



EuroGEO Showcases: Applications Powered by Europe

e-shape-WP6-D6.6

e-shape



The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820852

ABSTRACT

This document reports the e-shape Help Desk actions which carried out in the first 24 months of project implementation in line with the Help Desk strategy of e-shape (deliverable D6.4). The main objective of this deliverable is to highlight how the impact of the e-shape project was maximized through Help Desk activities.

The information in this document reflects only the author's views and the European Community is not liable for any use that may be made of the information contained therein.

DOCUMENT TYPE	Deliverable
DOCUMENT NAME:	e-shape-WP6-D6.6 Mid-term report on e-shape Help Desk
VERSION:	V1.2
DATE:	May 5, 2021
STATUS:	SO
DISSEMINATION LEVEL:	PU

AUTHORS, REVIEWERS			
AUTHOR(S):	Mirka Rossi, Eleni Christia		
AFFILIATION(S):	NOA		
FURTHER AUTHORS:			
PEER REVIEWERS:	Haris Kontoes, Nicolas Fichaux, Lionel Menard		
REVIEW APPROVAL:	Approved		Approved
REMARKS / IMPROVEMENTS:			

VERSION HISTORY (PRELIMINARY)			
VERSION:	DATE:	COMMENTS, CHANGES, STATUS:	PERSON(S) / ORGANISATION SHORT NAME:
V0.1	05/04/2021	1 st draft version	Mirka Rossi, Eleni Christia
V0.2	14/04/2021	1 st draft version	Mirka Rossi, Eleni Christia
V1.0	26/04/2021	1 st draft version reviewed	PMT
V1.1	05/05/2021	Implementation of review comments	Mirka Rossi, Eleni Christia
V1.2	05/05/2021	Submission to PMT	Mirka Rossi, Eleni Christia
vfinal	6/5/2021	Final version for submission to the EC	PMT

VERSION NUMBERING	
v0.x	draft before peer-review approval
v1.x	After the first review
v2.x	After the second review
Vfinal	Deliverable ready to be submitted

STATUS / DISSEMINATION LEVEL			
STATUS		DISSEMINATION LEVEL	
S0	Approved/Released/Ready to be submitted	PU	Public
S1	Reviewed	CO	Confidential, restricted under conditions set out in the Grant Agreement
S2	Pending for review		
S3	Draft for comments	CI	Classified, information as referred to in Commission Decision 2001/844/EC.
S4	Under preparation		



TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	6
2	INTRODUCTION.....	6
3	MID-TERM REPORT ON HELP DESK.....	6
3.1	INTERNAL & EXTERNAL COMMUNICATION ACTIONS	9
4	NEXT STEPS.....	11

1 EXECUTIVE SUMMARY

This section reports the e-shape Help Desk activity which was carried out in the first 24 months of the project implementation in line with the Help Desk Strategy and Set Up which is part of WP6 “Communication, Dissemination & Help Desk”.

Help Desk, today more than ever, plays a pivotal role in creating new opportunity and delivering competitive advantage to users. The two main roles of the Help Desk are: first of all, to be the primary point of contact for all internal and/or external visitors and secondly ensure that all end-users have been fully informed and understood e-shape’s areas of expertise, the available services and how these services are to be requested and utilized, as well as what the project is all about.

Help Desk, as an innovative set of outreach activity, used for raising awareness in order to facilitate and enhance the communication with users and with stakeholders interested in the project. Collaboration with WP4-WP5 for the onboarding action – campaign was implemented successfully.

2 INTRODUCTION

The Mid-term report on Help Desk is part of WP6 “Communication, Dissemination & Help Desk”, whose main objective is to present the implemented actions and the way forward.

The dedicated e-shape Help Desk facilitates and enhances the communication with users and with stakeholders interested in the project. Help Desk serves as the single point of linking users with the showcase and pilot teams, ensuring that different issues and user concerns are quickly addressed and resolved.

Taking all this into account, this report follows the structure presented below:

- **Chapter 3:** presents the mid-term actions which implemented during the reporting period.
- **Chapter 4:** presents the next steps that could be taken to enhance the way forward and future work.

