Business Services: Conversations with Customers

A Case Study

► **Process Improved:** Communications with Business Services customers

► **Unit(s):** Division 03 – Business Services

► **Customers of the Process and Their Needs:** Administrative staff campus-wide

► **Problem/Opportunity Statement:** The challenge for Business Services is to make the best use of developments in information technology, and the Internet in particular, to improve our ability to both disseminate and collect information across our diverse and decentralized customer base.

► **Changes Made:**

  - Divisionally we have implemented an ‘acronyms’ page in order to explain commonly used and Madison-specific acronyms, and to solicit suggestions for new additions to the list of acronyms.
  
  - Accounting Services is working on organizing and reformatting the web presence of existing accounting policies and procedures in order to make them more accessible for customers.
  
  - Accounting Services has also implemented a number of web forms for collecting customer information.
  
  - Employee Compensation and Benefits Services has started making certain kinds of employee information available through the ‘My UW’ portal.
  
  - The Shared Financial System team continues to use its web site to provide web-delivered training aides for new information systems.
  
  - The Risk Management department increases its web presence to improve campus awareness of the services they provide.
  
  - Purchasing Services has implemented a number of changes in the external requisition process to facilitate shorter processing times and expanded tracking availability.
  
  - Purchasing Services is implementing a web accessible requisition generator to be integrated into the My UW portal that will allow campus users to create and print requisitions from the web, so they no longer need to use paper forms with their typewriter to get what they need.
► **Results:** Increased staff efficiency both internally and externally - externally due to better-trained, more self-sufficient staff in the Divisions; internally because of less time spent answering customer questions. Reduction in paper, and associated costs, due to electronic information delivery.

► **Lessons Learned:** Most customers, given the choice, would rather do things themselves.

► **Next Steps:** The Division will continue to look for ways to move less efficient, paper-heavy processes onto the web.

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