Roll-out for ChemIT

Components related to rolling out our ChemIT name, summer 2013, coinciding with ChemIT's adoption of new ticket management system.

Top-level take-aways

(1) Changes end-users will notice "day one":

People getting service from us will notice email coming from Remedy, a CU ticket management system.

- The email will have a reply email address of <ChemIT@cornell.edu>, not <crcf@cornell.edu>.
- Email is sent by Remedy when:
  - A new ticket is created, communicating the unique ticket number associated with a new request.
  - CRCF/ ChemIT staff update a ticket.
  - Email is sent for all tickets we track, however we receive the request.
- **Question:** Do we, or how do we, educate our users regarding how Remedy works to improve our service to them? For example:
  - How best respond to a user who replies to a Remedy ticket pertaining to a new problem?
  - How best respond to a user who sends a new email pertaining to an existing Remedy ticket?

We are adding an email address to request help from us, <ChemIT@cornell.edu>.

- Using the new email address will result in an immediate acknowledgement of receipt from Remedy.
- The old address will still work. However, the ticket number will be generated by Remedy when we first process the email request, which is similar to how it has always worked.

We are changing what we call ourselves, and what we hope others come to call us over time.

- We are changing our group name to "ChemIT".

(2) Phased roll-out

BOLD is what non-ChemIT folks will notice.

Key question for us to answer: For each phase, I'd like to be very clear on what change in behavior we expect from folks we support, if any. In addition to informing them of upcoming changes they may see (so they aren't so surprised), what are we asking them to do differently?

- Get <ChemIT@cornell.edu> feeding into Remedy.
- Get ChemIT staff trained on Remedy so tickets sent via <ChemIT@cornell.edu> get addressed
- **PHASE I, early July: Introduction (see "(1) Changes end-users will notice "day one"", above)**
  - "You will start seeing email from <ChemIT@cornell.edu>, and we are starting to call ourselves ChemIT...""
- ChemIT get better at using Remedy. Configure as we get feedback, etc.
- **PHASE II, mid-August: Full Production**
  - "We call ourselves ChemIT- hopefully old news to most of you, and the best email to reach is <ChemIT@cornell.edu>..."
    - Remind CCB staff of the changes, including our name and new email address.
    - Manually send stock "reminder" email response for folks still sending requests to CRCF email.
- Early December, review any request for help still be sent to old email list to determine if more action is warranted.

Communications and time-lines

Postcards to all CCB members

- Timing: Postcards end after chemit email working and being monitored (in case we get any early-adopters), but obviously before our actual go-live date about 1 week later.
- Purpose: Reinforce that most everything stays the same except for our preferred email address and what we call ourselves.

 => Example postcard (draft)

Email to all CCB members

- Timing: The day the postcard states as our roll-out date, as a reminder. (None beforehand?)
- Purpose:Just a reminder to the postcard.

Sign hung at ChemIT's office entrance

- Timing: On the day of our roll-out.
- Purpose: A reminder of our new name and email address.

New web site turned on

- Timing: Before our roll-out. (Whenever, since few currently use it, presumably.)
- Purpose: Enhance our image, with new name and email address.

Open house in "new" digs for staff and faculty

- Timing: 4pm on the day of our roll-out.
- Purpose: Can anyone say no to drinks and good cheer?

Other ideas?

The changes, and why

Introducing new email address, <ChemIT@cornell.edu>

NOTE: <crcf@cornell.edu> will still continue to work.

Reasons for the change:

- New-comers to CCB will find "ChemIT" easier to remember than "CRCF".
    - This will naturally mostly benefit new graduate students and visiting scholars.
- No disruption to those who use old "CRCF" email address as we switch over to the new "ChemIT" email address. We recognize that change can be hard.
- A new email address for service requests will ensure ticket management system receives real tickets and not lots of non-ticket emails.

When?

- Expected to start working early July 2013.

Features of the new email address:

- Automatic acknowledgement of receipt by Cornell's Remedy ticket management system.

ChemIT will be receiving email requests through a campus ticket management system (Remedy)

Reasons for the change:

- Systematic receipt of all email requests for service will allow them to be tracked. This increases clarity of the work required to inform our priorities, and more quickly identifies inactivity on open requests.
- Create reports for management and internal feedback.
- Collaborate more effectively on tickets passed to CIT and others using the same campus-wide tool.

When?

- Expected to start working early July 2013.