

IT Happiness Feedback

Part of the Exceptional User Experience Programme

Background

Our organization depends on IT, now it's time to enable our IT customer to perform at their best.

With feedback from our customers you can identify and make quick improvement in order to uplift the quality of the IT service they receive.

We decided to implement a quick and easy mechanism that allows customers to provide feedback and comments regularly without filling in lengthy surveys or questionnaires.

Easy to use

The only way to receive constant feedback from customers is to make it simple, very simple!

1. Click to indicate your happiness
2. Leave a comment (or don't)
3. Simple!

Always available

Allow staff and customers to feedback anytime, day or night, good or bad, wherever they are.

- Feedback on the fly – via the Global Support Service Catalogue
- Link to give feedback when a ticket is resolved
- Update your email signature to encourage customers to feedback.
- Webpages and internal systems
- Desktop shortcuts
- Service Desk done something good, perfect time to feedback!

Why capture happiness

- Change the way you deliver IT
- Help your customers feel good about the service they receive.
- Learn from IT customers and take action, when they need it
- Keep monitoring... Happy? Keep going. Unhappy? Change something.

Different types of happiness

This application allows us to measure happiness and gain feedback on 3 types of interaction

1. Ad hoc user happiness – not related to anything
2. Task based happiness – related to a ServiceNow task (INC, REQ, CHG)
3. People based happiness – relates to an individual

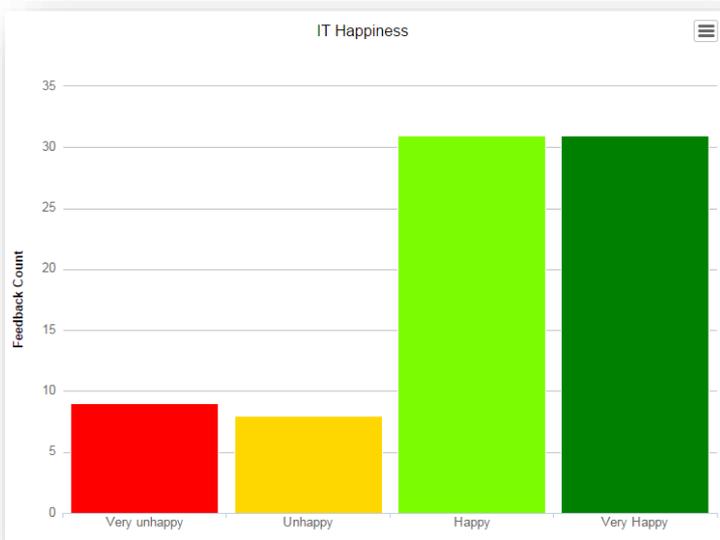
Measure

Happiness feedback is a qualitative measure of a customer's acceptance and overall happiness of the IT services they use.

This type of feedback is often NOT gained through surveys or interviews as the time may have passed since the customer felt the way they did, or the customer may not have the time or desire to complete more than one quick question.

Actionable results

- Instant notification for support teams to action (*see notifications below*)
- Dashboard, Trends and Comparisons.



- Exceptional User Experience Index - Overall staff happiness day by day, like the stock market share price. (*see Calculation section below for details on this*)



Functionality

Everything happens in one physical area of the page, no additional pages or click trough's!

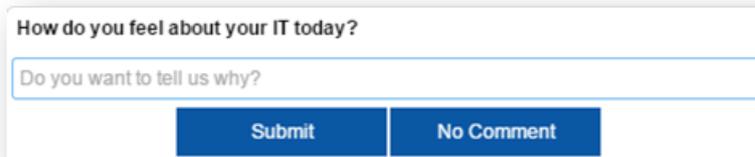
Step one: Tell us how you feel by clicking on the relevant box



How do you feel about your IT today?

Very Happy Happy Unhappy Very Unhappy

Step two: Tell us why you feel the way you do and hit Submit or just hit No Comment

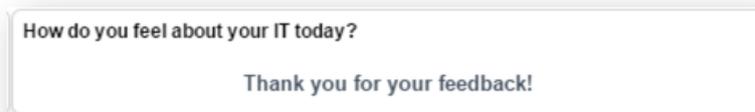


How do you feel about your IT today?

Do you want to tell us why?

Submit No Comment

Step three: a quick confirmation thank you note.



How do you feel about your IT today?

Thank you for your feedback!

Step four: after 10 seconds you are able to repeat the process again if that makes you happy!

Feedback Panel

We designed some option to allow the feedback panel to be displayed EVERYWHERE! Below are some of the use cases for this.

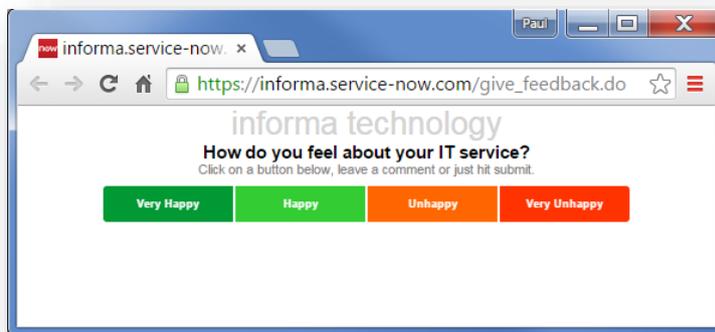
Service Catalogue

Part of the new Global Support Service Catalogue:



