

# Assessment 1 - Case Study: ITSM, ITIL and CCCU

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## introduction

This report aims to critically assess the Information Technology Service Management (ITSM) principles and their implementation within the student-facing aspects of the CCCU (Canterbury Christ Church University) IT support system. With a focus on the ITIL (v4) framework, this analysis aims to supply insights into the operational efficacy, strengths, weaknesses, and potential improvements within the current IT service provision for CCCU students. Canterbury Christ Church University has three teams that make up the department.

## Background

Canterbury Christ Church University integrates technology into its curriculum in a sophisticated way. CCCU's IT department is divided into three distinct teams: Architecture, which includes Engagement, Strategy, and Design, and User Experience. This is because the department recognises the critical role that IT plays in supporting students. This organisational structure emphasises user-centric design, strategic planning, and engagement as essential elements of the IT support system, reflecting a strategic alignment of IT services with the university's overarching goals.

Most industries have a significant use for IT especially when it comes to the educational side of things. CCCU is a prime example of this. It has a standard service level arrangement that outlines its goals and obligations for delivering IT services. The following services are generally included in it:

- Issue (fault management)
- Standard Service Requests
- Changes to Service
- Procurement of IT Assets - IT Training<sup>1</sup>

We aim to resolve your issue within the target timeframe relevant to its priority:

Priority	Target Resolution Times
<b>Major Incident</b> (anything which applies to the <b>High</b> risk category in each of the tables below)	1 working day
<b>Priority 2</b> (anything which applies to the <b>Medium</b> or <b>Low</b> risk categories in each of the tables below)	5 working days

*Figure 1CCCU IT Service Level Agreement*

By Priority targeting system implementation is a crucial part of CCCU's IT Service Management (ITSM) system. To guarantee that high-priority tasks receive prompt attention and maximise efficiency and long-term value, this entails strategically prioritising tasks, or tickets. The effective administration of an ITSM project is essential to its success, which often calls for the division of labour across several departments. Below is an outline of the present structure.