3 MID-TERM REPORT ON HELP DESK

Help Desk, today more than ever, plays a pivotal role in creating new opportunity and delivering competitive advantage to users. The two main roles of the Help Desk are: first of all, to be the primary point of contact for all internal and/or external visitors and secondly ensure that all end-users have been fully informed and understood e-shape’s areas of expertise, the available services and how these services are to be requested and utilized, as well as what the project is all about.

e-shape’s Help Desk went live and was available through the e-shape website on 11/9/2019, ensuring GDPR (General Data Protection Regulation) compliance. A Privacy Policy is available at the Help Desk, explaining to users how e-shape will be using their personal data, what steps we’ve taken to keep it safe, and how they can exercise their rights over their personal data. Terms & Conditions are also available at the Help Desk setting out what's expected from both e-shape and users. e-shape Help Desk obtains consent from users before using their personal information. e-shape Help Desk obtains consent from users before using their personal information.

As described in D6.4 the users of the Help Desk are split to 4 categories:

- **Administrators:** Those who are registered and authenticated in the platform and can manage the other user actions and the platform's processes. The objective of the administrators is to ensure that standardized methods and procedures are used for efficient and prompt handling of all requests.
- **Moderators:** (SC/Pilot/WP leaders) Those who are registered and authenticated in the platform & can answer/resolve/assign a request. Fromm Help Desk view, moderators are not only responsible to manage the request but also track and push on the progress, ensure the standardized methods and procedures are used for efficient and prompt handling of all changes, timely.
- **Main users (registered - active users):** Executives and directors need a trusted source of industry news that helps them lead. Main users are considered as all the external stakeholders who want to be informed about the program and the pilots.
- **Potential main users (not registered - visitors):** Public institutions, Academics, Developers, Researchers NGOs, Companies. e-shape Help Desk improves user's satisfaction since it will be actively responsive, consistently assist users, and go the extra mile in service delivery support. This provides support to the project's objectives and facilitates the growth of its service by increasing the number of returning users.

WP6 sent directions to all moderators in order for them to explore the features that the tool has to offer, and organised a dedicated hands-on tutorial session for moderators that was held on 25/9/19, focusing on their important role and contribution to the Help Desk tool.

Moderators are considered to be the backbone of this tool, that involves establishing a dialogue with users to reinforce the users' experience, improve their satisfaction and transfer the information within the consortium. Additionally, a voice-over tutorial recording video for moderators, was developed and is available in confluence.

The training material concerns the moderators of the e-shape Help Desk. Help Desk includes four main sections: Knowledge base, Community Forums, Frequently Asked Questions and Submit a request section. Moderators must focus on a particular category which is **Submit a request**. The request form will be the place where users come to connect directly with you as moderators. A visitor must fill in the request form in order to contact us for any issue. Moderators, were informed through the tutorial how to use the platform, to view requests, to change the status of the request and to close the request.

