Shared Services Website Audit

Designing a User-Friendly "Front Door" for Shared Services Customers and Staff

Why is an effective shared services website critical to shared services operations?

An easy-to-navigate and informative shared services website serves two important purposes. First, it facilitates the smooth operation of the center by encouraging customers to self-serve where possible, and otherwise directing customers toward a path of quick resolution for more complicated requests. Customers generally expect a high level of accessibility from service providers and may become frustrated if a simple web query does not answer a basic question for them. An effective website is a first line of defense against the skeptical attitudes that some staff may maintain toward shared services.

Second, the website should emphasize the service-oriented, customer-centric mindset of the shared services center. It should present the center's service philosophy, highlight success stories, and generally make the case for the shared services model. The website sets the tone for how campus will view the shared services center's professionalism, service ethos, and technical acumen. In other words, thoughtful design of the website should not be an afterthought.

How does this "audit" help me decide what content to feature on my center's website?

This resource outlines four essential design principles that any shared services center website should follow: establish a service ethos, encourage transparency and communication, facilitate access to self-service resources, and set service expectations. Examples from higher ed shared services websites are provided to demonstrate how organizations have used their websites to achieve these goals. Other website components that provide value or improve the customer experience are highlighted too. Screenshots and links to referenced websites are provided in the appendix (all links and screenshots are current as of September 2019). Read through each component and consider whether your current shared services website meets the bar.

This "audit" contains the following sections for improving shared services website design:

- **1** Four principles of customer-oriented shared services websites, with links and examples (p. 2)
- 2 Compendium of shared services website design components, sourced from real sites (p. 4)
- 3 Appendix of screen-shots from referenced websites (p. 7)

Four Principles of Customer-Oriented Shared Services Websites

Design Choices to Improve Transparency, Communication, and Customer Experience

Goal	Rationale	Sample Components	Example
Establish a Service Ethos	Campus customers will derive many of their first impressions of shared services from its website. Leverage this platform to emphasize the center's mission, its role in accomplishing the work of the institution, and the service- oriented mindset with which the center staff approach their work.	 Reserve space in a prominent place on the website, such as on the landing page or a clearly marked sub-page, to explain what shared services means, whom the center serves, its mission, the organizational structure, and the service philosophy. Consider the following elements: Greeting from the center director Mission statement "Who We Are" page Simplified version of a governing document (e.g., SLA) Optional: Link to performance data page as part of "making the case" for shared services. 	University of Washington College of Arts & Sciences Shared Services: "Who We Are" page provides an overview of the shared services center's history, establishes its mission, and links to other important pages like the membership list and metrics page (p. 7)
Encourage Transparency and Communication	Shared services can seem distant and inaccessible, leading to a breakdown in communication and service. An effective website should establish clear lines of communication, particularly for customers who may need a reminder about whom they should contact if they have questions or need to initiate a transaction.	 Shared services centers should establish a clear process to contact either a central point for triaging requests or individual staff members who can answer specialized questions. Include both of the following: Prominent, clearly marked "About Us" or "Contact" page with the street address, phone numbers, and email address of all shared services locations "Find a Shared Services Staff Member" directory organized by customer unit or staff specialty (large centers may want to consider a searchable staff directory, which can quickly connect customers with the right staff member) 	Cornell University Business Service Center: easily accessible "Contact Us" page with expandable menus for each division of the shared services center (p. 8) University of Kansas Shared Services Centers: searchable staff directory with the units served listed for each employee (p. 9)

Four Principles of Customer-Oriented Shared Services Websites (cont.)