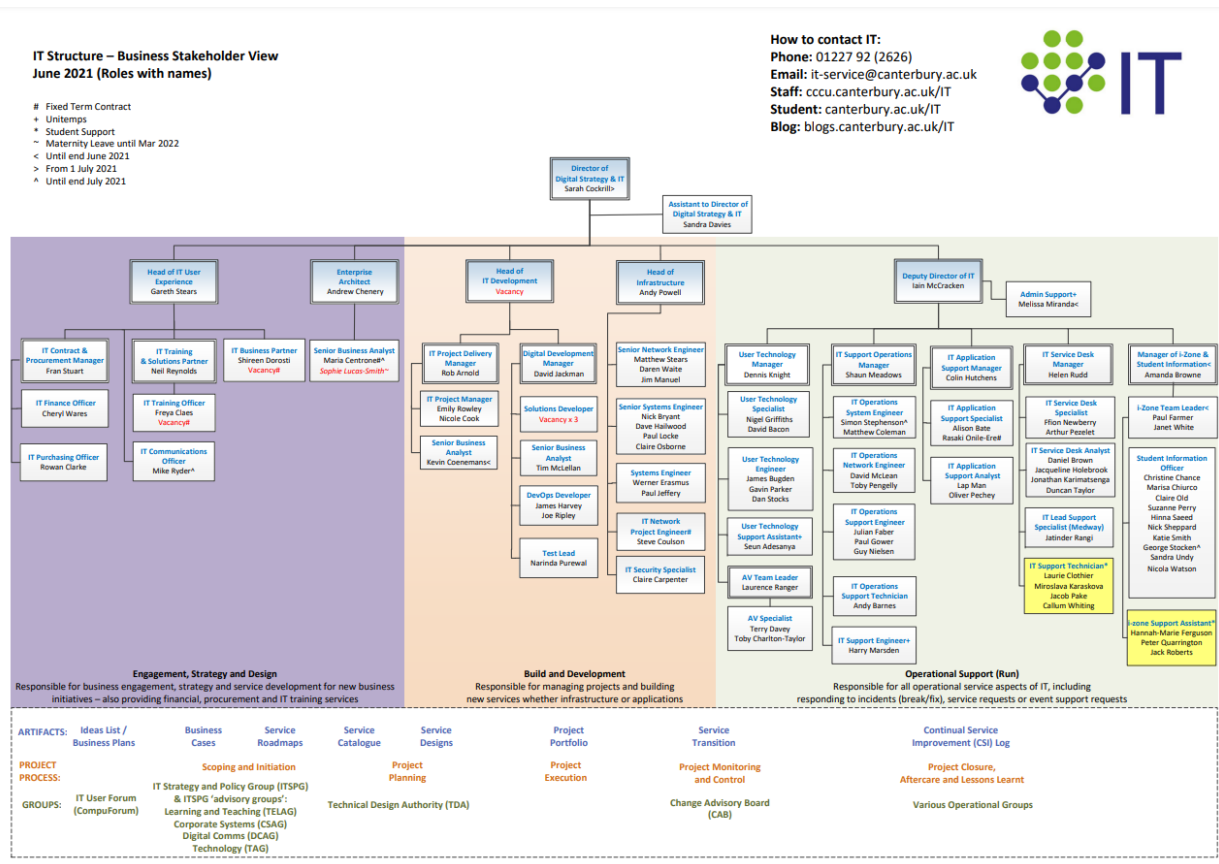


Figure 2 IT Structure – Business Stakeholder View

The IT department at the CCCU (Canterbury Christ Church University) is structured into three essential teams, each tasked with specific responsibilities and roles crucial to the efficient functioning of the university's technological infrastructure and services. Let's delve deeper into each team and their areas of focus:

## 1. User Experience and Architecture (Engagement, Strategy, and Design)

This team is critical in ensuring that the university's IT services meet the needs and expectations of the institution's various business units. They collaborate with various departments to understand their needs and plan the development of services to meet those needs. Furthermore, they oversee creating user-friendly interfaces and experiences that improve the usability and accessibility of IT services for faculty, staff, and students. Their financial and procurement services ensure that the department stays within budget while meeting the university's technological demands. Furthermore, the provision of IT training services demonstrates their commitment to providing the university community with the necessary skills to effectively use IT resources.

## 2. Infrastructure and Development (Build and Development)

This team is primarily responsible for the creation and management of various IT projects, such as the creation of new services, infrastructure, and applications. They manage the entire project lifecycle, from conception to completion, ensuring that all technological initiatives align with the university's overall goals. The IT Development, Infrastructure, and Projects sub-teams collaborate to

develop robust and innovative solutions that aid in the smooth operation of various academic and administrative processes at the university.

### 3. Service Delivery (Operational Support)

The CCCU's IT structure outlines Operational Support, which demonstrates a commitment to the Information Technology Infrastructure Library (ITIL) framework, particularly in the realm of Incident Management. The Helpdesk's structural organisation is aligned with ITIL principles, reflecting a systematic and process-oriented approach to managing operational IT service aspects.

The emphasis on Incident Management within the Helpdesk is notable, serving as a cornerstone in addressing and resolving issues efficiently. This process involves the logging, categorisation, and resolution of incidents reported by students. By incorporating Incident Management principles, the Helpdesk ensures that disruptions caused by incidents, such as break/fix scenarios or service requests, are handled methodically and promptly.

This alignment with ITIL's Incident Management process is pivotal in supporting the continuity of IT services, especially in an academic setting where uninterrupted access to digital resources is paramount. The systematic categorization of incidents enables the IT team to prioritize and address issues based on their severity, minimizing the impact on students' academic activities.

The commitment to Incident Management principles also underscores a proactive approach to problem resolution. By following established protocols, the Helpdesk can swiftly respond to events, ensuring that service requests are met with efficiency. This not only contributes to the overall reliability of IT services but also enhances the user experience for students and staff relying on these services for their academic and administrative needs.

