IT Self-Service Desk Launch

Change Communications Plan

Contents

Change Strategy and Communication Plan

Program Goals:

- 100% of employees know and understand the new process for requesting service from IT measured by pulse check.
- 100% of employees able to use the new IT Self-Service Desk measured by pulse check.
- 100% adoption of Self-Service Desk after 1 month of launch demonstrated by 95% requests submitted through the IT Self-Service Desk with 5% of employees solving problem DIY with help from information in the Knowledge Base. Will take a snapshot of DIY and set target for 6 months and 1 year DIY service.
- Increased employee satisfaction with IT service demonstrated by responses to Employee Engagement Survey.
- Decrease in calls to Help Desk.
- Reduced cost of staffing IT Support and redirected phone support to servicing employees.
- Increased employee tech capabilities over 1 year measured by pulse check.

Strategy:

Advance employees through the process of awareness and understanding to engagement leveraging communication, training, job aids, influencers (managers, peer support), and reinforce new behaviors through practice and achieving the benefits of the new process.

1. **Create awareness & understanding by informing through Intranet and leader announcements**
   - Leadership / CIO Message 1.25 months before launch
   - Intranet:
     - 3 intranet teasers to run every other week for 1.25 months prior to launch
     - 1 intranet announcement day of launch

2. **Clarify and convince employees through effective messaging and leveraging influencers:**
   - Messaging –
     - Listen first, test site, test messaging
     - Foreground site was driven by employee requests and the employee engagement in site design
   - IT Business Relationship Manager Road Show to mobilize senior leaders, managers, and ambassadors (road shows start 6-8 weeks prior to launch):
     - Meet 1:1 with senior leaders
       - Call-to-action: Cascade message to team and support their teams
       - Assign Office Support Staff member/s to train as "Tech Buddies"
       - Offer to present the new IT Self-Service Desk in their team meetings
     - Provide tool kit to managers with messaging, training materials (cascaded via senior leaders to their direct reports)

3. **Upskill to ensure ability to use, build employee confidence so they can accept and adopt new ways of working**
   - Video tour of the IT Self-Service Desk
     - Distributed via Workday Learning with knowledge check 2 weeks before launch
       - Targeted high-volume and high-level users required to take the course
     - Promoted and distributed via announcement at launch
   - Regional Information Sessions w/tool demonstrations
   - Direct manager coaching (meeting in a box on the manager tool kit)
   - Video how-to guides for frequent employee needs (e.g., password reset, reboot system update)

4. **Reinforce message and behavior to solidify commitment and achieve results:**
   - Celebrate quick wins:
     - Quick 10-15 second man-on-the-street video testimonials on how easy the app has made their life – run on Intranet
     - Provide premium items for managers to give their team to recognize milestones (first person to watch the tour; 10th person to enter a ticket; first person to use different features)
   - Measure traffic / use for first year with interval report outs on the Intranet (– increased use of IT Self-Service Desk and decreased calls; increased speed of service).
   - Continue to survey users. Report out results and any continuous improvement measures initiated because of the feedback.
   - Formally recognize Tech Buddies and those who participated in surveys and user testing with a Service Award and gift certificate for the cafeteria.

Message Strategy

What do you want people to do?

- Use the online tool for entering tickets rather than calling the Service Desk.

What do they need to know & understand?

- Users will have a new site available to request IT service.
- The newly designed site will allow people easy-to-use "do-it-yourself" tools to solve problems immediately, a faster route to request immediate service, escalate service needs for immediate attention, and opportunities to expand their IT knowledge and skills with an open access database of knowledge articles.
- Features & benefits
  - Visibility and easy access to personalized profile including:
    - Open tickets
    - Closed tickets
    - Top 5 service requests
  - Easy left-hand navigation with ready access to the most frequently requested services
  - Easy to find local Global Service Desk phone numbers
  - A new self-service request process with easy process for entering a ticket quickly
  - Search capability offers additional self-help and learning opportunities
  - Chat feature to connect immediately with IT Service support
- Resources to get started:
  - Office Support Team members have been trained as "tech buddies" to answer immediate questions on their teams
  - Information sessions with demonstrations are scheduled by Regional Local Support Service Teams – schedules available locally
  - How-to Quick Cards
  - How-to videos illustrating
    - Complete Self-Service Center Tour
    - Login
    - Get Help:
      - For urgent help – Call the Service Desk (verbal only)
      - Submit a Ticket
      - Chat with Service Desk
      - Find Service Desk Phone #s
    - Check Ticket Status and Escalate
    - Request Approvals
    - Search Knowledge Base – Quick Cards
    - My Top 5
    - Provide Portal Experience Feedback

What do they need to believe?

- This really will be easier for everyone to use and will result in faster, higher quality IT service.
- The team designed the site <u>around employees'</u> needs and wants.
    - Employees across SCJ were surveyed to find out what they like and need from an IT Self-Service Desk.
    - More than 50 volunteers took part in a user study to identify opportunities to improve IT service and test the new site.
- IT is committed to helping people with master technology and serve all employees' tech needs so they can be more productive and satisfied at work.

What do they need to feel?

- That their needs for better, faster, IT service are being prioritized.
- That their request for more DIY services have been heard.
- Excited about the new experience.
- Confident that they can master the new site including self-service options.
- Grateful for the support of people on their team (the tech' buddies) volunteering to help.
- Supported by IT with added regional information sessions and demonstrations.

