



# JANET Engaging with the Customer

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# Customer Engagement Approach

- Nine regions
  - SE, SW, Eastern, London, NE, NW, Wales, Scotland, Northern Ireland
- Contact for all regional customers
  - regional point of contact for JANET(UK) for whatever reason
  - proactive in understanding the needs of JANET customers
- Programme of awareness events
- Collaboration with regional groups



# Customers

- Higher Education
- Further Education
- Research Councils
- Local Authorities
- Regional Broadband Consortia/schools
- Museums, Libraries and other public sector
- Others
  - Research and education
  - Commercial customers





# Progress

- Three staff in place
  - Eastern and East Midlands
  - South West and West Midlands
  - Scotland
- London
- Programme of customer visits
- Collaboration with regional groups
- Collaboration with national groups
- Development of internal support tools
- Improving services for the customer



# Engagement with Active Groups



- VC / Principles
  - Universities UK
- IT / IS Director Groups
  - UCISA, Russell Group, 1994, University Alliance, Association of Colleges, SOCITM
- Network Managers
  - Variety of events
  - Direct contact



# Benefits to Business

- Knowledge of customer requirements
- Development and delivery of required services
- Improved customer awareness of company services and capabilities
- Increased uptake of services
- Supplier of choice
- Aggregated procurement



# Challenges

- Recruitment of staff
- Training new staff
- Maintaining awareness of company activities
- CRM and other information
- Effective contact with customers
- Participation in regional groups



# Achievements

- Cleveland college – a complaint converted to very satisfied customer
- Working with operations to find acceptable solutions for the customers



# Feedback to date...

- JANET IP services highly valued and key element of organisation resources
- Service provision often unknown, needs extension and some ideas for new services
- Seeking value for money and a short turn round for quotes



# Measuring Success

- Contact rate (face to face)
- Customer experience of the contact
- Participation in regional groups
- Number of events organised
- Increase in use of services



# Questions?