



SERVICE MANAGEMENT WORLD

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Onmichannel Service for Diverse Customer Bases Session: 303

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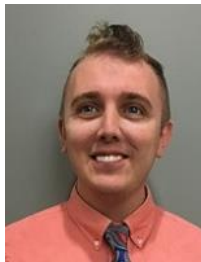


Who are We



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Worcester Polytechnic Institute



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About WPI

Worcester Polytechnic Institute (WPI)

- Founded in 1865
- Located in Worcester, MA (40 minutes west of Boston)
- 4400 Undergraduates, 2100 Graduate Students

Project Based Curriculum

- Focus on combining Theory & Practice
- #1 School for Combining Research and Teaching (WSJ)



WPI

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Agenda

- **Definitions & Terminology**
- **Why Omnichannel Support?**
- **Getting Started**

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Definitions & Terminology

Support / Service Delivery Channel

A Medium for Interaction or Communication between a **Customer** and an **Organization**

Bidirectional Channels

Support two-way interactions

Physical Channels

Talking In-Person, by phone



Unidirectional Channels

One-way communication

Digital Channels

Websites, Apps, texts, Social media, Chat, email.



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Definitions & Terminology

Single Channel



Customer can call
Organization

Multichannel



Customer Can Call or
email but gets different
groups

Omnichannel



Customer Can use tons of
methods and gets a
service desk

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Why Omnichannel Service?

Universal Access & Accessibility

Consistency

Customer Experience

- Customers won't know where to go
- Customers shouldn't need to know where to go
- Experience vs Transaction

Digital Natives In Workforce

- The Internet – There's an app for that Appification of everything.

People want Options (even if they never use them)



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Why Omnichannel Service?

Challenges at WPI

Technology Early Adopters

- **Socials:** Reddit / Twitter / Apps
- **Devices:** IoT / Robots / Soda / Drones / Laundry

Technology Laggards

High Expectations

- ...for quality, availability and experience
- ...for Consistency

Increasing Demand

- With the same (or less) resources

TLDR Attitude



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Why Omnichannel Service?

Supporting A Global, Diverse, Workforce at WPI

All Ages

- Ages 8 to 108
- Broad Spectrum of Technology Use and Experience

Global Organization

- Project centers around the world.
- Userbase, also around the world.

Intersectional

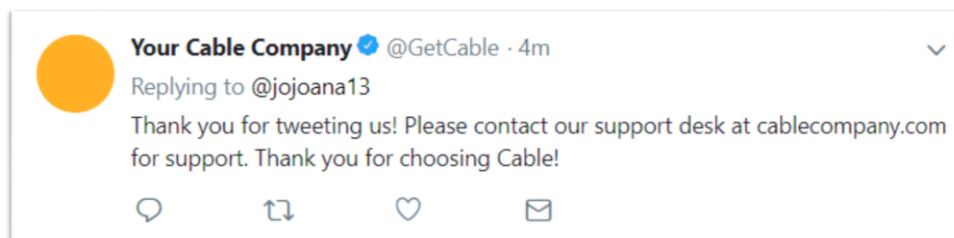
- Many Cultures represented among faculty, staff, and students
- Different Degrees / Experiences / Backgrounds

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Getting Started

Some No-Nos in Omnichannel

Adopting a channel as a funnel to another channel



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Getting Started

Some No-Nos in Omnichannel

Adopting a new channel

- ...because it is trendy
- ...without a strategy
- ...forgetting about it
- ...not Understanding it (or how to use it)
- ...to pander



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Getting Started

Personas

What is a Persona?

- Fictional characters that represent different users or stakeholders.
- A way to **model**, **summarize**, **communicate** or **represent** a **user**.
- Usually based on (field) research.

What Does a persona Look Like?

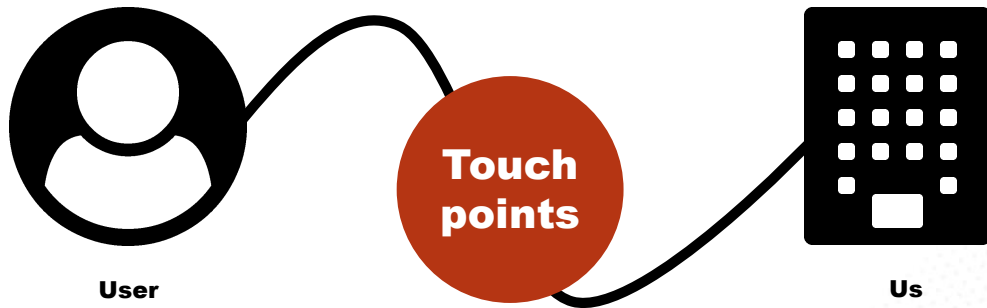
- No set **template**.
- The internet is full of ideas.
- (Not all ideas are good ideas).



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Getting Started

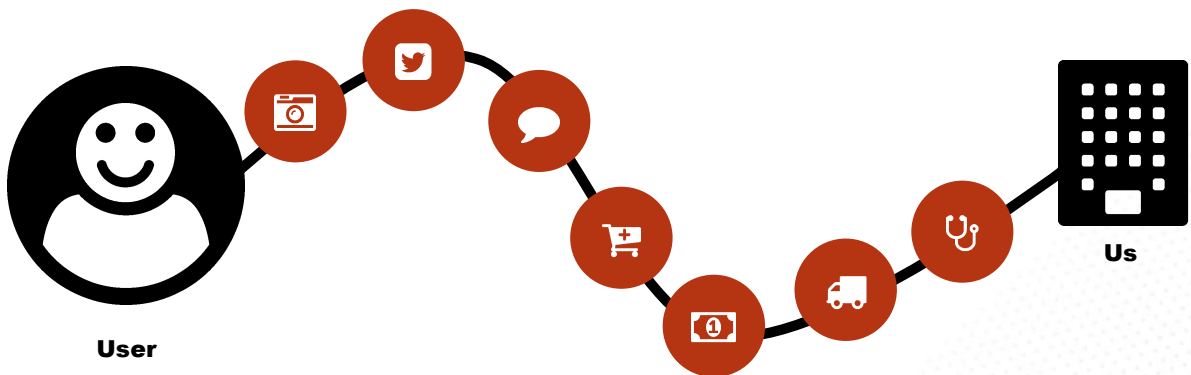
Customer Journey Mapping



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Getting Started

Customer Journey Mapping



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KEY TAKEAWAYS

“ I don't know who you are. I don't know what you want. If you are looking for ransom I can tell you I don't have money, but what I do have are a very particular set of skills. Skills I have acquired over a very long career. Skills that make me a nightmare for people like you. If you fix my computer now that'll be the end of it. I will not look for you, I will not pursue you, but if you don't, I will look for you, I will find you and I will call you.”

-Your Users, Probably

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KEY TAKEAWAYS

Users Will...

- find you{r support Methods}.
- **use multiple** methods for support.
- **vary** between support methods.

You Should...

- {try to} offer the same services and support regardless of channel.
- create some **Personas** and **Customer Journey Maps**.
- track **touchpoints**.

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KEY TAKEAWAYS

Toolkit

{TODO} Insert Hyperlink to Digital Toolkit

{TODO} Insert Packet Handout Contents

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**Thank you for attending
this session.**

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