Standalone

Can be used as a simple URL link

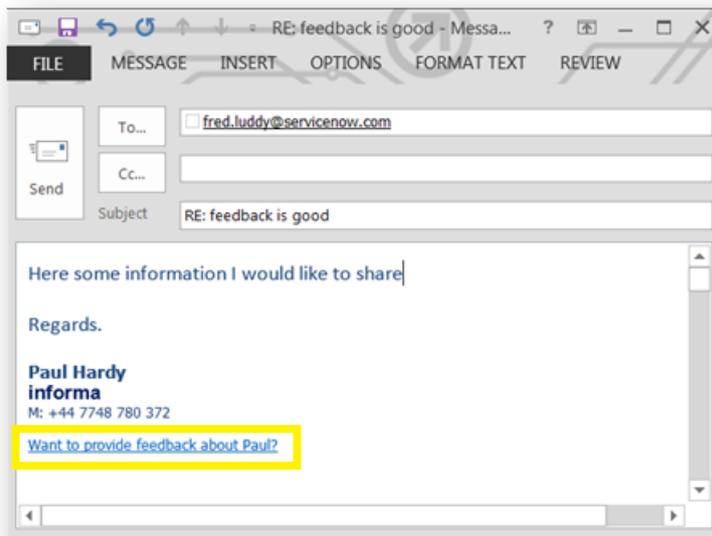


Embedded

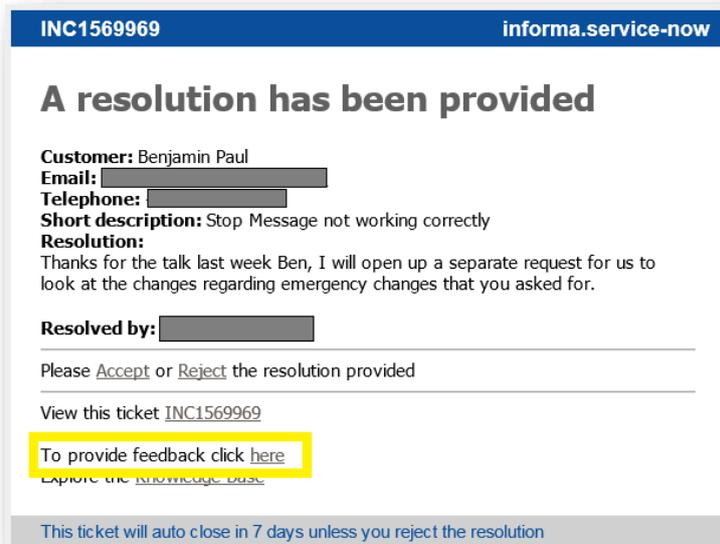
Can be used to embed into existing content such as Intranet, extranet, webpage, application, system, iframe, etc.



Email Signatures (User based feedback)



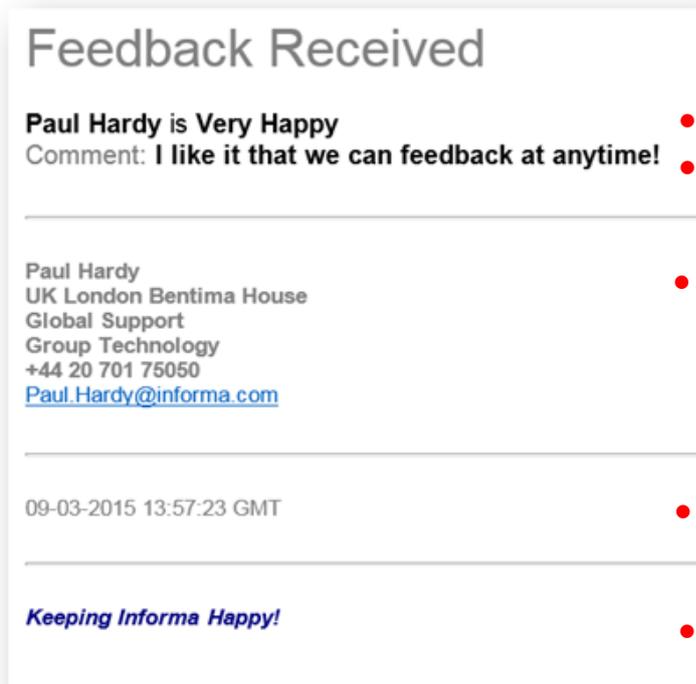
ServiceNow Resolution Emails (Task based feedback)



Notifications

The business engagement team receive an automated notification of all feedback received (good or bad). They decide what course of action to take and can contact the person directly or just capture the feedback for reporting purposes.

Sample Email notification that is sent each time feedback is given:



Feedback Received

Paul Hardy is Very Happy
Comment: **I like it that we can feedback at anytime!**

Paul Hardy
UK London Bentima House
Global Support
Group Technology
+44 20 701 75050
Paul.Hardy@informa.com

09-03-2015 13:57:23 GMT

Keeping Informa Happy!

- *Name and Feedback*
- *Comment*
- *Full details of the person that left feedback so they can be contacted.*
- *Time and Date*
- *Tagline*

Calculation

Simple calculation is used to generate the daily running score (*index*)

- **Very Happy** +2 points
- **Happy** +1 point
- **Unhappy** -1 point
- **Very Unhappy** -2 points

The total from each day is added to the previous, giving us the Exceptional User Experience Index score over time (*much like a share price index*)



Finally

Keep it simple and actionable.