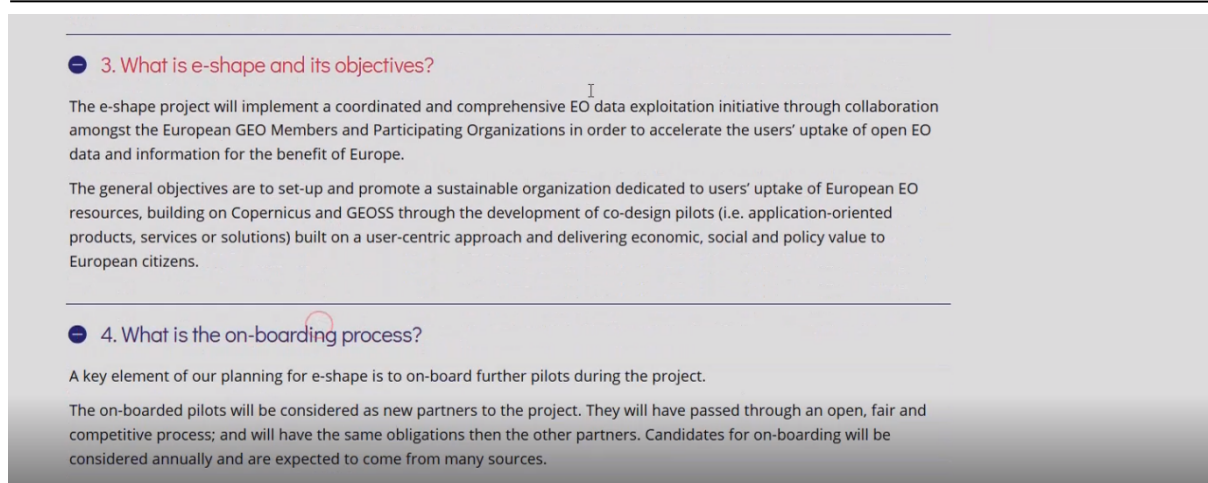


Image 1 – Screenshot from the tutorial video

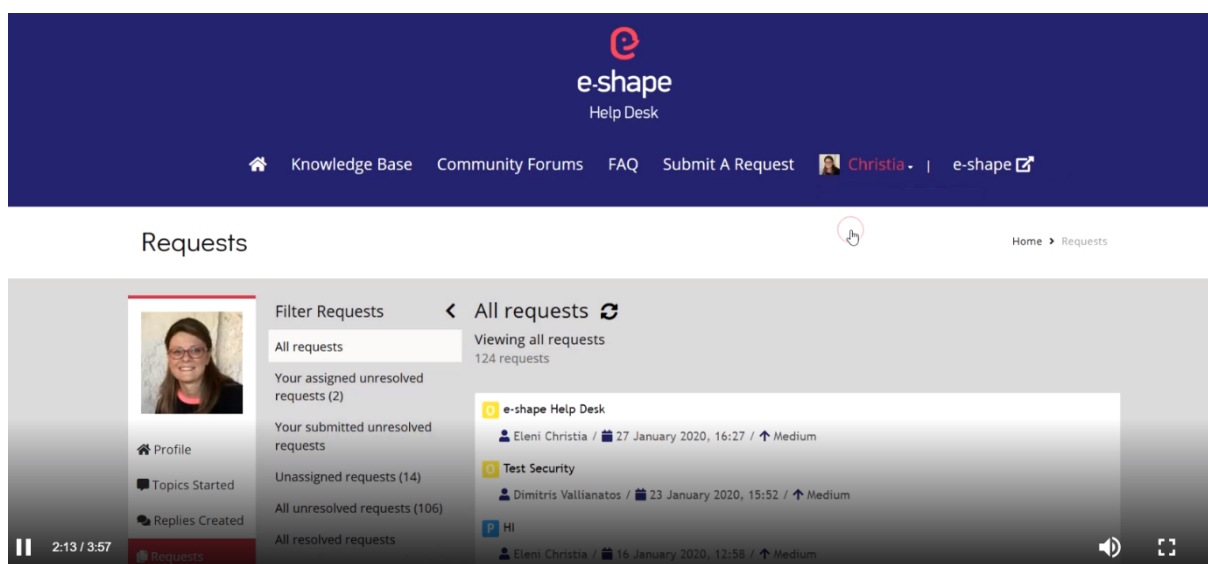


Image 2 Screenshot from the tutorial video

Within the context of "Go to Users Action" (an action to reach new users) and on an attempt to amplify e-shape's Help Desk awareness with new users, a promo banner was created in order to encourage them to visit our platform by accentuating the benefits of e-shape project (Image 4). It was a more specific promotion, one with a narrow scope and was hyper-focused on e-shape Help Desk. Since it needed to be comprehensive enough, we developed an animated-infographic with a minimal text that gave an easy-to-understand overview of our "topic" and by clicking the image, it directed you to the e-shape Help Desk home page.

WP6 had a robust collaboration with WP5 regarding the onboarding call for new pilots. A key element for e-shape was to onboard further partners during the project, to join the EuroGEO community and contribute to the expansion of the EuroGEO ecosystem. 5 new entities onboarded this year. The e-shape Help Desk was the tool for the applicants to submit their proposal and to ask questions related to the process.

The Help Desk was launched January 2020 and has served 60 requests up to date and we present lack of tangible services (for the time being), since stakeholders (co-designers) prefer direct communication

with the pilots. Help Desk may reach its target in the course of time and as the impact of the e-shape project maximizes and activities develop along with the achievements of the pilots' targets.

More specifically, Help Desk served 20 private companies, 7 RI/Universities, 2 Consultancy, 2 SME. The onboarded process was facilitated through the Help Desk for the entire period of the call.