### Helpdesk

A key element of the university's information technology infrastructure is the CCCU Helpdesk, or Izone. The Helpdesk, which works in compliance with ITIL (v4) principles, is essential in supplying prompt and efficient solutions to questions and issues raised by students. Its importance comes from its ability to improve academic performance and the overall student experience in addition to supply technical support.

The goal of the CCCU Helpdesk is in perfect alignment with the ITIL (v4) framework, which places a strong emphasis on matching IT services to business aims, guaranteeing continuous development, and encouraging a customer-centric approach. By following these guidelines, the Helpdesk hopes to improve the general calibre of IT services offered to students and support a productive and happy learning environment.

Responding quickly to questions from students is one of the Helpdesk's main duties. This responsiveness is crucial to minimising disruptions to students' academic activity by enabling them

to efficiently browse and use IT resources. By serving as a single point of contact for technical support, the Helpdesk gives students access to an efficient and user-friendly support system.

Furthermore, the Helpdesk's adherence to the ITIL (v4) framework suggests a commitment to ongoing development. The Helpdesk continuously evaluates and improves its procedures to improve the efficacy and efficiency of its offerings. The ITIL's emphasis on responding to changing needs and technological landscapes is in line with this iterative strategy.

#### Communication Channels and ITIL:



*Figure 3 Annual Customer Survey 2019 pie Chart based on communication.*

The main method of communication with the Helpdesk, as outlined in the survey results, primarily involves telephone contact. The survey recognises this predominant touchpoint and emphasises its significance in the context of ITIL principles. Telephone contact, chosen by 55% of customers, aligns with the ITIL focus on quick and direct communication, ensuring prompt responses to student needs. The report acknowledges the dynamic nature of student preferences, with 19% opting for varied contact methods depending on their needs, showcasing flexibility within the ITIL framework.

#### Email Correspondence:

The importance of email communication, chosen by 25% of customers. This aligns with the ITIL framework's emphasis on structured communication channels, allowing students to document their issues and requests formally. The Helpdesk's recognition of diverse communication preferences underscores its commitment to accommodating the varied needs of the student community, a key aspect of ITIL's customer-centric approach.

While in-person contact is less prevalent (1%), the report acknowledges its existence and importance for a segment of the student population. This aligns with the ITIL principle of supplying a multi-channel approach to support services. The recognition of in-person interactions highlights the

Helpdesk's commitment to offering face-to-face help, ensuring that the IT support services cater to the diverse preferences and requirements of students.

### Support for Students

Student support within the ITIL (v4) framework is a critical part of CU's commitment to supplying a seamless and enriching academic experience. From the standpoint of a student, the application of ITIL principles has a direct impact on the effectiveness of support services. Clear and proactive procedures ensure that students can quickly get the help they need, promoting the prompt resolution of hardware and software issues. The value added by following ITIL principles is visible in the organisation and efficiency of support services, which benefits students' academic performance and overall satisfaction. The i-zone, which serves as frontline support, aligns with ITIL's emphasis on visibility and accessibility by serving as a central hub for students to address any IT-related inquiries. The CCCU calls for open communication and stakeholder participation.

Collaboration between the IT department and the I-Zone proves a comprehensive approach to student services. This collaboration ensures that students have a comprehensive support ecosystem by recognising the interconnected nature of academic support, IT services, and administrative functions. The university creates a unified and student-centric approach to addressing academic, technological, and administrative needs by integrating IT support with the broader services offered by the I-Zone.

In essence, Canterbury Christ Church University's information technology department has strategically increased its visibility to become an integral part of the student and staff experience. The department ensures that IT support is not just a service but an accessible and seamlessly integrated aspect of the university's academic landscape by embedding support mechanisms in physical spaces, using online platforms, and collaborating with key service providers. This approach proves a commitment to fostering an environment in which technology eases learning and help is readily available to empower the entire university community.

