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?
Search versus Findability

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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**

<table>
<thead>
<tr>
<th>Health Alliance</th>
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<tr>
<td><strong>Issue:</strong> 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%).</td>
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<tr>
<td><strong>Solution:</strong> Contact centre reps no longer had to use SharePoint; a web portal and multiple content sources. Instead key content was pushed from SupportPoint.</td>
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<tr>
<td><strong>Impact:</strong> 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.”</td>
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**Example 2: Telco Back Office Performance Improvement**

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<th>BT cut process errors over 80% improving delivery success</th>
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<tr>
<td><strong>Issue:</strong> 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.</td>
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<tr>
<td><strong>Solution:</strong> 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.</td>
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<tr>
<td><strong>Impact:</strong> 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.”</td>
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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.

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**Customer/Electrician calls [Company] New Connections for new meter installation.**

**Elec Inbound team receives the call and advises customer/electrician about the form, to be submitted and fees to be accepted. Access should also be confirmed.**

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**Paperwork is received by the pre-approval team (Elec Outbound) through fax, email, or distributor’s portal.**

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**Elec Outbound team validates paperwork and calls back the customer/electrician if any data needs to be confirmed.**

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**Distributor receives and processes the job request, and completes the meter installation within 10 business days.**

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**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.**

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**Paperwork is received through fax in ERP, through email in [Company] inbox, and through online portal in web portal.**

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**Correct fees and metering requirements should be checked in KIM and we should have the updated contact info of customer/electrician.**

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**ERP should be working properly while creating the job request. Paperwork already validated and fees already accepted.**

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**Job request sent should match what was on the paperwork. There should be no defects on site and no delays from distributor’s end.**

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**Account holder or electrician should provide information to setup the account, such as name, contact numbers, site address, and date of birth.**

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**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.**

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**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.**

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**If Elec agent wasn’t able to reach the customer/electrician, via available mobile/telephone 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.**

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**Elec agent should check distribution portal to check if the job request sent to distributor went through; otherwise, it has to be re-raised.**

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**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.**

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For new meter installation in Victoria.
Linking tasks to systems with context

Processes
Procedures
Tasks
Steps

Context
Sensitive Help

Systems
Screens
Fields
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.