



Enhanced Help & User Support (10.03) Management Summary

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Problem Context

Issue	Impact
Business ownership of help is very poor	Help content is often poorly maintained and/or out of date, which in turns leads to a level of mistrust by users in the validity of the information and a decline in usage. Potential for incorrect information to be provided to customers
Online help navigation is not user-friendly or intuitive	Answers to branch questions can be difficult to find which means branches feel it is easier to seek answers from the NBSC (or other branches), increasing demand on the helpdesk and there by the cost incurred to resource it.
Information on Online Help can only be updated once a week (2-3 days lag in publishing)	Timeliness of information reaching branches is poor, forcing some operational updates to use the branch messaging route (for which Fujitsu charge).
Limited integration of help and transaction flows	There is some context specific help links built into the transaction flows, but it is limited and often just takes the user to the full counter procedure much of which will not be relevant to the branch's specific query.
Lack of management information and analytics	Inability to understand usage of Online Help and thereby use MI to drive use of help and fix out of date content
Project Sparrow findings and lessons learned	Recommendations coming from Project Sparrow recognised, as part of the support provided to branches, the inadequacies of the current solution



GRO

Problem Statement

"On-line Help is currently not regarded as the first port of call for branches with customer/product queries due to the clunkiness of the functionality and the lack of a search engine. Branches default to ringing NBSC resulting in a poor in-branch experience for customers as they wait for the postmaster to obtain the answer from the helpline. This in turn drives cost into Support Services "



Required Outcomes

The solution must provide:

- An intuitive search engine that enables the in-branch user to quickly get to the information they need therefore building the trust of branches in the content and encouraging self-service
- Organise information in such a way that it facilitates the smooth running of branches in recognition that branches are busy and their primary focus should be providing excellent service to our customers.
- The ability to publish information instantly (subject to internal approval) to ensure help content is current
- Strengthened business processes which ensure help content is owned and managed.
- Management information down to branch and user level which allows an understanding of how help is being used



High Level Benefit Assessment

Metric	Impact	Positive & Negative Factors
Customer	Positive	+ Quicker responses in branch to resolve customer queries or complete transactions compared to ringing through the NBSC. XX% of calls into NBSC are where the branch has a customer waiting at the counter [ST – Awaiting figures from KD]
Cost	Positive	+ Initial high-level estimate of 10 FTE savings if Online Help can be delivered alongside product simplification and branch uptake of the self service options is encouraged and supported by the business
Efficiency (Simpler To Run)	Positive	+ Simpler publishing and maintenance of Online Help content, including the ability to publish content instantly to branches + Utilising Online Help to actively assist Manager/Postmaster in the management of their branch (e.g. using weekly task lists)
Controls	Positive	+ Better control of Online Help content, with audit trail and approval for all changes and an easily accessible archive to view content that was live at a particular point in time + Management information about Online Help usage at a branch and user level giving an understanding of which branches are using the system, the areas which need improvement and providing support on any potential mediation cases + Meets one of the Project Sparrow recommendations



Scope

In Scope

- Online Help system and business processes
- Branch Focus
- NBSC/POEX Knowledge Base

Out Of Scope

- Branch Messaging
- E-learning
- Classroom and on-site training
- Compliance Training
- Screen sharing
- Web Chat
- Transaction Prompts
- Product journey simplification

