Communications examples

HappySignals rollout, what and how to tell your employees

Common targets for all parties – IT, Business, Provider

Service Desk SLAs
Focus on Provider's Service Desk performance violations.

VS

Happiness Score
Focus on Customer's service improvement and development from employees point-of-view.

Contents

- Ways to inform employees
- Message to ServiceDesk
- Message to Service Owners

Ways to inform employees

Channels

- Email message to everyone

- ServiceNow Auto-reply email

- Intranet article / blog post

- Internal social network tool

- Poster campaign (coffee machine, elevator)

- Include in next CIO/CEO message

Example Email or Intranet article / blog post

Subject: Help us improve

Dear <firstname>,

We have decided to start continuously measure your service experience with our IT Service Desk to understand how we can improve. Our tool HappySignals measures Happiness with scale of 0 (poor) to 10 (awesome) and asks how much work time you are losing during each case.

 You can help us to succeed in improving service experience each time your case is solved, delivered or handled. Giving a score will take only few seconds of your time and doing this after each case means we don't bother you with emails and surveys when you are not using our services. Based on your feedback we see the improvements/decreases of service experiences quickly and the person who was serving you can instantly learn from your feedback.

So next time you get your IT case resolved, please click one of the buttons from 0 to 10.

With regards,
n.n - Chief Information Officer

Auto-reply

- You're already informing employees of opened cases

Incident INC0010062 -- opened on your behalf

HS

HappyNow Service Desk <ven01445@service-now.com>
Wednesday, 16 November 2016 at 13.30
To: Mush Box for Testing; antero.sami@gmail.com

Short description: SAP password is not working.
Click here to view: INC0010062

Comments:

Ref:MSG0000770

- Explain the process and how giving feedback after it helps you improve

E.g.:
"We have received your request, one of our customer service representatives will handle your case shortly.

Afterwards, please give us feedback so we can improve your service experience."

Service Desk message

Main benefits for SD Agent

- You can see almost realtime all the feedback you get, **also the positive ones**!

- More motivating measurement, than just keeping the SLA and closing as many tickets as possible without caring about the employee.

- Please cover the issue that HappySignals is not about finding who to blame, but what to improve and to find services that get worst numbers.

Main benefits for SD managers

- You can show with HappySignals scores when the problem lies with service delivery and not in customer service personnel's skills / attitude

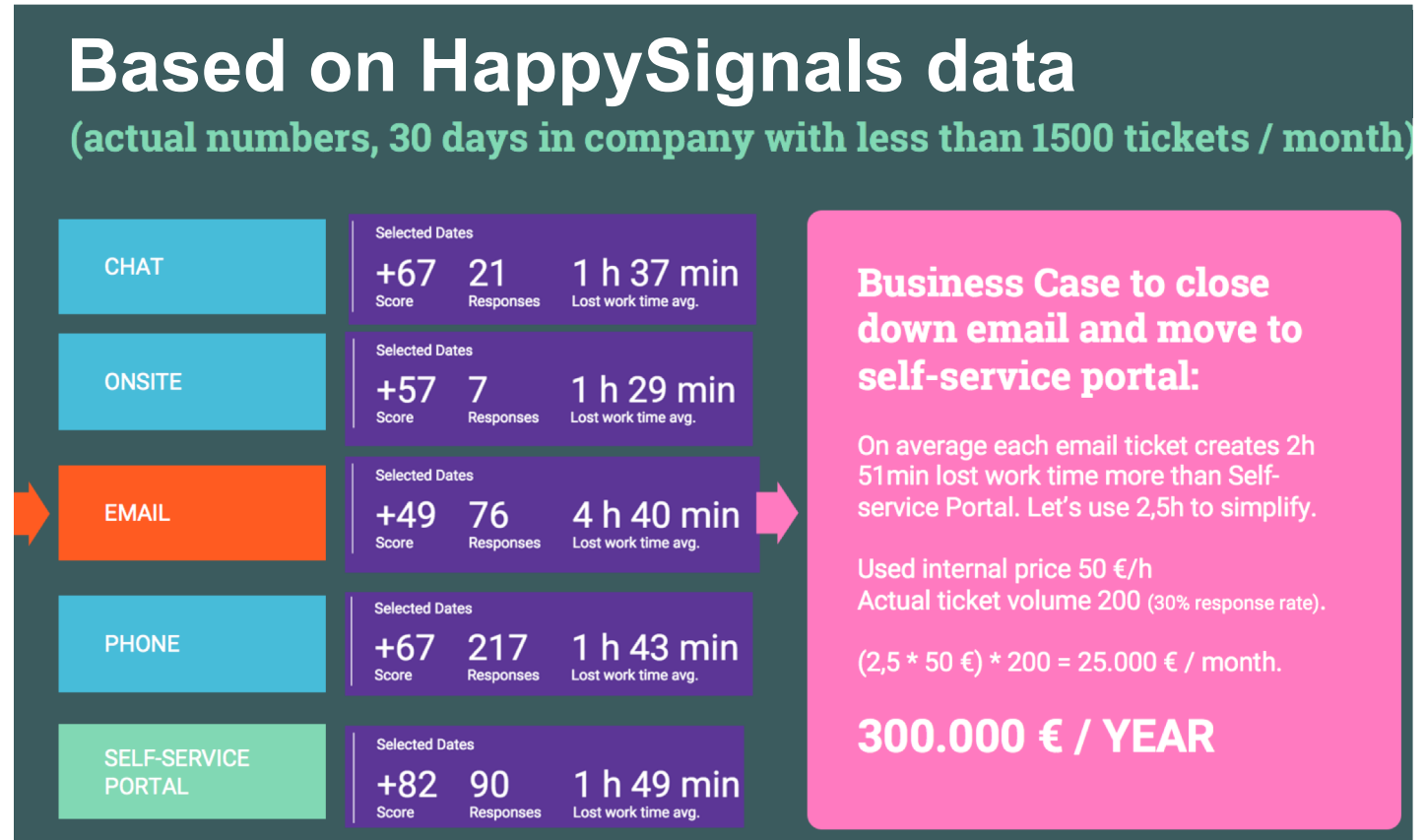- ServiceDesk != Service, message you can now relay to Service Owners

Service Owners

Justify development needs

- Find services that employee hate and where they lose work time.

- You can with HappySignals create a business case of saving employee's time, instead of just being under the pressure to reduce continuous costs.

Based on HappySignals data
(actual numbers, 30 days in company with less than 1500 tickets / month)

	Selected Dates		
CHAT	+67 Score	21 Responses	1 h 37 min Lost work time avg.
ONSITE	+57 Score	7 Responses	1 h 29 min Lost work time avg.
EMAIL	+49 Score	76 Responses	4 h 40 min Lost work time avg.
PHONE	+67 Score	217 Responses	1 h 43 min Lost work time avg.
SELF-SERVICE PORTAL	+82 Score	90 Responses	1 h 49 min Lost work time avg.

Business Case to close down email and move to self-service portal:

On average each email ticket creates 2h 51min lost work time more than Self-service Portal. Let's use 2,5h to simplify.

Used internal price 50 €/h
Actual ticket volume 200 (30% response rate).

(2,5 * 50 €) * 200 = 25.000 € / month.

300.000 € / YEAR

Coming service contract negotiations

- HappySignals shows you based on services and vendors how happy employees are. This can be used in vendor contract negotiations.

HappySignals

For more information and support, please register at:

https://support.happysignals.com