Sultanate Of Oman
Ministry Of Education

Directorate General of Information Technology

البوابة التعليمية
educational Portal
www.moe.gov.om

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Customer Experience Approach

Disclaimer

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This document may contain information of a sensitive nature. This information should not be given to persons other than those who are involved in the customer experience approach of information related to the ministry of education IT enabled services centeres.

Document Accessibility
This plan shall be accessed by the approved personnel outlined in the table hereunder only.

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Document History

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Revision History

Revision Number	Revision Date	Summary of Changes	Author

Approvals

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Distribution

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Objective

The objective of customer experience approach is to provide guidelines related to the MoE IT directorate approach for measuring, analysing and taking proactive initiatives in order to enhance provided eServices related to educational Portal in response to customers complaints, suggestions and survey results.

The MoE aims to drive customer-driven innovation capabilities and culture as strategic priority and beyond. This document is developed as a part of the implementation of required actions to achieve this strategy.

Scope

The scope encompasses all types of e-services provided via the educational portal www.moe.gov.om and all customers including citizens, expats, and residents of the Sultanate, business as well as other governmental representatives.

Roles and Responsibilities

Key IT representatives involved in the educational portal customer experience management approach includes the following:

- Educational portal section
- Information System department
- Follow-up and Studies section
- Educational technology department
- Network department

- Technical Support department

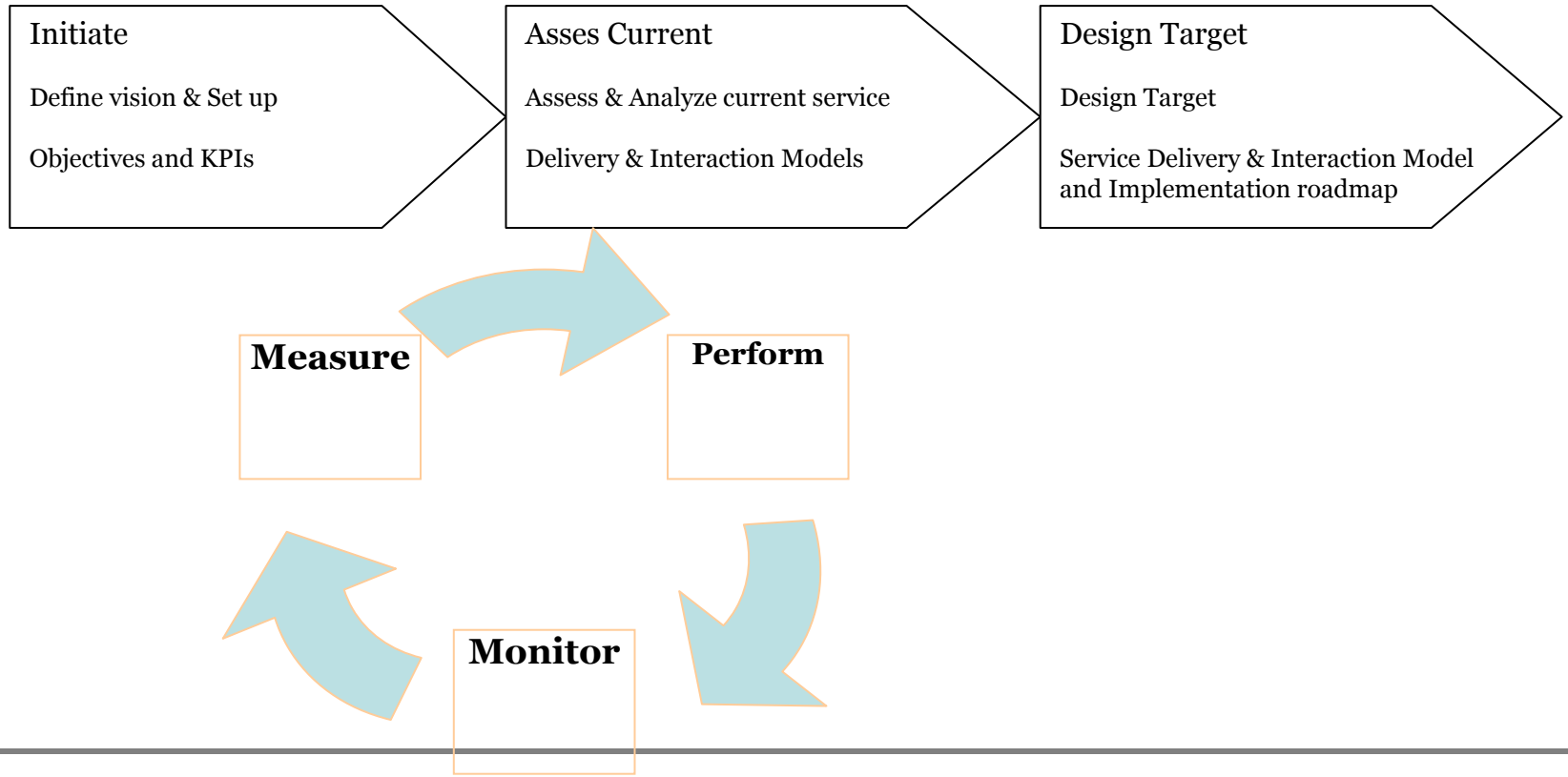
All above IT department staffs are responsible for the coordination of different customer experience planned and performed activities that are tracked during the regular IT steering committee meetings.