Design Choices to Improve Transparency, Communication, and Customer Experience

Goal	Rationale	Sample Components	Example
Facilitate Access to Self-Service Resources	Burying important documents on a shared services website (or worse, nowhere on the website at all) will frustrate customers and contribute to a perception of opaqueness and poor service. Overall efficiency will also be sapped if shared services staff must first guide customers to the correct paperwork before completing the requested task.	 Push customers to download commonly-used forms and documents directly from the website via a clearly marked page. Examples include: Highlighting the most frequently requested forms in a "Quick Links" section or sidebar Consolidating all forms onto a dedicated page Providing links to download forms embedded with the related service offering (e.g., a travel request form alongside the travel and expense services information) Optional: Consider offering forms in multiple formats, such as in Word and PDF, to allow customers to choose the one that best suits their needs. As processes evolve, however, these downloadable documents should be replaced with electronic forms. 	University of Kansas Shared Services Centers: quick links section at the bottom of the homepage directs users to five frequently-used forms (p. 10) University of California Berkeley SHARE Services: Research Administration overview page has provides relevant forms alongside a description of each service (p. 11)
Set Service Expectations Upfront	Unit-based staff are more likely to follow reengineered processes if they can easily determine the owner of each process step and know what to expect in terms of shared services response times. Leave no ambiguity about what services your center offers, and how quickly service will be provided.	 List all services provided by the center in as much detail as possible, focusing not just on overall functional areas (e.g., HR), but specific processes and sub-processes (e.g., international visa processing). Examples include: Downloadable menu of service offerings Multiple pages with service offerings grouped by functional area, units served, or another category 	University of California Davis Human Resources Shared Services Organization: expandable menus, organized by functional area, with a detailed drop-down list of all services offered; clicking on an offered service displays a bulleted description (p. 12)

Compendium of Shared Services Website Components

Content and Design Choices to Ease Navigation, Promote Further Transparency, or Demonstrate Value

Component	Rationale	Description	Example
Services Organized by Administrative Divisions	For shared services centers with many service offerings, organizing the "menu" of services org by division may make navigation easier. This approach also demonstrates the breadth of tasks covered by shared services, in service to the institution.	Offered services are nested under the administrative division that would ordinarily perform them (e.g., direct deposit services would be listed under an "Accounts Payable" or "Finance" category, and new hire onboarding would be listed under "Human Resources").	Cornell University Business Service Center: "Transaction Processing" menu at the top of each page expands into a list of related tasks, each of which has its own page with detailed information (p. 13)
Organizational Chart	Organizational charts provide customers with an overview of the center's operating model, helping them to understand who to reach out to with questions, while also increasing transparency.	The service center's "About" page or staff directory should contain a link to an organizational chart.	University of California Berkeley SHARE Services: link to the organizational chart at the bottom of the home page (p. 14)
Metrics Page	Sharing performance data serves as an accountability tool for the center, fostering transparency while also (ideally) attesting to the value provided to customers by the center.	Yearly reports or ongoing performance dashboards are published on the website. Notable trends or goals are highlighted.	Southern Methodist University Center for Operational Excellence: tracks key service and financial metrics, presenting them in summary charts with performance goals noted at the bottom (p. 15)

Compendium of Shared Services Website Components (cont.)

Content and Design Choices to Ease Navigation, Promote Further Transparency, or Demonstrate Value

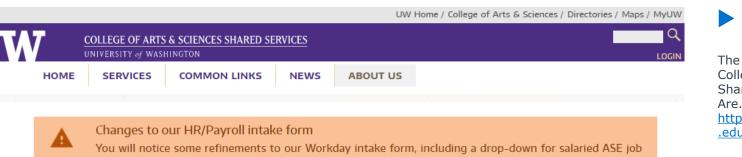
Component	Rationale	Description	Example
Service Expectations	Customers value transparency and clarity around what to expect once they submit a request. Articulating expectations will keep customers from being dissatisfied due to unreasonable expectations.	Publishing service-level agreements allows customers to quickly consult agreed-upon service expectations. Alternatively, a dashboard-like visualization—either live or representative—shows customers what happens when their request enters the service center's ticketing system, who will handle it, and how much time it will take at each step.	University of Washington College of Arts & Sciences Shared Services: personal request tracker and a dashboard shows current ticket volume on the sidebar of the homepage (p. 16)
News Update Page or Blog	A newsfeed updates customers on any changes to services provided, noteworthy success stories, and new customer service initiatives.	A regularly updated page with a feed of recent news and events around the shared services center, such as award recipients, new products, changes to services, etc.	<u>Cornell University Business</u> <u>Service Center</u> : news page keeps customers updated with deadlines, training opportunities, and policy changes (p. 17)
Link to Customer Satisfaction Survey or Feedback Portal	A customer-responsive shared services center necessitates a venue for customers to provide feedback, flagging for leaders areas for immediate concern or long-term improvement.	Create a feedback portal or inbox to which customers can submit comments. If a center collects customer satisfaction data, the survey itself can be administered via the website, reinforcing it as the "single source of truth" for everything related to shared services.	University of Washington College of Arts & Sciences Shared Services: link on the homepage to the User Feedback Survey, which can be completed online (p. 18)

