

# Solutions Status Report: Proactive Communications

Last revised: Dec. 12, 2017

- 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 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	<del>11-30-17</del> <del>12-15-17</del> 1-6-18	50%	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	<del>11-30-17</del> 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.
<del>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.</del>	<del>Some IT customer audiences are not being reached by the Biweekly Bulletin or content is not applicable.</del>	<del>9-6-17</del>	<del>11-30-17</del> <del>12-15-17</del>	<del>75%</del>	<del>Due to its complexity, this solution has been moved to 3-to-6 months; see below.</del>
<del>Facilitate the creation or identification of tools (fact sheets, one-pagers, presentations, etc.) for reaching out to untapped market segments: a) Meet with governing bodies (e.g., State Board for Community Colleges)</del>	<del>Customers don't know about ITC.</del>	<del>TBD</del>	<del>11-30-17</del>	<del>10%</del>	<del>Due to its complexity, this solution has been moved to 3-to-6 months; see below.</del>

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 the <b>Contracts Connection</b> and content is now structured by commodity

### Intermediate solutions: Three to six months

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
Interactive workload report/portal pages/PCMS remarks. <b>Research:</b> 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.	TBD	2-28-18	0%	Collaboration with John Honnold/Connie Dove and Analytics team
"Next action" calendar: Updatable on Website and in IT-centric newsletter.	Customers can't plan/budget when they don't know contract status.	TBD	12-15-17	0%	How and by whom do we keep this active and updated?
Facilitate the creation or identification of tools (fact sheets, one-pagers, presentations, etc.) for reaching out to untapped market segments: a) Meet with governing bodies (e.g., State Board for Community Colleges) b) Learn about competing purchasing organizations (cooperatives)	Customers don't know about ITC.	11-13-17	5-12-18	10%	Requires coordinating with other DES programs and teams and is subject to their workload. Team working on "Treated as a valued customer" currently working on a one-pager with DES Marketing.

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	<del>11-30-17</del> 5-31-18	20%	Some IT customer audiences are not being reached by the Biweekly Bulletin or content is not applicable.
--	---	--------	--------------------------------	-----	---

### Long-term maintenance: Six months to two years

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