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# C1.2

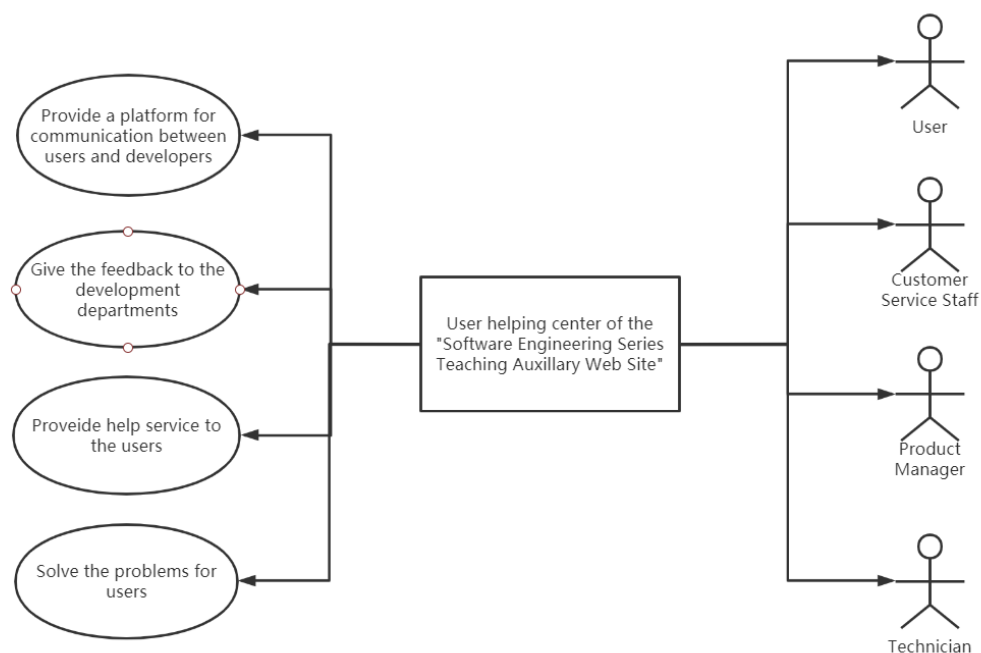
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## 1. Planning the operating frame and workflow of the user helping center of "Software Engineering Series Teaching Auxiliary Web site"

### (1) Operating frame

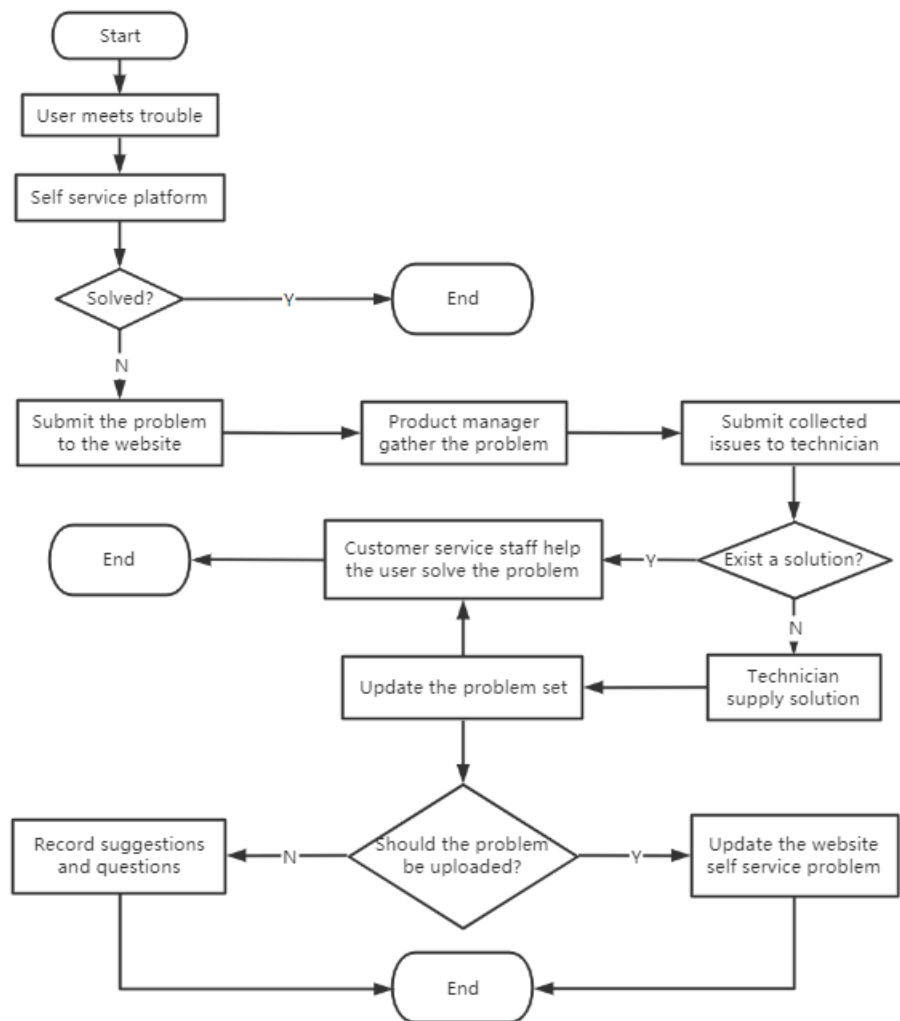
Users can use the provided help center when they need to encounter problems. They can choose both self-query and problem feedback. When you query independently, users can see common problem lists and solutions on the page. After the user selects the problem feedback, fill in the problems encountered, submit to the background, there will be a dedicated back-office customer service to reply. At the same time, the back-office staff will collect all the questions submitted by the users, sort them out and feed them back to the technicians to fix the problems.