Compendium of Shared Services Website Components (cont.)

Content and Design Choices to Ease Navigation, Promote Further Transparency, or Demonstrate Value

Component	Rationale	Description	Example	
Training Resources	Self-service training modules allow staff and customers to find on- demand solutions and keep workflows moving without waiting for additional support.	Include process guides, how-to videos, and other resources introducing new interfaces and tools.	University of Kansas: process resources page with links to process flowcharts, training videos, and other resources (p. 19)	
Process Maps	Resources that clearly articulate the various steps for completing a task enable customers to know their own responsibilities, compared to what the shared services center will provide.	Process maps depict what happens to a customer's request as it moves through the shared services center, including the timeline, staff involved, and steps in the process. To demonstrate additional value, list the ways the shared services process improves on the previous iteration through increased efficiency, quality, or other benefits.	University of California Riverside UC Path System: infographics map improvements to various processes under the shared services model, including onboarding, time and attendance, and extended leave (p. 20-21)	

titles. Please contact us if you see any problems associated with the changes.



Principle: Establish a Service Ethos

The University of Washington College of Arts & Sciences Shared Services, "Who We Are." Accessed Sep 3, 2019. https://ssc.artsci.washington .edu/who-we-are

▲ HOME

Who We are

CAS Shared Services (CASSS) launched in June 2011, the result of a grass-roots inquiry into ways to increase efficiency and reduce risk at a time when small departments' staffs were getting ever smaller. Originally designed to complete HR, payroll, and procurement transactions on behalf of 11 Humanities departments, the center experienced rapid growth in its first year and has continued to grow ever since. CASSS now works with 27 units in all four College divisions (Humanities, Arts, Social Sciences, and Natural Sciences). It has been instrumental in the launch of new systems, most notably Workday HR/Payroll in June 2017 and is working closely with the University's Finance Transformation team in preparing College units for the launch of Workday Financials. The goal: To be a prompt, innovative and reliable resource in the College of Arts and Sciences and a trusted partner among the University's central offices.

Check out our membership and services to see a full list of CASSS member units, along with a detailed view of transaction types. In addition, our "Metrics" page gives a monthly overview of volume and turn-around time by transaction type (queue) and department. If you have any questions, feel free to call the team at 206-221-9266.

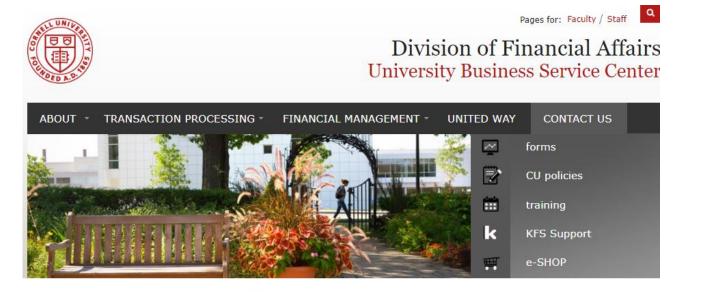


STAFF DIRECTORY

hssc@uw.edu Phone: 206-221-9266 Campus Box 353765

Visit the Office

Communications Building -041A, 041B, 041C



Principle: Encourage Transparency and Communication

Cornell University Business Service Center, "Contact Us." Accessed Sep 3, 2019. https://www.dfa.cornell.edu/ ubsc/contactus

