



**Improving Customer Satisfaction
Business Relationship Management**

Dean Phillips
Head of Relationship Management



The Report



- Structure
- Customers
- Capability
- Communications
- Strategy



www.abdn.ac.uk

The Plan



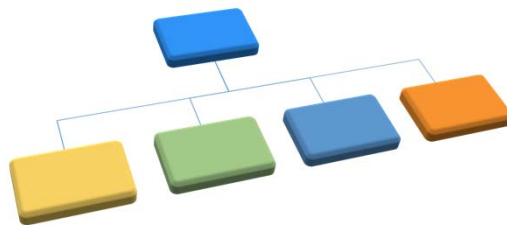
- **Align IT Services to University Structure**
- **Define and improve services**
- **Merge IT support teams**
- **Culture**
- **Invest**
- **Customer engagement**
- **Strategy**
- **Relationship Management**

www.abdn.ac.uk

The Structure



- **Director**
- **Application Management**
- **Service Management**
- **Infrastructure Management**
- **Relationship Management**



www.abdn.ac.uk

Relationship Management



- Define the role
- Recruit
- Establish a team
- Communications
- Strategy



www.abdn.ac.uk

The Strategy



- Sector analysis
- Consultation
- Framework
- Analysis
- Alignment
- Approval



www.abdn.ac.uk

The Intelligent Customer



- **University/ College Strategy**
- **IT Strategy, operational plan, targets**
- **Service catalogue**
- **Consistent processes**
- **Customers recognising IT as an enabler**
- **Predict and plan customer service demand**

www.abdn.ac.uk

The Account Manager



- **Communications strategy**
- **Business process analysis**
- **Service delivery**
- **New technologies\services**
- **Leveraging expertise of others**

www.abdn.ac.uk

The Enabler



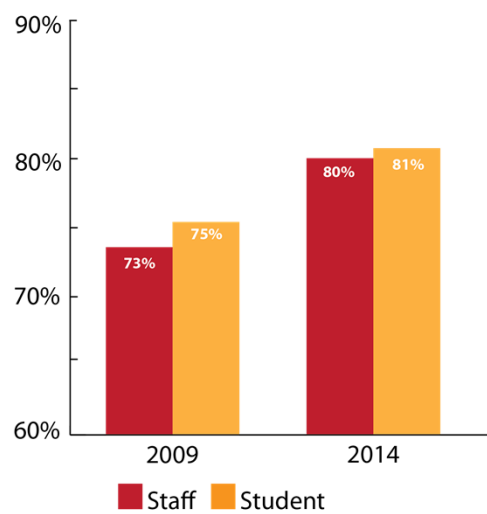
- Culture of ownership
- Financial transparency
- Customer driven strategy
- Relationship management capacity
- Definition of processes
- Communication
- Still evolving.....

www.abdn.ac.uk

Satisfaction



How satisfied are you with the computing and associated services provided by IT Services?



www.abdn.ac.uk

Satisfaction



“Relationship Manager works very well for the College – an excellent connection and makes a real difference”

“I have said this before but the role of the Relationship Manager is crucial and very much appreciated - IT Services recognises that it exists to provide a service and is structured accordingly. Other central administrative sections could learn from this”

www.abdn.ac.uk

The highlights



- Strategy
- Project Office
- User Satisfaction
- North East Shared Services
- NESS Data Centres
- IT capital investment
- Student incubator hub
- City wide Wi-Fi



www.abdn.ac.uk

Lessons learned



- It takes time....
- Internal challenges
- Can't win them all
- Lead by example
- Customer champions
- Support
- Service reliability
- The Team



www.abdn.ac.uk


The future



- BRM Institute
- Developing RM role
- Strategic Programme Office
- Embracing change




www.abdn.ac.uk





Come Here.

Go Anywhere.




That's the difference


The Team




Dean




Natalie



Gail



Russell



Mike

www.abdn.ac.uk

IT Strategy



UNIVERSITY OF ABERDEEN



IT Services
Strategy Plan 2012 – 2016 Summary

| | | | |
|----------------|---|--|--|
| Mission | <p>Our mission is to deliver world class customer driven IT services to enable the University of Aberdeen to generate highly valued research, teach effectively, and share ideas.</p> | | |
| Drivers | <p>External: Government Policy in HE; Research Environment; Immigration Controls</p> <p>Internal: Staff and Student Expectations; Recruitment and Retention; Value for Money; Power/Waste Reduction</p> <p>Technological: Any device, anytime, anywhere; Competitiveness; Forward Planning and Innovation; Meeting Regulatory Requirements</p> | | |
| Aims | <p>1. Enhance Customer Experience</p> | <p>2. Enhance Teaching & Learning Experience</p> | <p>3. Support the University's Research Ambitions</p> |
| Goals | <p>1.1 Facilitate any device, anytime, anywhere</p> <p>1.2 Improve our response to customer enquiries</p> <p>1.3 Clarify our services and make them easier to access</p> <p>1.4 Develop and rationalise services in line with demand</p> | <p>2.1 Enhance teaching & learning spaces</p> <p>2.2 Create opportunity for innovation</p> <p>2.3 Support the enhancement of student facing systems</p> | <p>3.1 Develop and deliver a research environment</p> <p>3.2 Develop the research related skills & knowledge of our staff</p> <p>3.3 Support legislative requirements for research data management</p> |
| Aims | <p>4. Support Business Improvement</p> | <p>5. Enhance the IT Environment</p> | <p>6. Develop Greener IT</p> |
| Goals | <p>4.1 Ensure applications are procured and developed in-line with University strategic demand and priority</p> <p>4.2 Support the improvement in business processes with the implementation, replacement, development and integration of key University systems</p> <p>4.3 Enhance our business information capabilities</p> <p>4.4 Develop and share knowledge of good practice in IT</p> | <p>5.1 Actively pursue the best strategic solutions including shared services and/or collaboration with other partners</p> <p>5.2 Enhance performance of our infrastructure</p> <p>5.3 Enhance our data security and integrity</p> <p>5.4 Harness emerging technologies to enhance service offerings</p> <p>5.5 Collaborate regionally and nationally</p> <p>5.6 Develop the skills and knowledge of our staff</p> | <p>6.1 Develop and implement a sustainable ICT policy</p> <p>6.2 Share services</p> <p>6.3 Minimise our carbon footprint</p> <p>6.4 Develop green procurement processes</p> |

www.abdn.ac.uk