askGPO's Help Desk Application

April 2006 Spring Depository
Library Council, Seattle, WA

Background

- GPO Access User Support
  - Phone/FAX/E-mail inquiries
  - ACD Call System
  - Average 6,000 inquiries/month
- askLPS
  - Phone/FAX/E-mail/Letters
  - Average 600 inquiries/month

Challenges Posed by Previous Systems and Applications

- Work processes manually based
- Difficult to check status of inquiry
- No way to look at prior inquiries
- Staff kept "Reinventing the Wheel"
- Workflow escalation difficult
- Limited Self-help tools/FAQ's

Solution

- GPO Procured CRM (launched Oct. 1, 2003)
  - Customer Relationship Management
  - Web-based
  - Hosted by RightNow Technologies
  - January 2006 named askGPO
  - Handles inquiries for:
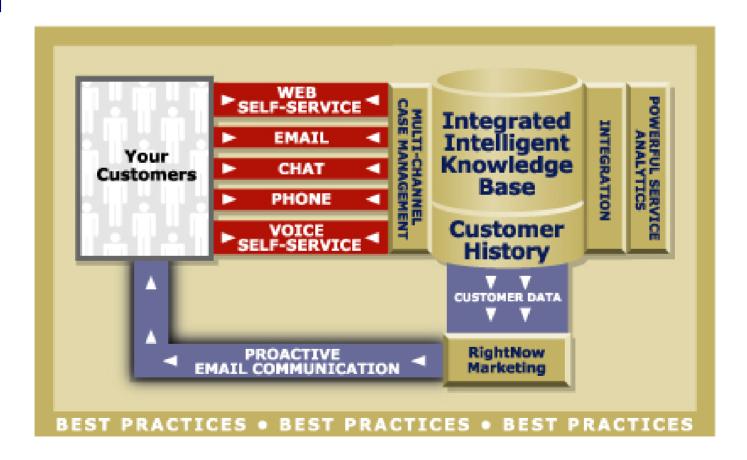   - GPO Access
    - GPO Sales
    - FDLP

askGPO provides:

- Automatic transaction logging
- Transaction workflow
- Standard responses/reusable content
- Customer history profiles
- Reporting tools
- Web chat (future)
- Dynamic knowledge base
- Product support

Multi-channel solution

Graphic from RightNow Technologies, http://www.rightnow.com/products/rnservice.html

Critical Success Factors

- Reduce incoming calls/e-mail/FAX
- Increase customer support hours – aim for 24/7
- Decrease response time to inquiries
- Reduce customer interactions for recurring inquiries
- Handle duplicate inquiries using Knowledge base

Since October 1, 2003 …

- 693,044 hits to GPO Help page
- 135,025 answers in KB were viewed
  - 79,231 Federal Depository Libraries
  - 46,663 GPO Access
  - 9,131 Online Bookstore
- 124,874 inquiries received
  - Averaging 4,108 inquiries per month
  - Most inquiries in December: 16,339
- Where do users begin?
  - 43.8% from Answer List
  - 26.7% from Ask a Question

The askGPO Process for FDLP Inquiries

Step 1. Inquiry is submitted
- Categories/subcategories drive the routing

Step 2. LSCM staff triage inquiries in the "FDLP" main category to SMEs

Step 3. SMEs are chosen to respond by subcategory:
- "FDLP, ILS" is forwarded to:Automation Librarians,
- "FDLP, Cataloging" is forwarded to Cataloging Librarians.

The askGPO Process for FDLP Inquiries

Step 4. Answers are researched and responses prepared by SMEs

- Responses come from:
  - SMEs
  - LSCM Managers

Step 5. Questions/answers may be posted to the Knowledge base, WebTech Notes, CGP

The askGPO Process for FDLP Inquiries

- Categories/subcategories
- Status' indicate activity and actions. Common status' are:
  - Open
  - Under FDLP Review
  - Consulting with agency
  - Solved
- Knowledge base posting policy – ID 76 "Communications Policy"

Catalog of Government Publications (CGP) Inquiries

- How to submit inquiries:
  - Data errors: use FDLP "Cataloging" or "Classification" categories
  - CGP Functionality problems category
  - CGP Enhancements/Suggestions Category

CGP Inquiries: GPO's response

- Data errors:
  - Will handle as all other data clean-up problems through our routine data clean-up activities.
- CGP functionality problems
  - Will respond directly to these kinds of inquiries
- CGP Enhancements/Suggestions
  - Will review for our planned enhancements process.

FDLP Inquiries: The Challenges

- Time consuming and often require extensive research
- Agency contact/response
- Volume
- Staffing levels at GPO

LSCM Service Goals for askGPO

- Streamline multiple sources of FDLP administrative information
- Improve our response time by:
    - Re-structuring the SME list under new business units
    - Re-evaluating the categories
    - Train additional SMEs
    - Develop business unit metrics and performance goals
- Improve Knowledge base management
    - Publishing policy being drafted
- Implement version upgrade to improve functionality

How You Can Help?

- Use the correct category
- Supply as much information as possible about the problem
- Create separate incidents if the inquiries cover different topics
- Be sure to include contact information, i.e., Depository Library no.
- Use askGPO instead of GovDoc-L
- Check the Knowledge base first

Questions?

- Contact:
- Laurie B. Hall
  - Lhall@gpo.gov
- Linda Resler
  - Lresler@gpo.gov