Contact Us

University Business Service Center

341 Pine Tree Rd

Ithaca, NY 14850

Phone: (607) 255-9359

Fax: (607) 255-8258

Email: ubsc@cornell.edu

Click the items below to learn more. | expand all

Sinancial Transaction Representatives (FTR)

Contact	Email	Telephone
Susan Austic	sav10@cornell.edu	(607) 255-0967
Dixie Castrenze	vw22@cornell.edu	(607) 255-7350
Jo Anne Conrad	jmc296@cornell.edu	(607) 255-0644
Lorrie Davis	Irs97@cornell.edu	(607) 255-1667



PEOPLE

SHOW 25 STAFF PER PAGE



search unit/department to find support staff

Support Staff	SSC 🔅	Function(s)	Unit(s)
Aaron Weitner aaron.weitner@ku.edu (785) 864-0443	Strong Hall SSC	Financial Analyst	 Speech-Language- Hearing Center for Research Methods & Data Analysis Applied Behavioral Sciences Visual Arts Theater and Dance School of Public Affairs & Admin Child Language Program
Aimee Hunt aimeeg@ku.edu (785) 864-5740	Carruth SSC	Finance Manager	Carruth SSC
Alec Schneider Educationssc@ku.edu (785) 864-0060	O'Leary SSC	Accounting Specialist	 School of Education - Curriculum & Teaching (C&T) School of Education -

Principle: Encourage Transparency and Communication

University of Kansas Shared Service Centers, "Find SSC Staff." Accessed Sep 3, 2019. http://ssc.ku.edu/support-staff

Source: University of Kansas, Lawrence, KS; EAB research and analysis.

Quick Links

Finances Services

HR Services

Research Services

Forms:

Travel Request Expense Reimbursement (.pdf) Candidate & Honorarium Request Candidate & Honorarium Reimbursement (.xls) W-9 (.pdf)



Principle: Facilitate Access to Self-Service Resources

University of Kansas Shared Service Centers, "Quick Links." Accessed Sep 3, 2019. <u>http://ssc.ku.edu/</u>

Proposal Submission Support

As soon as you've identified a project funding opportunity that you want to pursue, you can receive support for proposal development by completing the following webform:

SHARE Proposal Request Form

Because the central campus offices require a minimum of 5 business days to review the working draft of your grant application, it is best to notify your research administrator a *minimum of 10 business days before a proposal is due*, in order to provide sufficient time to assemble, organize, and route your application for internal, department-level approvals. More time may be needed if you plan to work with collaborating partners that are external to UC Berkeley.

Upon receipt of a request for proposal support, we will review the proposal submission requirements, establish a timeline to help keep track of the different required components of the application, and assist you with the development of your project budget. Our goal is to review and start the proposal development process within 2 business days of receipt-- please contact <u>share research@berkeley.edu</u> if a Research Administrator has not connected with you within 48 hours of your submission of the webform.

Checking Fund Balances

For faculty who have active grants, Research Administrators will provide monthly financial summaries for their activities supported under the SHARE administrative region. Faculty and RA use <u>CalAnswers' PI Portfolio</u>® as a shared system to review budget, spending, and balances on all faculty-managed funds.

Log in to PI Portfolio (direct link)



UC Berkeley SHARE Regional Services, "Research Administration." Accessed Sep 3, 2019. <u>https://shareregion.berkeley.edu/re</u> <u>gional-services/research-</u> administration



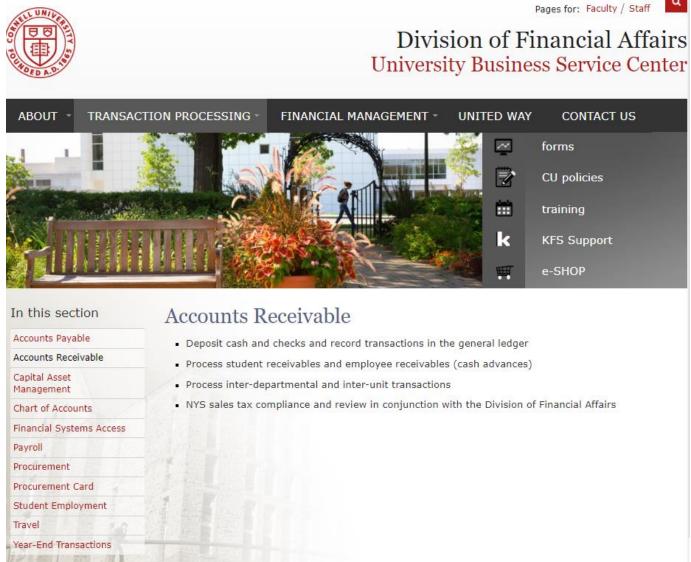
Home > HR Depts. > Shared Services Organization

