

MAUCSE Status Report: Proactive Communications

Last revised: May 4, 2018

- On target as scheduled
- Delays or barriers, new target date
- Paused indefinitely

Quick fixes: Zero to three months

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
Create an ITC reference library that captures our responses to customer feedback or inquiries, categorized by MAUCSE.	Customers don't hear back when they offer feedback or ask a question.	2-20-18	3-20-18	100%	Two options accepted at ITC team meeting; in use
Create a Mutually Agreed-Upon Customer Satisfaction Expectations (MAUCSE) page on Website: Document the work we're doing/will do to respond to customer expectations.	Customers don't know what we're doing	9-1-17	9-25-17	100%	Dedicated an area on the IT Contracts webpage describing the Customer Satisfaction Journey and solution plans for each MAUCSE
Develop a ITC process for targeted emails to give heads-up about key contract impacts/milestones to specific contract customers so they can plan and prepare for any changes.	Many IT customers aren't being reached in a consistent, timely fashion.	9-7-17	11-30-17 12-15-17 1-6-18	100%	Mailing list is built and will be used as a resource for targeted emails; testing process for producing and distributing.
Analyze Biweekly Bulletin subscriber list to make sure it conforms to our current definition of "customer" and is reaching the right people with the most current information.	Some customer audiences are not being reached; some contacts on the list may not be the right audience.	9-6-17	11-30-17 12-15-17	100%	Biweekly contact list has been analyzed to learn who is on the list and how to better ensure the right audience is being reached.
Establish a tech-centric newsletter to reach CIOs, other key techies and IT-specific contracting pros so customers have current ITC processes, policies and business model and know enough about ITC contracts, services and products.	Some IT customer audiences are not being reached by the Biweekly Bulletin or content is not applicable.	9-6-17	11-30-17 12-15-17	75%	Due to its complexity, this solution has been moved to 3-to-6 months; see below.
Facilitate the creation or identification of tools (fact sheets, one-pagers, presentations, etc.) for reaching out to untapped market segments:	Customers don't know about ITC.	TBD	11-30-17	10%	Due to its complexity, this solution has been moved to 3-to-6 months; see below.

a) Meet with governing bodies (e.g., State Board for Community Colleges) b) Learn about competing purchasing organizations (cooperatives)					
Rename/restructure Bi-weekly Bulletin: Create a new name for the bulletin to better reflect its audience base and subject matter (IT contract updates so customers have current ITP processes, policies and business model and know enough about ITP contracts, services and products.)	Some customer audiences are not being reached by the current structure of the Biweekly Bulletin.	9-18-17	10-31-17	100%	With the help and input from the entire Contracts and Procurement team the Bi-weekly Bulletin has been renamed Contracts Connection and content is now structured by commodity.

Intermediate solutions: Three to six months

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TABLED Interactive workload report/portal pages/PCMS remarks. Research: Post team workload report showing annual view to ITC landing page and update monthly. Communicate through the Biweekly Bulletin to link back to ITP landing page. Capture: milestones/deadlines/status so customers can see up-to-date contract info at a glance.	Customers can't plan/budget when they don't know contract status.		2-28-18	10%	Collaboration with John Honnold/Connie Dove and Analytics team TABLED
"Next action" calendar: Updatable on Website and in IT-centric newsletter.	Customers can't plan/budget when they don't know contract status.	TBD	5-31-18	100%	Updated as needed (at least monthly) and published on the ITC main Web page and in IT Contracts Focus.
a) Facilitate the creation or identification of tools (fact sheets, one-pagers, presentations, etc.) for reaching out to untapped market segments	Customers don't know about ITC.	11-13-17	5-12-18	100%	a) One-pager completed and ready to share at events. b) Use IT Contracts Focus and Contracts Connection – three months' of events will be posted in next editions of IT

b) Develop communications model for IT Contracts' participation in upcoming events and outreach					Contracts Focus and Contracts Connection
Establish a tech-centric newsletter to reach CIOs, other key techies and IT-specific contracting pros so customers can learn about current ITC processes and policies as well as ITC contracts, services and products.	Some IT customer audiences are not being reached by the Biweekly Bulletin or content is not applicable.	9-6-17	11-30-17 5-31-18	100%	Named newsletter – IT Contracts Focus. Mailing list created and submitted to DES Communications for outreach. Frequency will be monthly to start – check and adjust. Trained and approved by Communications for independent production by ITC. First issue produced independently and published Feb. 7.
NEW Create and communicate opportunities for two-way customer engagement on significant contract developments – e.g., “Lunch and Learn,” Webinars, roundtables, etc.*	Customers don't believe ITC understands how contract actions affect their business operations	April 2, 2018	October 2018	5%	Partner with the Valued Customer team to create a model for what, when and how. *For discussion with broader ITC team (e.g., ISP, Autodesk, FirstNet, ITPS, IT Cabling, datacomm)

Long-term maintenance: Six months to two years

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
		TBD		0%	
		TBD		0%	