D6.10 Final report on Help Desk

e-shape

ABSTRACT

This document reports the e-shape Help Desk actions which carried out in the period 24 to 44 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 Help Desk was instrumental in facilitating the onboarding process for e-shape as it enabled direct engagement with potential partners.

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AUTHORS, REVIEWERS			
AUTHOR(S):	Mirka Rossi, Aspasia Trevlaki		
AFFILIATION(S):	NOA		
FURTHER AUTHORS:			
PEER REVIEWERS:	Haris Kontoes, Nicolas Fichaux, Lionel Menard		
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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

This section reports the e-shape Help Desk activity which was carried out over the last 20 months (May 2021 - Dec 2022) of project implementation in line with the Help Desk Strategy and Set Up which is part of WP6 "Communication, Dissemination & Help Desk".

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, is 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 second onboarding action campaign was implemented successfully.

2 INTRODUCTION

The final report on Showcases 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 actions which were implemented during the reporting period.

- **Chapter 4:** presents the next steps that could be taken to enhance the way forward.

3 FINAL REPORT ON HELP DESK

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.

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. From Help Desk point of 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):** Main users are considered as all the external stakeholders who want to be informed about the program and the pilots.

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- **Potential main users (not registered - visitors):** Public institutions, Academics, Developers, Researchers NGOs, Companies. e-shape Help Desk improves user's satisfaction since it is actively responsive and deliver support.

The moderators of the e-shape Help Desk, which are considered to be the backbone of this tool, following the directions sent by WP6 (D6.6) and the tutorial hands-on session organized by WP6 (D6.6), established a dialogue with users, according to the requests received from the Help Desk platform and reinforced the users' experience by sharing their expertise on the domain of interest.

Additionally, the voice-over tutorial recording video for moderators, that was developed by WP6 and is available in confluence (D6.6), was proven very helpful in terms of comprehending the main features and functionalities that the tool has to offer and the important role moderators had towards contributing to the seamless exchange of information with users, in a timely manner.

Within the context of Challenge #14 KPI (bring stakeholders to Help Desk) (D6.5 & D6.7) and on an attempt to amplify e-shape Help Desk awareness, WP6 created a promo banner (an animated infographic), where it encouraged new users to visit the Help Desk platform by highlighting fast facts of e-shape project. It was a more specific promotion through e-shape social media, one with a narrow scope and that was hyper-focused on e-shape Help Desk (Image 1).

WP6 had a robust collaboration with WP5 regarding the onboarding call (1st & 2nd) 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.

In light of this, apart from classical communication and dissemination activities, the dedicated e-shape Help Desk platform (D6.4) was the tool for the applicants to submit their proposal and to ask questions related to the procedures. Additionally, it facilitated and enhanced the communication with users and with stakeholders mainly during the entire onboarding process. 10 new entities onboarded the e-shape community (1st & 2nd onboarding call).

The Help Desk platform was updated accordingly after the second onboarding call and the new onboarded pilots received their credentials as moderators. The platform served more than 60 requests during the second onboarding call. More specifically, Help Desk received a total of 33 applications coming from: 23 private companies, 3 RI, 4 Universities, 2 NPF, 1 public institute. Help Desk served in total 120 requests (i.e Universities, SME's, Private companies etc.).

Within the spirit of enhancing awareness of both e-shape onboarding call and the e-shape Help Desk platform, WP6 in collaboration with WP5 organized, during the second onboarding call, a live info session: "You Ask, We Answer!" that served as an important "tool" to upend the understanding of the onboarding process and the application procedure through the e-shape Help Desk. The session was published in the e-shape YouTube channel. (Image 2)

Furthermore, the Help Desk platform was highly promoted through online events, e-banners and the 7 Showcase Webinar series (D6.8), mainly as a tool for the participants to submit their questions before, during and after the webinars. (Image 3)

Additionally, within the framework of the important task of the e-shape 7 Showcase Webinar series conduction and the dedicated social media promo campaign developed (D6.8), appealing and attention-getting e-banners, in accordance with the Showcase thematics and a general one, were designed with a persistent approach on the promotion of the Help Desk tool. (Images 4-7)

The Help Desk was launched January 2020 and has served 127 requests up to date and at this point we have to mention that as far as the "traffic" of the tool is concerned, it poses an enduring challenge since stakeholders are more inclined to direct communication with the pilots instead through a platform.

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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 and associations, innovation hubs, data owners, and service providers.

3.1 Internal & External Communication Actions

1. Help Desk promo e-banner

A promo banner (an animated infographic) was designed, that encouraged new users to visit the Help Desk platform by highlighting fast facts of e-shape project. It was a more specific promotion through e-shape social media, one with a narrow scope and that was hyper-focused on e-shape Help Desk (Image 1)

Image 1 - Help Desk promo e-banner

2. Live info session for the second onboarding call: "You ask we Answer!"

WP6 in collaboration with WP5 organized, during the second onboarding call, a live info session: "You Ask, We Answer!" that served as an important "tool" to upend the understanding of the onboarding process and the application procedure through the e-shape Help Desk. The session was published in the e-shape YouTube channel. (Image 2)

Image 2: e-banner of the live info session

3. Promotion of the Help Desk tool through the e-shape 7 Showcase Webinar series

The platform was promoted through the 7 Showcase Webinar series (D6.8), mainly as a tool for the participants to submit their questions before, during and after the webinars. (Image 3)