HR / PAYROLL	×	FINANCE	+
New! UCPath Cutover Deadlines			
AggieCard - Employee ID			
<u>Recruitment</u>			
 Leaves Coordination New Hire /Onboarding 			
Pay /Timesheet			
Student Employment Actions			
Position /Salary Actions			

Principle: Set Service Expectations Upfront

University of California Davis Human Resources Shared Services Organization, "Home Page." Accessed Sep 3, 2019. https://hr.ucdavis.edu/departm ents/shared-services/sso

Source: University of California, Davis, Davis, CA; EAB research and analysis.



Component: Services Organized by Administrative Divisions

Cornell University Business Service Center, "Transaction Processing: Accounts Receivable." Accessed Sep 3, 2019. https://www.dfa.cornell.edu/ ubsc/transaction/receivable

Source: Cornell University, Ithaca, NY; EAB research and analysis.

ABOUT US

Regional Leadership





Teal Sexton Auffhammer

Regional Director Regional Associate Dean

Max

SHARE Organization

HOW TO PROVIDE FEEDBACK

We want your feedback!

Please use the SHARE Feedback Form to provide feedback on a transaction, process, system, staff member and/or other aspects of the services provided by SHARE. We are very interested in how we are doing and welcome your ideas for improvement!

SHARE Feedback Form

WHERE TO FIND OTHER SERVICES

Looking for other services?

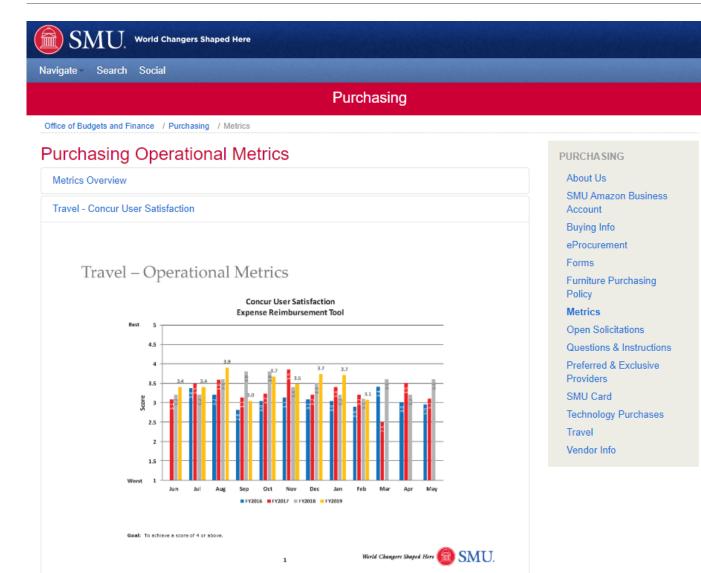
Most other campus services, including Information Technology, are centralized and housed in various departments.

Visit Berkeley Regional Services for information and links to other services.