Approach

MoE IT enabled services centre customer experience approach explains the overall customer experience stages, satisfaction measurement approach and customer support guidelines. The approach is built considering the following principles:

- Focus on a set of key tangible outcomes
- Be metrics and measurement driven
- Leverage experienced resources to drive critical thinking
- Identify and deliver quick wins

Customer Experience Stages



Measure	Measure customer experience with the service delivery model & Interaction points
Monitor	Monitor the service delivery & interaction points and improvement
Perform	Perform improvement and enhance interaction points to increase customer satisfaction and enrich experience.

No.	Stage	Activities
1	**Initiate**	• Understand customer oriented goals and priorities from senior management • Understand current assumptions around opportunities for service improvement • Set up the vision and the objectives of the business service delivery model of the ministry (reduce the number of customer visits required to fulfill the service, reduce the time required to fulfill the service, etc.) • Define how customer experience enhancements will impact the ministry business, reputation and help achieve its growth objectives
2	**Assess**	• Conduct a high-level assessment of customer touch points, current interactions, known needs, and impacts • Define key customer experience questions/dimensions that are critical for understanding and measuring customer experience • Assess the current business service delivery model through the well-defined customer surveys that assess the interaction points between customers and the ministry. • Analyze the current service delivery and interaction models and identify the weak interaction points and highlight the required improvements. • Conduct a focused diagnostic of people, process, technology capabilities and performance metrics along the key delivery points of the customer experience map
3	**Design Target**	• Based on the desired future state customer experience and current state capabilities, identify new capabilities necessary to address the experience gaps • Design the target business service delivery and interaction models taking into consideration the areas of improvement identified in the assessment stage. Such improvements can be defining an electronic channel to interact with customers. • Define the implementation roadmap of target models.

4	**Measure**	• Conduct customer satisfaction activities that are required to measure the satisfaction level of customers regarding implemented Educational Portal services. These activities includes conducting regular surveys through the website opinion pool, these surveys should be designed considering the assessment phase analysis
5	**Monitor**	• Monitor the customers satisfaction through the educational portal main web page by archiving, analyzing and taking proactive actions related to web site submitted suggestions, complaints and feedback • Provide customer support activities in response to customer feedback. As a suggested internal control, each feedback is suggested to be tagged with a status and color. • When the customer feedback is answered, the status will be changed according to the following criteria: - **For general inquiries**: Feedback implemented, escalated, considered for action, or rejected - **For Technical inquiries**: Issue is fixed, escalated, feature will be available in next update/ release or rejected - **For Suggestions**: Feedback applied, escalated, considered for action, or ignored • The status of customer satisfaction surveys and feedback analysis results should be discussed through the IT steering committee meetings
6	**Perform**	• Service enhancement activities will be defined for responsibilities, implementation requirements and estimated duration • The planned eService enhancement implementation roadmap will be tracked regularly through IT steering Committee meetings