Driving The Digital Frontier To Make A Difference To The Communities We Serve

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Our ServiceNow journey with BPM
2012
ITSM Request, Incident, Change

2013
IT Knowledge

2014
Deakin wide IT professionals and application owners

2015
ITSM Problem and CMDB Uplift

2016
Technical governance of platform to enable ESM

2016/17
Custom App Development for Service Providers outside of IT
Opportunity

1. Lots of paper forms and poorly designed online forms
2. Group emails are rife as a means to manage services
3. Data sets and workflows managed in spreadsheets!
4. Service performance monitoring and audits are manual
5. Challenges with workload management, task allocation and task tracking
6. The University is demanding more streamlined processes and a better digital experience for students and staff
Vision

1. Deakin’s professional services optimised with services delivered seamlessly across functional boundaries

2. Digital transformation of service management processes ensures Deakin meets the expectations set by our innovative engagement channels

3. An enterprise platform drives service efficiency and effectiveness.
Staged Maturity Approach

**Establish**
- Process mapping and improvement
- Online form for improved user experience
- Email approval and basic work flows
- Track KPIs and report trends
- Establish Process Governance

**Enhance**
- Commission Reusable Integration
- Advanced workflow
- Enterprise performance analytics
- Process monitoring and review

**Optimise**
- Mature Process Governance
- End to end automation
- Seamless Process Integration
- Process Lifecycle Management

**Benefits of staged approach**
- Fast Implementation
- Informed Change
- Continual Improvement
UX and process focus

- We have Forms Standards
- All forms must be accessible and responsive
- We carefully balance the needs of the Requester and needs of the Provider
- UX effort = minimal training effort and happy users
- We don’t want to replicate sub optimal processes
Forms standards

Usability principles

Learnability
How easy is it for users to accomplish basic tasks the first time they encounter the design?

Efficiency
Once users have learned the design, how quickly can they perform tasks?

Memorability
When users return to the design after a period of not using it, how easily can they reestablish proficiency?

Errors
How many errors do users make, how severe are these errors, and how easily can they recover from them?

Satisfaction
How pleasant is it to use the design?

Four strategies for better questions

For every question we can ask:

Does the question make sense to the user and is really needed for our process? KEEP

Do we really need this right now? CUT

Does it make sense to ask this question later when it really is needed? POSTPONE

Will it be obvious to the user why we’re asking for this information? EXPLAIN
Process review and definition shakes out roles and responsibilities
Process centric approach informs sensible performance metrics
We don’t implement workflow without improving current processes
Optimising approval workflows delivers efficiency
Over the course of one year a student receives approximately 150 separate communications over and above any course enrolment or unit specific information.
Student comms service request/approvals

Alert
Let students know about something that has an immediate or significant effect on their access (online or physical) to Deakin.

Inform
Let students know about something that is important about their life at Deakin.

Promote
Let students know about competitions, news, promotions or events.

Invite
Let students know about work or volunteering opportunities, surveys or co-curricula activities.

Events (request to participate)
Overseas Opportunities
Student Jobs
Surveys (excluding research)
Student comms service request/approvals

Have you received approval to conduct this student survey?
- Yes

You will need to provide evidence of this approval by uploading a copy of it in this request form.

Title of communication (* required)
- enter your title here (max 40 characters)

What are the details you wish to communicate? (* required)
- e.g. copy to display

When is the communication required? (* required)
- From (DD-MM-YYYY HH:mm)
- To (DD-MM-YYYY HH:mm)

Additional comments
- enter extra comment here (this will not appear in your communication)
Student comms request/task management
Student comms request/approvals
Student comms request/approvals
Knowledge

IT SELF-SERVICE KNOWLEDGE BASE

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<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
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<tr>
<td>Published articles</td>
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<td>Articles ingested by Watson</td>
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IT SELF-SERVICE KNOWLEDGE BASE ARTICLE VIEWS BY MONTH

[Graph showing article views by month for 2015 and 2016]
Student Service Network knowledge

HOW KNOWLEDGE ENABLES SSN

Our processes ensure accurate advice and resolution, seamless experiences for our students and certainty for our people.

Our people are empowered to respond and driven to provide a great experience.

Working together to support our students’ goals and each other.

Systems are reliable, intuitive and dynamic.

Measuring and sharing success and performance.
Student Service Network knowledge

BRINGING KNOWLEDGE TO LIFE

Knowledge Creator
- Student Advisers, SMEs
- Create new submission
- Collaborate on new articles
- Suggest updates to existing articles

Knowledge Champion
- Subject Matter Experts, Management team
- Publish, reject, retire articles
- Run reports on knowledge usage

Knowledge Consumer
- Student Advisers, SMEs
- Search for articles
- Review current information on landing page
- Post feedback on & rate articles

SSN – Knowledge Article Views (All Time Total)
9,205

SSN – Top 10 Knowledge Articles Viewed
What’s next for Deakin?

1) Continue to partner with Service Providers to realise the ESM vision
2) Implement Service Portal
3) Business SM Office?
Question time