This deliverable is part of e-shape's Help Desk work. The primary goals of the e-shape Help Desk are to assist end-users, solve problems and maximize services value. The key learnings that brings to the e-shape pilots and EO community were described in D6.4 and are:

- ✓ The e-shape Help Desk establishes a dialogue with users and insures efficient and fruitful exchanges between “clients and service providers”.
- ✓ The Help Desk platform coordinates engagement between the project team and externals.
- ✓ Provides support to the stakeholders across the EO value chain, including policy makers, end-users, thematic networks & associations, innovation hubs, data owners, and service providers.

3.1 Internal & External Communication Actions

1. Help Desk Moderators' Training

Since moderators, play a pivotal role in establishing a dialogue with users to reinforce the users' experience and to improve their satisfaction, WP6 organized a dedicated hands on session-tutorial for moderators in order to explore the features and functions of the Help Desk and of course, answer any questions that may arise.

[Presentation](#) and [instructions](#) for moderators

[Tutorial recorded video for moderators](#)

2. Instructions for users

[Presentation for users](#)

3. Help Desk Campaign

A social media campaign was designed in order to promote the e-shape Help Desk



Image 4 e-banner



Image 5 e-banner

4 NEXT STEPS

WP6 will continue to measure how many queries are resolved through Help Desk knowledge base (KPI's), remove any potential causes of dissatisfaction, understand better the user experience and provide ever-better services so users encounter ever-fewer problems.

During Sprint 2 and through the mandatory Challenge 14, pilots are requested to bring stakeholders in the Help Desk platform in order to engage externals and targeted audiences.

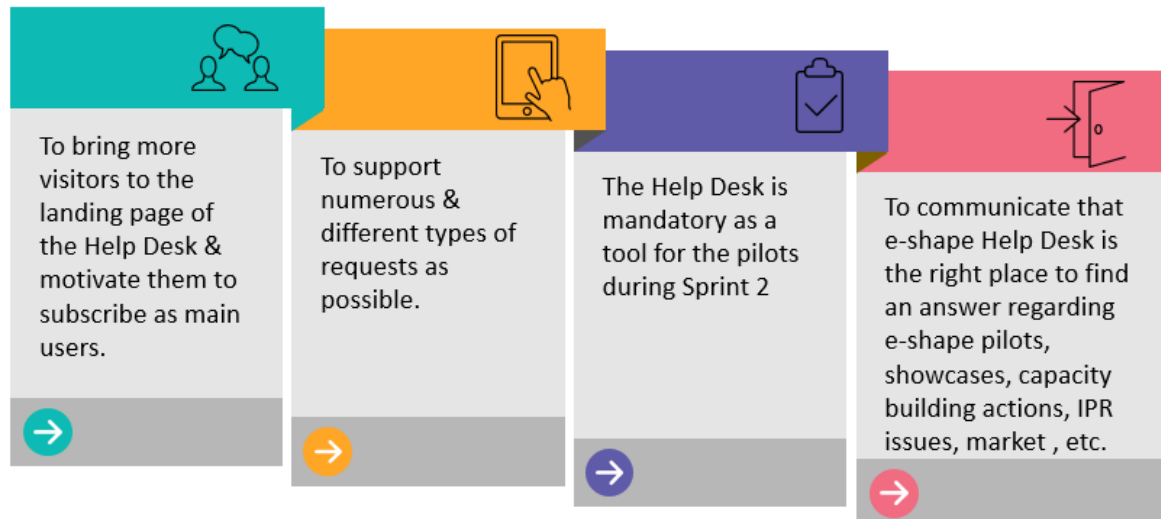


Image 6 Help Desk goals

As already mentioned the primary goals of the e-shape Help Desk are to assist end-users, solve problems and maximize services value. These goals cannot be met unless and until Help Desk services are fully utilized. Success depends upon acceptance and awareness. If the end-user community is not sufficiently aware of the Help Desk mission, and the services provided, it is unlikely that utilization and “acceptance” goals can be met. In this context, WP6 followed a “communication program”, however we faced difficulties in achieving partners’ engagement in using Help Desk as a primary point of contact since they showed lack of involvement.



END OF DOCUMENT