



Breakout Session 2: The Need to Demonstrate the Value of Your Department

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Primarily two key approaches to measuring value

ROI – quantitative

Metrics – number of requests, turnaround time

Statistics – how widely are these disseminated and what is their perceived value?

ROI- qualitative

How do you measure quality?

Essentially the practice of measuring intangibles – feedback – need to implement processes to enable this

Strategic alignment with the business and with key stakeholders

Winning business through information products – letting people know what you can do

Use the intranet to improve visibility – post key statistics, news and upcoming projects etc.

User surveys and also monitoring non-users – it is hard to identify who does not use your services

Make the department inclusive and relevant

Qualitative measures can include end of project review process including comments on the information service, 360 degree feedback and appraisals

Ad hoc emailed feedback should be retained and monitored, followed up

At JP Morgan feedback is requested on every request dealt with by the department, results can be surprising, User perceptions of the end product are key. Quality is measured on a scale from Excellent – Good – Poor -

Unacceptable – these ratings are fed through to senior management and to the team. There is an overall response rate of 40% and individuals can see feedback on their peers.

This approach is also adopted at Watson Wyatt where the feedback is elicited by means of a link to the intranet. Again feedback around the 40% mark.

The key to using stats to demonstrate value to senior people, it can be difficult to justify costs to a CFO – they are not necessarily the end users and are often not familiar with the product offering.

Alignment with the business – follow the Board strategy first and the Information strategy second. Think like the Chairman first and then the Information manager. Get the ear of your supporters – find champions to help in promoting your business

Marketing – useful ways of promoting the information centre

- target new joiners
- make yourself the point of contact for any information
- make the induction process interactive
- obtain a list of joiners, identify new people and visit them.
- build relationships – in a law firm target PSLs specifically
- make training specific and focused

The sector or product approach within information teams is useful – attend sector meetings, be seen

Down to judging your audience and responding appropriately

User surveys are useful for counteracting specific criticisms

Branding of information services – use corporate colours/templates and keep it simple – brand the information centre within corporate guidelines and be consistent