Executive Email 1 - Announcement

Date: T-5 weeks

To: All Employees

From: CIO

RE: New IT Self Service Desk

In ███████, our goal is to partner with you to make sure that you have the technology you need to get our products into the hands of shoppers.

Each month, an average of 15,500 requests are made to IT through various channels: email, chat, a phone call or by reaching out to someone you know in IT. In the last year alone, we've provided about 107,000 solutions to those who've reached out to ask for help.

We want to make the experience simple, quick, and engaging so you can be more productive. I have assembled a team to redesign a new intranet "self-service desk" to improve your experience. The team conducted surveys to inform a site design and tested it with volunteers across the company. With input from colleagues around the world, we've designed an online Self-Service Desk to meet your needs.

I'm writing to announce the new site launch on ███████████ after we complete final testing.

A short video tour is available here. Take time to view it and familiarize yourself with the new IT Self-Service Desk. Video tutorials and Quick Cards are available to assist you through some of the most requested services here. You can also register to participate in local information sessions and demos. Finally, your local office support team members have been trained as "tech buddies" to answer quick, immediate questions. And of course, you can always reach out to your Regional IT Operations Manager for support.

For quick access, you may want to bookmark the IT Self-Service Desk. Finally, please be sure to share your feedback on the new site using the survey link on the home page. We are here to help you "do IT." To that end, your feedback is important.

Dream IT. Plan IT. We'll help you do IT.

CIO SIGNATURE

Intranet IT Self-Service Desk Teaser 1

Pre-Launch Teaser, Post T-5 weeks

Title: New IT Self-Service Desk: Clean. Lean. Easy.

Lead: New Self-Service Desk portal is coming ████. Details coming soon.

Intranet IT Self-Service Desk Teaser 2

Pre-Launch Announcement 2, Post T-3 weeks

Title: New IT Self-Service Desk: Clean. Lean. Easy.

Lead: You asked. We listened. Now, a new online IT Self-Service Desk is coming ████

Intranet IT Self-Service Desk Teaser 3

Pre-Launch Announcement, Post T-2 Weeks

Article:

You asked. We listened. Now, a new online IT Self-Service Desk built with you in mind is coming on ▮▮▮▮

The new site will be easy for employees to submit and track their own requests, get immediate help, and find information that may perhaps help them solve the problem immediately on their own.

The new site comes after months of planning, conversations with employees and live, employee experience testing simulating real service needs.

What Can You Expect?

You'll find more a personalized Self-Service Desk with a record of your recent tickets at your fingertips. You'll also find a list of your most frequently requested services across the company with immediately answers to those requests, easy and intuitive navigation that provides ready access to popular requests like finding printers, **transferring** large files, accessing SAP, and changing your password. You'll also find a robust Knowledge Database with resources and how-to articles that will help you up your game with tech.

How can you get ready?

- Attend an information session and demo at your regional site. Register here.
- Watch this short video tour of the Self-Service Desk here.
- Know who your local Tech Buddy is and reach out to him or her with any quick and easy questions.
- When all else fails, you can always reach out to your Regional IT Operations Manager for support.

Intranet IT Self-Service Desk Launch Announcement

Launch Announcement – Post day of launch

Title: IT is Here – Your New IT Self-Service Desk

Lead: Check out the new IT Self-Service Desk. It's clean. It's lean. It's easy to use. Read more or visit IT here.

Story: IT is Here – Your New IT Self-Service Desk

Check out the new IT Self-Service Desk. It's cleaner. It's leaner. Designed with you in mind, it's easier to make service requests, get help fast, and find the information you need now. Familiarize yourself with the new Self-Service Center. Take the video tour. Watch the video tutorials or use these quick cards to et acquainted. Take me to the portal now! *We'll help you do IT.*

Executive Email 2 – Launch Announcement

Date: Day of launch

To: All Employees

From: CIO

RE: New IT Self Service Desk

You asked, and we delivered. Today, the new IT Self-Service Desk is live.

You now have the power of taking care of many of your own minor tech needs simply by finding a quick and intuitive "how-to" from thousands available in our new Knowledge Hub. You can also avoid wasted time on hold waiting through the current IT Service Desk process by entering your own ticket. This new automated process will allow IT staff more time to provide personal support rather than ushering your concern through the process – which also means quicker resolution times. And you'll be able track your IT Service Request, escalate for immediate attention, quickly follow-up, and even chat online with an IT support representative.

As your tech partner, our goal is to make sure that you have the technology you need when you need it so you can get our products into the hands of shoppers. The new IT Self-Service Desk is designed to do just that quickly and easily.

If you haven't already done so, familiarize yourself with the IT Self-Service Desk by watching this short video tour and registering to for a local information session and demos. Video tutorials and Quick Cards are also available online to further assist as you get started. Finally, remember, you don't have to do this alone. Reach out to your department "tech buddy" or Regional IT Operations Manager if you need personal support.

Finally, with the successful launch of the IT Self-Service Portal, please join me in thanking all of those who volunteered to provide feedback through the needs assessment survey or user testing and those who have volunteered to support their colleagues as tech buddies. Improving our skills, processes, and technology is a team sport. That said, please continue to share your feedback through the survey or by dropping me an email. Your ideas are important – we are here to help you do IT.

Best,
CIO SIGNATURE

Dream IT. Plan IT. Do IT.