Berkeley Regional Services



University of California Berkeley SHARE Regional Services, "Home Page." Accessed Sep 3, 2019. https://shareregion.berkeley. edu/



Component: Metrics Page

Southern Methodist University Center of Operational Excellence, "Metrics: Purchasing." Accessed Sep 3, 2019. https://www.smu.edu/BusinessFinance/OfficeOfBudgetAndFinance/ Purchasing/Metrics

Component: Request REQUEST Tracker **Purchasing/Paying for Goods and Services** TRACKER University of Washington College of Arts and Sciences Purchase Goods (Items) Shared Services, "Home New: Submit a Contract for Review Page." Accessed Sep 3, **Activity Snapshot** 2019. Pay an Invoice https://ssc.artsci.washington Initiate a Blanket Purchase Order (BPO) .edu/ "Receive" an Invoice (BPO) Pay an Honorarium (P2I) **Bulk Upload for Honorarium Payments Reimburse Travel Expenses Reimburse Purchase Expenses Bulk Upload: Invoice Payments & Reimbursements** Current Ticket Volume View Invoice Payment Workflow (New and open as of August 12th) LEARN MORE Pay an Award or Scholarship (SDB) Bulk Upload: Award or Scholarship Payments (SDB) STAFF DIRECTORY **Request Travel Advance** hssc@uw.edu Phone: 206-221-9266 Timelines and FAQs Campus Box 353765



Component: News Update Page or Blog

Cornell University Business Service Center, "USBC News." Accessed Sep 3, 2019. https://www.dfa.cornell.edu/ub sc/news

In this section

Roles and Responsibilities

Standards

Events

News

Spotlights

UBSC News

<u>Register now for the Accounting Certificate Program and more finance training courses</u> Aug 27, 2019 New and updated training courses are available, including the Accounting and Procurement certificate programs, starting this fall.

Learn more about e-SHOP at monthly webinars Aug 26, 2019

Make the most of all that e-SHOP has to offer by attending one of Procurement and Payment Services' monthly Zoom training webinars.

FY 2019 Year-End Processing Deadlines May 21, 2019

The UBSC has established internal deadlines based on the most recent information from central university offices.

The IRS has issued standard mileage rates for 2019 Jan 09, 2019

The Internal Revenue Service has issued the 2019 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

CASSS User Feedback Survey

Log in and this form will be prefilled with your profile data (like email address and default department).

The CASSS team strives to provide timely, accurate service and to be a trusted resource for all our member units. Please complete the following survey so that we can gauge how we are doing and where we can improve. Thank you!

Service Quality

	1 POOR	2 SATISFACTORY	3 GOOD	4 VERY GOOD	5 EXCELLENT
How would you rate the approachability and helpfulness of CASSS team members?	0	0	0	0	0
How would you rate the clarity of CASSS verbal communication (phone and in person)?	0	٢	0	0	0
How would you rate CASSS use of Request Tracker (ticketing system)?	0	۲	0	0	0
How would you rate the turn- around time of CASSS work?	0	٢	0	0	0
How would you rate the clarity of CASSS written communication?	0	٢	0	0	0
How would you rate the accuracy of CASSS work?	0		0	0	0
How would you rate the CASSS web intake forms?	0	۲	0	0	0
How would you rate your overall experience working with CASSS?	0	٢	0	0	0



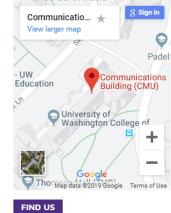


STAFF DIRECTORY

Visit the Office

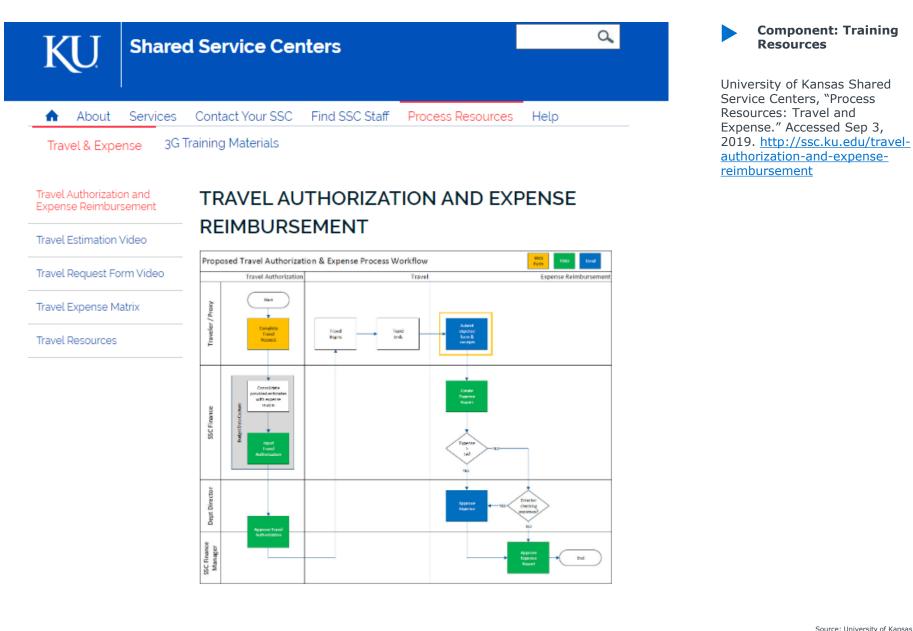
Communications Building - 041A, 041B, 041C

