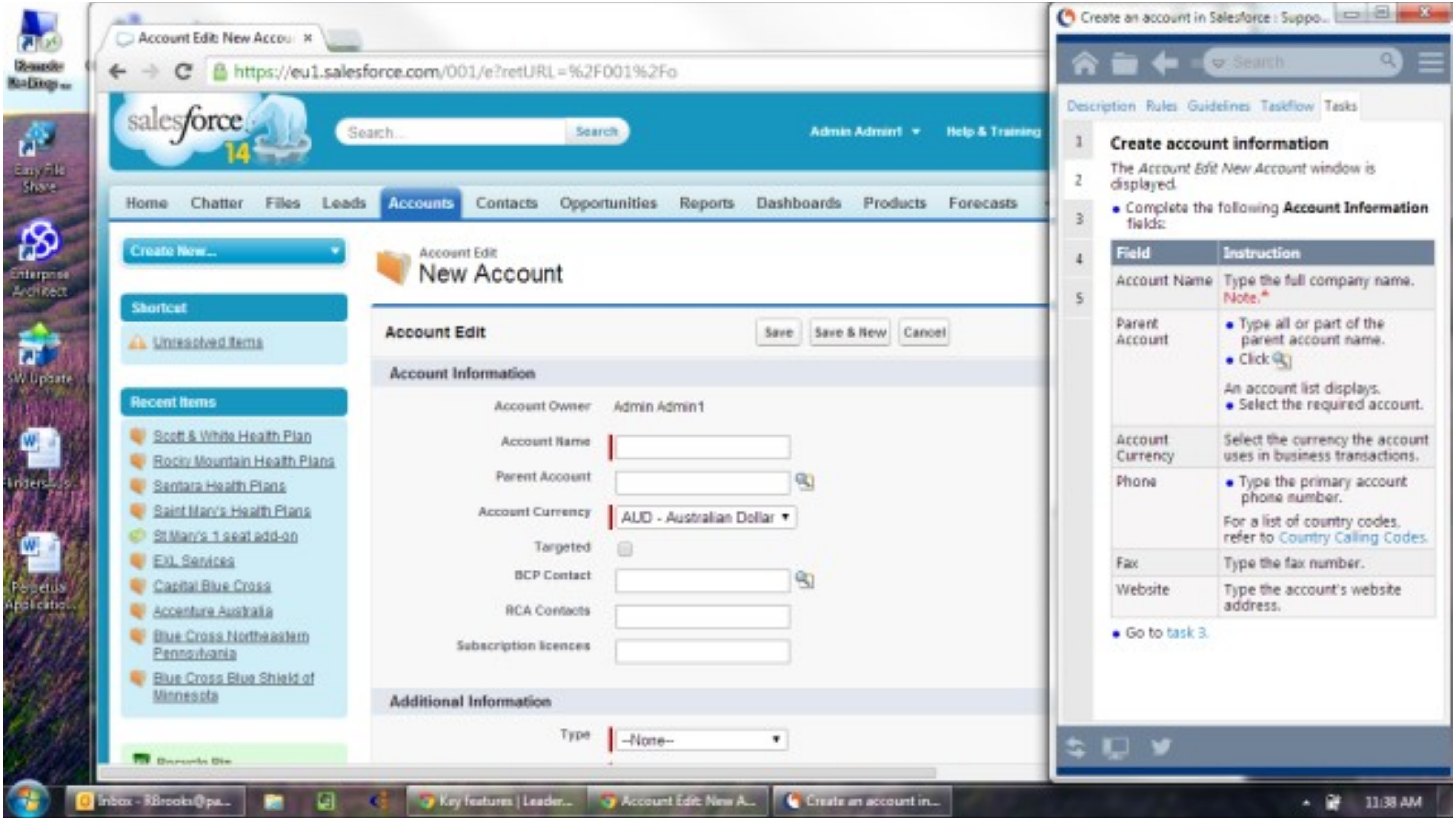
New Connections Electricity

Customer Types	All customers (residential and commercial) requesting for new meter installation in Victoria.
Preconditions	[Company] is the preferred retailer. All required valid paperwork are submitted and correct fees accepted.
Postconditions	Meter installation requests are completed.
Volumes	Daily basis as received.