Image 3: image from SC2 webinar

4. Help Desk promotion through the e-shape 7 Showcase Webinar series

A dedicated social media promo campaign (pre-main-post) for the 7 Showcase Webinar series was developed (D6.8), and included appealing and attention-getting e-banners, in accordance with the thematic areas and a general one, with a persistent approach on the promotion of the Help Desk tool. (Images 4-7)
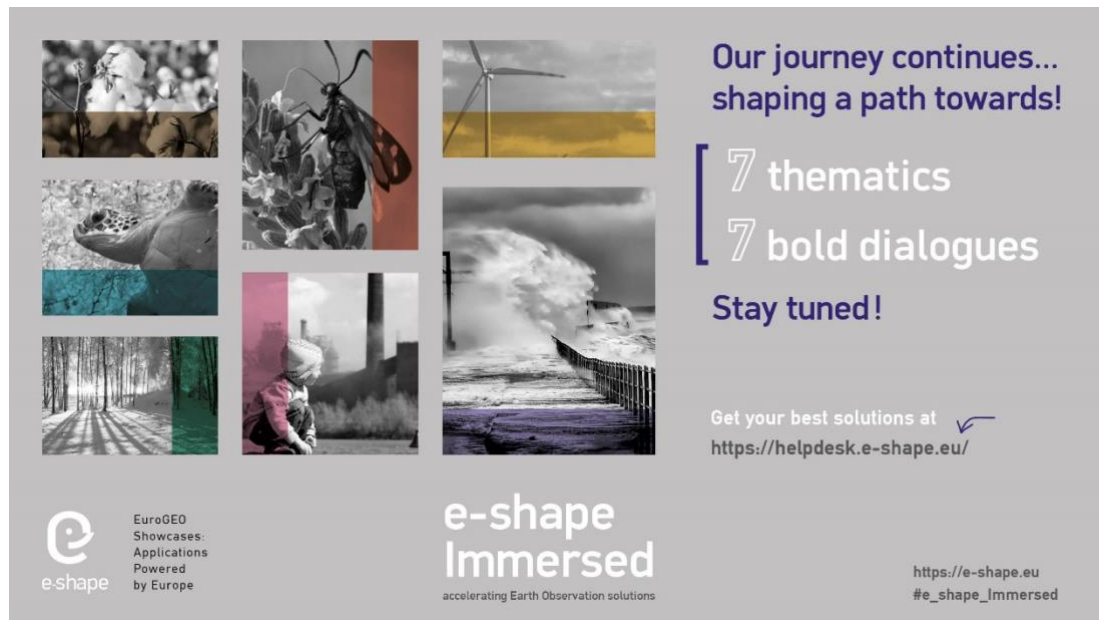

Image 4: general promo e-banner | 7 showcase webinar series pre-campaign

Image 5: SC 1 promo e-banner | 7 showcase webinar series main-campaign (indicative)

Image 6: SC 5 promo e-banner | 7 showcase webinar series main-campaign (indicative)

Image 7: SC 6 promo e-banner | 7 showcase webinar series main-campaign (indicative)

4 NEXT STEPS

The main actions that WP6 had and has to carry through, with the substantial contribution of the pilots and relevant WPs, are to promote further the Help Desk and continue attracting / engaging new users/ stakeholders to Help Desk platform in collaboration with pilots.

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. This is an ongoing action until the end of the project.

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.

To bring more visitors to the landing page of the Help Desk & motivate them to subscribe as main users.

To support numerous & different types of requests as possible.

The Help Desk is mandatory as a tool for the pilots during Sprint 2

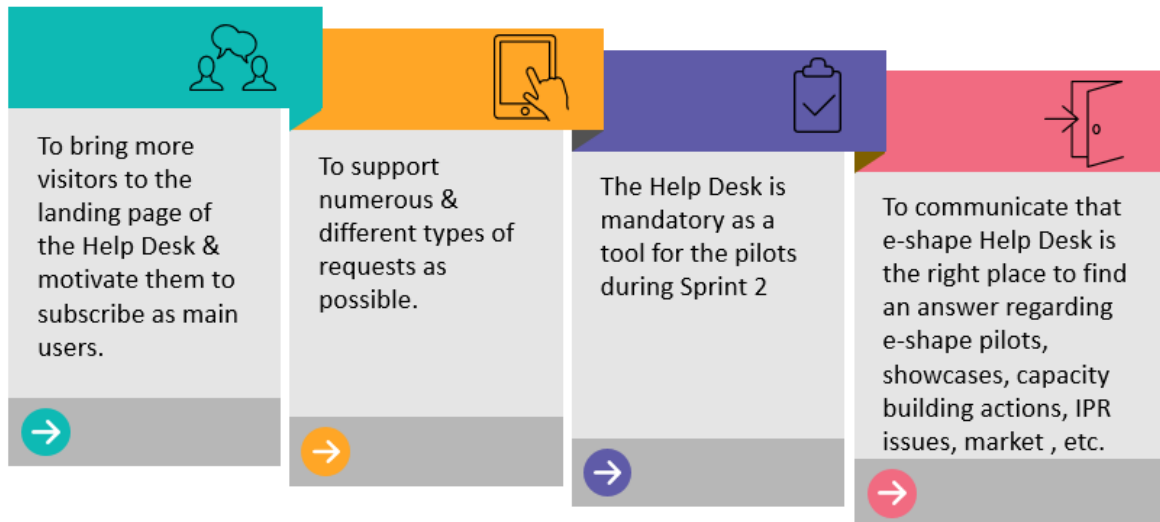To communicate that e-shape Help Desk is the right place to find an answer regarding e-shape pilots, showcases, capacity building actions, IPR issues, market , etc.

Image 8: Help Desk goals

END OF DOCUMENT