Furthermore, there are regulations that mandate accessibility for individuals with disabilities in various aspects of public services, including information technology. For IT services, this often involves ensuring that digital content, websites, and technology infrastructure are accessible to people with diverse abilities, including those with visual, auditory, motor, and cognitive impairments.

### Recommendations

As a frequent user of CCCU's digital platforms, I've encountered "page not found" errors, which can disrupt the smooth navigation experience. I recommend implementing a robust system for regular website link maintenance to improve user satisfaction and facilitate efficient information access. By reducing the occurrence of broken links and ensuring that users can easily access relevant content, this proactive approach will contribute to a positive user experience.

**Enhance Digital Accessibility:** CCCU should conduct a thorough audit of its digital platforms, including the CCCU website and associated IT services, to ensure compliance with accessibility standards such as ADA and the Equality Act. This includes making content compatible with assistive technologies, providing alternative text for images, and ensuring navigability for individuals with diverse abilities.

**Communication Channel Diversity:** While telephone contact remains a popular communication channel, CCCU should maintain its commitment to a multi-channel approach. Increase the use of email correspondence and in-person interactions to ensure that the Helpdesk caters to a variety of communication preferences, in line with ITIL's customer-centric approach.

**Student Involvement and Feedback:** Set up mechanisms to collect regular feedback from students on IT services. Create student focus groups or surveys to gather information about their experiences and preferences. Students will be able to contribute to the ongoing improvement of IT support services because of this proactive approach.

**Regular Link Audits:** Conduct periodic audits of all website links to identify and rectify any broken or outdated links. This proactive measure will help maintain the integrity of the website, ensuring that users encounter minimal disruptions during their navigation.

**Increase the availability of in-person support:** Consider increasing in-person support options to accommodate students who prefer face-to-face assistance. This can be accomplished through dedicated helpdesk hours or support hubs on campus.

**SLA Review Possibility: (Weakness)** The Service Level Agreement (SLA) could be reviewed to ensure that it adequately addresses concerns about website availability and link maintenance, as well as explicitly addressing user expectations.

## Conclusion

In conclusion by aligning IT services with the dynamic needs and expectations of the student community, CCCU establishes a solid foundation for delivering a seamless and enriching academic experience.

CCCU's structured organisational hierarchy was meticulously designed to ensure the efficient delivery and support of IT services. CCCU takes a holistic and collaborative approach to service management through dedicated teams such as the iZone, IT Service Desk, and IT Operations. Melissa Miranda's leadership in the iZone exemplifies the commitment to providing effective support, with a focus on strategic planning and business alignment.

Furthermore, ITIL processes are followed throughout the project lifecycle, from initial scoping to project execution and monitoring. The inclusion of mechanisms such as the Change Advisory Board (CAB) and the Continual Service Improvement (CSI) Log demonstrates CCCU's commitment to adapting and improving processes over time, which is consistent with ITIL's emphasis on continuous improvement. The presence of specialised teams, such as the IT User Forum and the Technical Design Authority, demonstrates a collaborative approach to decision-making and technical governance. The presence of roles such as IT Security Specialist Claire Carpenter demonstrates a proactive approach to risk management and security, which aligns closely with ITIL's emphasis on securing IT services.

Under the direction of Director of Digital Strategy & IT Sarah Cockrill, the clear leadership hierarchy fosters accountability and effective decision-making. The addition of roles such as Enterprise Architect Andrew Chenery demonstrates CCCU's strategic approach to IT planning and design, reinforcing the institution's commitment to IT excellence.



To summarise, CCCU's IT structure not only adheres to ITSM principles but also closely follows ITIL best practises. The establishment of a robust and effective IT service management framework at Canterbury Christ Church University is aided by well-defined roles, meticulous adherence to project processes, and a constant emphasis on improvement. This framework positions CCCU to address the changing needs of the student community and the institution in a proactive manner, ensuring a resilient and forward-thinking IT support system.

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