CUSTOMER JOURNEY	Customer/electrician calls [Company] New Connections for new meter installation.	Elec Inbound team receives the call and advises customer /electrician about the forms to be submitted and fees to be accepted. Access should also be confirmed.	Paperwork is received by the processing team (Elec Outbound) through fax, email, or distributor's portal.	Elec Outbound team validates paperwork and calls back the customer/electrician if any data needs to be confirmed.	Elec Outbound team creates and submits job request to distributor.	Distributor receives and processes the job request, and completes the meter installation within 10 business days.
REQUIREMENTS	A call from customer/electrician regarding the information of the request.	Correct fees from distributor and forms (Electrical work request and Certificate of electrical safety) to be filled out should be advised to customer/electrician.	Paperwork is received through fax in ERP, through email in [Company] Inbox, and through online portal in web portal.	Correct fees and metering requirements should be checked in KM and we should have the updated contact info of customer/electrician.	ERP should be working properly while creating the job request. Paperwork already validated and fees already accepted.	Job request sent should match what was on the paperwork. There should be no defects on site and no delays from distributor's end.
CONSIDERATIONS	Account holder or electrician should provide information to setup the account such as name, contact numbers, site address, and date of birth.	Account holder or the electrician should be the one to accept the fees, but third party is also allowed if authorized by the account holder.	Amendments to the Electrical Work Request forms can be done by Elec agents if authorized by the electrician. Amendments to Certificate of Electrical Safety should be done by electrician; signed with his initials and the inspector's initials.	If Elec agent wasn't able to reach the customer/electrician via available mobile/phone numbers in ERP, voicemail message should be left and SMS should be sent to advise them to call us to clarify some items on the form or regarding the fees.	Elec agent should check Distrubution portal to check if the job request sent to distributor went through; otherwise, it has to be re-raised.	If the job request sent was not completed, it will be sent back by the distributor with the non-completion reason and should be re-raised by the Elec Outbound team.
SCENARIOS	For new meter installation in Victoria.					

Linking tasks to systems with context

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Contacts
Opportunities
Reports
Dashboards
Products
Forecasts
Create New...
Shortcut
Unresolved Items
Recent Items
Scott & White Health Plan
Rocky Mountain Health Plans
Sentara Health Plans
Saint Mary's Health Plans
St Mary's 1 seat add-on
EXL Services
Capital Blue Cross
Accenture Australia
Blue Cross Northeastern Pennsylvania
Blue Cross Blue Shield of Minnesota
Account Edit
New Account
Account Edit
Save
Save & New
Cancel
Account Information
Account Owner
Admin Admin1
Account Name
Parent Account
Account Currency
AUD - Australian Dollar
Targeted
BCP Contact
RCA Contacts
Subscription licences
Additional Information
Type
--None--
Create an account in Salesforce : Suppo...
Search
Description
Rules
Guidelines
Taskflow
Tasks
1
2
3
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5
Create account information
The Account Edit New Account window is displayed.
Complete the following Account Information fields:
Field
Instruction
Account Name
Type the full company name.
Note.*
Parent Account
Type all or part of the parent account name.
Click
An account list displays.
Select the required account.
Account Currency
Select the currency the account uses in business transactions.
Phone
Type the primary account phone number.
For a list of country codes, refer to Country Calling Codes.
Fax
Type the fax number.
Website
Type the account's website address.
Go to task 3.
Easy File Share
Enterprise Architect
SW Update
Inbox - RBrooks@pa...
Key features | Leader...
Account Edit: New A...
Create an account in...
11:38 AM

Demo

We will cover:

1. How context sensitive help (CSH) delivers information to staff at the point of need.
2. How process and procedural information is presented to staff.
3. How authors create procedures and manage them (workflow, reporting, roles, online learning).

The pitch

Learn how to get the right information to the right people at the right time.