Introduction to Research

Our group will be using our research document to incorporate the evidence that we’ve found that will work towards our solution of an efficient service request system. Each source will be valuable to incorporating findings from each source into our final presentation, and webpage. We will be able to get a variety of perspectives that will be important for suggesting how our solution to our scenario will be the most effective solution. From scholarly articles to surveys, we ensure as a group that this data and information will be used to back up our original ideas for our solution.


In an article found on ScienceDirect, our group found information on how we could use automation in order to expedite the customer service processes between IUSecure users and UITS. The author, C.F. Cheung refers to what he calls “multi-perspective knowledge based systems” in order to create optimal efficiency within the realm of customer service management (Cheung 2003). In the following paragraphs I will describe what our group found pertaining to the comparison between Cheung’s MPKBS and what he refers to as a more conventional approach. We will conclude by explaining in more depth how implementation of the MPKBS would work.

In the eyes of Cheung, there are two approaches to how a business or service handles their customer service management. First, the conventional approach, typically relies on the experience and know-how of the CS staff as well as how they disseminate that information to other employees so that information can be properly conveyed to the customer (Cheung 2003). The problem with the conventional approach is that if a certain experienced employee decides to leave a company, then that valuable information is also lost with them. Efficient processes are lost as well when it comes to a conventional approach because the customer service ends when the employees are out of the office, which is not particularly conducive to the 24-hour needs that customers have. Those reasons are why Cheung proposes a MPKBS. Amazon uses a very similar system to what this article refers to which is where we initially got the idea for automated CSM in reference to UITS and IUSecure. In essence, a MPKBS is a database of accumulated cases and scenarios that will give users drop down list options created from past verified user experiences that have been solved by the CS staff. This gives any firm the capability to have 24-hour CSM capabilities without needing to utilize any physical staff to man phones or computers.

As aforementioned, in order to create a multi-perspective knowledge based system there needs to be a database comprised of verified successful cases based on a number of factors and details. In the article, Cheung refers to studies done on case based reasoning (CBR) and how it has become an increasingly prominent factor especially in the world of customer relationship management because it reduces the necessity for human interaction on the part of employees in updating the systems (Kolodner, 1992,
Sinoudis, 1992 and Aamodt and Plaza, 1994). In conclusion, we have found that based on research by C.F. Cheung that an MPKBS seems to be a more efficient method of customer service relations/management as opposed to a more conventional singular avenue approach.


In a “Consumer Reports” article, studies show customer service has created many problems and complaints by the average American. In 2010, there were over a million complaints on businesses all revolving around customer service (consumer). Companies attempt to solve customer issues through the use of FAQ’s, but when consumers problems aren’t answered through these help questions, frustrations run high. 67 percent of people hung up on customer service reps without having their problem addressed (consumer). Our group can use this article to reveal that a service request can simplify the difficult nature that exists for consumers when faced with confronting customer service about a project, IT issues, etc.


The article “Customer Support as a Source of Usability Insight: Why Users Call Support after Visiting Self-service Websites” is about a study with the goal of identifying reasons why a person would call a customer service representative after using a self-service system. This study involved a telecom company, but it has two points that are relevant to our goal of improving the service request process of our university’s IT department. The first is that data needed to be collected from users that didn’t find the self-service system to be useful; doing this allowed the researchers to develop a list of reasons for not using self-service. Our initial goal should also be to identify what barriers may exist that influence the contact method by a user (student, faculty, etc.). The study broke down the responses into five categories: obstructed self-service, planned calls, usability problems, technical breakdowns, and strategic issues. These categories will provide us a framework of how to approach our interface so that users are able to clearly identify options and choose accordingly.

In the article on Xplore.org there is an article by G. Kang, it talks about resolving conflicting service requests. IT service requests are one of those problems where it is very hard to get perfect. However, there are multiple ways to increase the successfulness and increase the productivity of it. Kang talks about how a lot of service selection focus on one at a time. This is very un-effective, especially when there are multiple requests to be answered. There is one certain way to increases the speed and lower the crowded systems full of service requests (Kang).

The best way is to take all of the similar requests together and answer them all at the same time. This is based around what is called “quality of service” or (QoS). To increase the success of this an algorithm is created to help with the service requests. So according to Kang, one of the more effective ways of increasing the speed of service requests, an algorithm is created to group them together. After they are grouped together then they are easier to answer quicker instead of one at a time. There is no right answer however. The main point is just to answer the most service requests at once to help reduce the traffic (Kang).

This article is relevant to our problem because it deals with service requests and the one key to increasing the response time. By being able to respond to more than one service request at once, it will allow more time for the other requests. Another pro of doing this method is that it gets less crowded and makes it simpler to reply to the requests. This way is also a form and is not face-to-face. This helps the people who especially do not like talking personally to others. Also even if a person doesn’t have time to talk to somebody. They can just send a request and get the email back quickly.


Managing a business requires basic knowledge of the industry, workforce, and different tools that assist in running a business at peak levels. Developing an efficient service request process is important for understanding how your business will compete and stay at peak levels (Banos). Business owners should consider multiple factors and variables to gain a higher understanding on what makes their business run efficiently and effectively. Businesses need to ask specific questions like “How are service requests currently communicated? Do you utilize a software solution or are they sent via email or phone call?” (Banos). Proper service request systems allow for Long term success because they allow for accurate, reliable and timely information within a business. Our group can use this article to reveal that you must consider multiple factors including opinions on current IT services when developing an efficient service request.

https://docs.google.com/a/umail.iu.edu/forms/d/1ucZvZ1aOhZtNyQ_oWetRg6ez1rBwgiyuom4SGYaNLS/edit?usp=drive_web#responses

Are group used a survey to analyze current IT services that IU implements and how effective students feel IT services are in assisting their needs. Our survey revealed that a majority of the time, students would prefer not to either chat or do a walk-in with IT services. 17 out of 22 students said that if a
connectivity issue occurred, rather than using IU IT services they would fix it themselves a majority of the time. When asking in our survey how much students like current UITS Services, 54.5% of responders said that they like the services provided. But when asked how often their problem is answered by UITS, 50% of responders said their problem was sometimes answered. When asked if our solution would be the most effective in solving IT issues, all respondents responded with Yes when asked if they prefer our service request. Our Group will use the data from the survey to reveal how current students feel about IT services and how our changes can fit the needs of the students IT concerns.