Framework:



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## (2) Workflow



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## **2. Design the roles of the relevant stakeholders in the user helping center and their responsibilities or possible patterns of behavior.**

### **(1) User**

Try to find the solution to the problem himself.

Find customer service staff to reflect the problem, and jointly explore solutions.

Stop using the product.

Give his own opinions and suggestions through official feedback channels.

### **(2) Customer service staff (duties)**

Responsible for handling customer complaints, appease customer sentiment.

Ask the customer where the problem is, record the details, provide the basis for the customer's solution.

Provide simple testing of the user's equipment and recording of feedback.

Feedback the collected information to the back-end staff.

### **(3) Product manager (duties)**

Collect information from customer service personnel and arrange them.

Feedback customer complaints and questions of the details and data to the relevant development department for subsequent versions to improve the basis.

Handle and follow-up to the technical staff for the unresolved customers and their corresponding problems.

Collect customer feedback and suggestions for use and organize to the relevant development department.

### **(4) Technician (responsibilities)**

Assigned by product manager to provide one-to-one testing and troubleshooting services to customers based on their technical knowledge.

Feedback the results of the process and comments on the system to backstage staff.

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### **3. How do you manage your role if you are the head of a user helping center?**

Define the roles and responsibilities of each role clearly, and define the roles and responsibilities of each staff member. There are five roles: project manager, developer, tester, customer service staff, customer.

In addition to the customer, the role of the help center staff is divided into the help center front desk and the help center backstage based on whether the staff interacts with the customer. The front desk should be someone with strong communication skills.

Establish a reasonable, effective and open rewards and punishments system and resolutely implement it.

Establish a set of standard processes on the communication and access process and force all staff to follow the rules. Based on practical experience to continuously improve the process.

Pay attention to psychological counseling, and don't let the negative emotions of customers and employees affect the handling of problems.

Building a harmonious team atmosphere through relevant built-in activities while complying with the rules helps to understand the work conditions and psychological status of each employee.

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#### **4. If you are the person in charge of user helping center, how do you design communication plan and communication management?**

##### **Communication rules**

- (1) Make user communication channels clear to ensure that users need to contact the help center when there is a smooth communication channel.
- (2) Establish a right frequency for user access or return visit activities.
- (3) Provide an effective exchange of communication between the two sides to visit through the exchange of related activities.
- (4) The accessing to information and processing decisions should be open and transparent, and use of the feedback effectively to improve the overall system.
- (5) User access to a clear division of labor, and their respective roles.
- (6) The user's personal information should be strictly confidential.
- (7) In strict accordance with the communication plan for the visit.

##### **Interview plan**

###### **Before the interview**

- (1) Collect information on related issues, such as customer basic data, etc. and organize them.
- (2) Identify possible causes of the problem and explore directions to prepare possible data or tools.
- (3) Make a list of access plans that list the issues that need information.
- (4) Seek the necessary and possible support.

###### **During the interview**

- (1) A positive attitude is necessary, which is based on customer care, understand the reason of the problem and by no means the shirking of responsibility.
- (2) Do not set your own position or sloppy conclusion, try to listen to the views of professionals.
- (3) Focus, listen and reply to the customer's description from the customer's perspective.
- (4) Collect data from the field and use it to collect relatively comprehensive information from all of its senses.

###### **After the interview**

- (1) The previous plans and visits are preparatory activities that paved the way for further

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follow-up visits, and the summary steps after the visit should not be neglected.

- (2) Analyze the information obtained during the visit and summarize the solution, keeping a record of lessons learned to improve the work in the future.
- (3) Pay attention to the customer's return visit and inform the client of our handling result. If the visit cannot solve the problem, the next visit is necessary.