**Communication**
- Engage OCM
- Engage large clients 1st
  - Get feedback/impact
- Format emails differently
  - Style
  - Fonts
  - Pictures

**SELL IT! MAKE SUBJECT STAND OUT!**
- BigFix Pop-up – can we utilize that?
  - Tailor text
- Can we send voicemails?
- Opting in – let people filter incoming (not everything)
- Poster campaigns – socialize ideas
- Can we monitor # of people opening emails?
- Physical flyers delivered DSPs
- Be better at targeting emails
  - Specific and focused
- Community meetings – audience impacted
  - Tell them email/detail to follow
- Train the trainer doesn’t always work
- Can you make email undeletable OR have to ACCEPT you read it?
- Knowledge V3 in Service Now
  - Users can rate IF IT EXISTS 1ST! (can’t delete)
- Self-service knowledge – SN/website?
- We have Portal and Website
  - Create a site for ongoing changes/updates
- New employee orientation – opportunity
  - CAS, MFA, Pins, etc.
- Act on communication Pit Crew Recommendations
  - Make knowledge subscribable
  - Be reactive – Time to send is NOW!
  - FAQs/Help accessible
- HELP DESK – big changes – press # and go to recorded message for specific issue(s)
- Technical Owner needs to be transparent
  - KB, Help Desk, etc.
- SN chat? Bomgar chat? Lync chat?
- We can multiple solutions
  - How can we make it seamless to user?
- When we are communicating technology changes, technology shouldn’t be HOW we communicate changes – have a multi-channel approach

**TIMING IS EVERYTHING!**
**Problem Management**
- Operational Review Committee
  - Look at and review problems and successes
  - Review communications and change management
- Institutional knowledge – Differentiating long-term standing issues
  - New Issues
- # of incidents vs impact – determine incident priority
- Improving skills in root cause analysis
- Communication back to the end users
- CMDB
- Accountability and Ownership
- How do most admired companies do this?
- Anticipate client needs and potential impact of changes or resolutions of problems
- Create knowledge articles (keywords)

**Change Planning**
- Testing/User Experience (engage users in advance)
  - FAQ first
  - Intuitive
    - When it is
    - When it isn’t
  - Target change strategy with user culture
  - Prepare for after-launch support
    - Sustaining the change
    - MFA re-emerging
  - More End Users (self-service support?)
    - Google wet iPhone – 6 results to try
  - Change management and UX built into the beginning of the project
- Before Change
  - Requirements – gathering ask questions – gather require
  - Gather requirements from users
    - Service Owners
    - Stakeholders
    - Change Management
  - Ask questions:
    - Are we making the right changes?
    - Do we have to make that change?
  - Target change strategy to culture
    - Faculty
    - Staff
    - Students
  - Include end users in testing/user experience
  - Intuitive or not? Target strategy
    - Workday vs MFA
  - More end user self-service support
    - KB included in every step of the change
- Google style search – wet phone – 6 steps to try
  - Collaborate, network, personal – drop cards
  - Clarify Service Owner Roles in the process
  - Collaboration, networking on ongoing basis – feedback – cards to leave if problems arise
- Post Change
  - Track lessons learned – feedback into process
    - Were objectives met
    - 6 months/year
    - Impact (MFA)

**What Else?**
- User Research – match test cases to actual experience
  - Before – communication
- Testing (Q.A.)
  - Service Design applied to customer experience
  - Educating the community (Viz – Why changes happen in a certain way)
    - (e.g. Why we wait to upgrade)
- Designing services that are agile – can do repairs without full takedown
  - Business resiliency and continuity
- Include clients at Business requirement gathering stage
- Involve the user community early and often
- Understand the diversity of our user community and to be sure no groups are left out
- **Watch** users
- Offer Self-service for change
- Better define expectations around client and IT partner responsibility and *opportunity* for self-service
- Integrate user stories and personas into change and communication planning
- Be cognizant that clients have different and multiple streams of information; different experiences
- Get community leaders (Lead Admins) to be involved in change; to be change leaders; to evangelize to their areas
- Target a full school initially as phase 1; re-evaluate before full deploy
- Ask all users < watch > some users