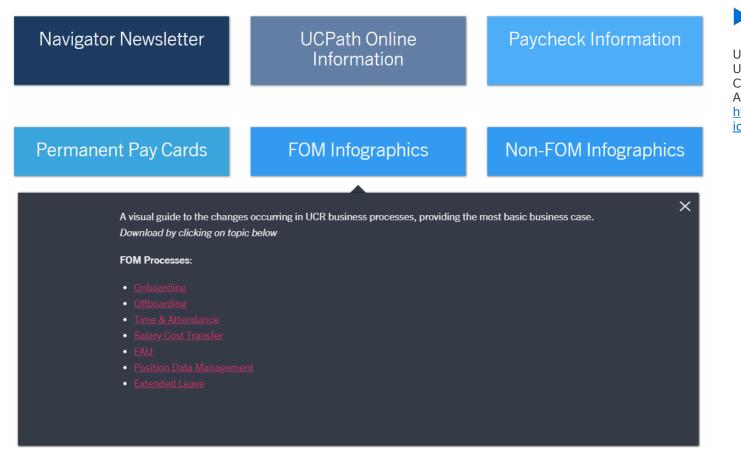
Box 353765 University of Washington Seattle, WA 98195



Component: Link to Customer Satisfaction Survey or Feedback Portal

University of Washington College of Arts and Sciences Shared Services, "CASSS User Feedback Survey." Accessed Sep 3, 2019. <u>https://ssc.artsci.washington</u> .edu/forms/casss-userfeedback-survey



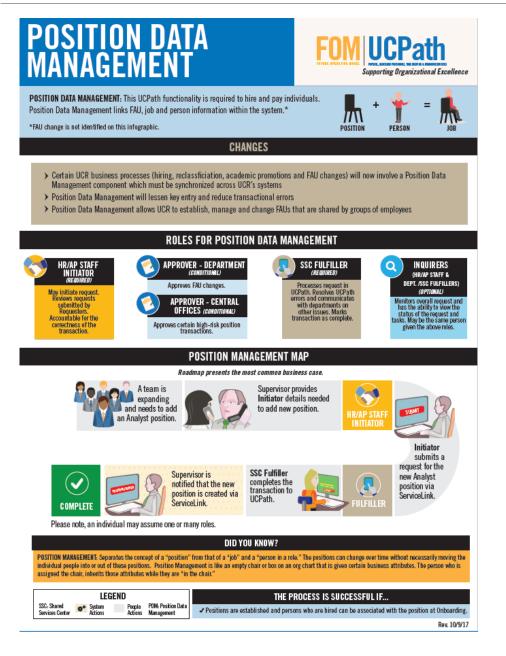


Component: Process Maps

University of California Riverside UC Path Campus Support Center, "Communication." Accessed Sep 3, 2019. https://ucpath.ucr.edu/commun ication

Source: University of California, Riverside, Riverside, CA; EAB research and analysis.

20



Component: Process Maps

University of California Riverside UC Path Campus Support Center, "Position Data Management Infographic." Accessed Sep 3, 2019. https://ucpath.ucr.edu/docum ent/pminfographicnew109pdf

Source: University of California, Riverside, Riverside, CA; EAB research and analysis.