



EuroGEO Showcases: Applications Powered by Europe

## D6.12 Final report on Help Desk

e-shape



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**ABSTRACT**

This document reports the e-shape Help Desk actions which carried out in the period 44 to 48 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.

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## 1 EXECUTIVE SUMMARY

This section reports the e-shape Help Desk activity which was carried out over the last 4 months (Dec 2022 - Apr 2023) 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 were: 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, was used for raising awareness in order to facilitate and enhance the communication with users and with stakeholders interested in the project.

## 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 up to date.

The dedicated e-shape Help Desk facilitated and enhanced the communication with users and with stakeholders interested in the project. Help Desk served 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:** is an epilogue of the e-shape Help Desk.

## 3 FINAL REPORT ON HELP DESK

The two main roles of the Help Desk were: 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 were split to 4 categories:

- **Administrators:** Those who were registered and authenticated in the platform and can manage the other user actions and the platform’s processes. The objective of the administrators was to ensure that standardized methods and procedures were used for efficient and prompt handling of all requests.
- **Moderators:** (SC/Pilot/WP leaders) Those who were registered and authenticated in the platform and can answer/resolve/assign a request. From Help Desk point of view, moderators were not only responsible to manage the request but also track and push on the progress, ensure the standardized methods and procedures were used for efficient and prompt handling of all changes, timely.
- **Main users (registered - active users):** Main users were considered as all the external stakeholders who wanted 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 improved user’s satisfaction since it was actively responsive and delivered support.

The moderators of the e-shape Help Desk, which were 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 was available in confluence (D6.6), was proven very helpful in terms of comprehending the main features and functionalities that the tool had to offer and the important role moderators had towards contributing to the seamless exchange of information with users, in a timely manner.

The Help Desk platform was highly promoted through online events, e-banners, webinars and social media (YouTube, Twitter, LinkedIn), mainly as a tool for the participants to submit their questions before, during and after the events/webinars. (Images 1, 2, 3 & 4)

The Help Desk was launched January 2020 and has served 127 requests up to date. Since the platform was the main tool for the applicants, of the entire onboarding call (1<sup>st</sup> & 2<sup>nd</sup>) for new pilots, to submit their proposal and ask questions related to the procedures, the Help Desk served requests coming from: private companies, research institutions, Universities, NFP, public institutions, universities, SME's etc.

At this point we have to mention that as far as the "traffic" of the tool is concerned, it posed an enduring challenge since stakeholders were more inclined to direct communication with the pilots instead through a platform.

This deliverable is part of e-shape's Help Desk work.

### 3.1 Internal & External Communication Actions

#### 1. Help Desk events/webinars e-banners

The Help Desk platform was highly promoted through online events/webinars and social media (i.e. YouTube) mainly as a tool for the participants to submit their questions before, during and after the webinars.



Image 1: Webinar event promo e-banner



Αναζήτηση



e-shape Capacity Building: Reach potential clients &amp; partners with effective communication

e-shape project  
62 εγγεγραμμένοι

Εγγραφή

0



Κοινοποίηση



Image 2: YouTube image from e-shape Capacity Building for communication webinar



Image 3: Webinar event promo e-banner





Image 4: YouTube image from e-shape Capacity Building for Intellectual Property webinar

## 4 EPILOGUE

The primary goals of the e-shape Help Desk were to assist end-users, solve problems and maximize services value. The key learnings that brought to the e-shape pilots and EO community were described in D6.4 and are:

- ✓ The e-shape Help Desk established a dialogue with users and insured efficient and fruitful exchanges between “clients and service providers”.
- ✓ The Help Desk platform coordinated engagement between the project team and externals.
- ✓ Provided 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.

As a general principle the e-shape Help Desk, was designed in an attractive and informative way with strong emphasis on user experience aspects and with the main objective to upend the understanding of end-users about the e-shape’s areas of expertise and services.



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