Task 14 HelpDesk Feedback

Name: Lyn Walsh Date: 05/ 11 / 2010

Additional Resources:

<http://www.google.com.au/search?hl=en&safe=active&q=HelpDesk+feedback+&aq=f&aqi=g-s1&aql=&oq=&gs_rfai>=

<http://www.google.com.au/search?hl=en&source=hp&q=Feedback+Form+&btnG=Google+Search&aq=f&aqi=&aql=&oq=&gs_rfai>=

**QUESTIONS**

**10 marks per question, put answers on your wikispace.**

1. Complete the Feedback Form on the <http://hdclientsupport.wikispaces.com/>

**Toyota feedback form is attached to the wiki.**

1. The proposed marketing event at Lander Toyota associated with the 2010 Commonwealth Games is oversubscribed. Many clients have decided to stay and view in Australia rather than travel in these uncertain times.

Pinko and Lander Toyota management are very impressed with the support of the IT HelpDesk staff and want to ensure that the event is successful and may use similar marketing in future e.g. the Rugby World Cup, etc

* 1. **Create a Feedback Form** for clients attending the proposed screening of special events in the 2010 Commonwealth Games and their introduction to Toyota’s New iQ City Car.

Cover topics such as:

* technical quality of sound and vision; and
* other facilities
* menu and service
* parking
* email communications
* briefing on the Toyota new iQ City car

**My feedback form is attached to the wiki.**

* 1. Explain to Lander Toyota how you could capture client information from their business card and include as a record of clients attending and use for follow up marketing. Suggest a suitable business card scanner and recording system.
     1. Business cards can be scanned very easily using a hand held scanner. This information is then recorded and stored for later use.

The business card scanner that I would recommend is the CardScan Executive V8 (SCA08180). This scanner has many great features including the ability to store the information that you have scanned into an excel document.

Name: CardScan Executive V8 (SCA08180)

Cost: $349.00 including GST

* 1. Draw a diagram of your proposal using MS Visio or similar

Business  
Card

Outlook   
Express

CardScan  
Card Scanner

Excel  
Spreadsheet

1. Read the article:

<http://www.smallbusinessnewz.com/topnews/2010/05/14/dealing-with-negative-feedback>

Explain how you could respond to negative feedback from clients using the feedback form, for example,

* 1. Unable to see the event clearly:
  2. Unable to hear the event clearly:
  3. Did not receive invitation early enough:
  4. Unable to park the car close by:
  5. Would have preferred a vegetarian menu
* Consider whether the complaint is justified.
* If it is true then acknowledge the issue by replying to the complainant. Send them an email explaining that their feedback is important and that it will allow the company to improve events in the future; you could also suggest how this feedback may help you to improve.
* If you consider that the complaint isn’t true, the best option might be to ignore it. If 99.9% of people enjoyed the event and had good things to say then the complaint may not be justified.
* Don’t send any response without thinking about it carefully because this could cause even more problems, you could send a standard response saying that the matter will be looked into and you will get back to them soon.

1. Explain how you could respond to positive feedback from clients using the feedback form, for example,
   1. Audio:
   2. Video:
   3. Service:

* Send an email thanking the client for giving you feedback, or you could ring the client and thank them for their feedback.
* Explain to them how valuable their feedback is to your company and how it will help to improve future events.

1. Explain to Pinko how the system may be used for the clients, who miss out on the livecast:

* Questionnaires or survey forms could be uploaded to the internet or mailed to the clients that couldn’t attend.
* Request suggestions of the ways to improve future events.

1. Suggest ways the organisation could use data and feedback from the event.

* Organise the data received into categories.
* Decide whether there is a recurring theme to the feedback complaints and suggestions.
* Develop a strategy to address these recurring issues. E.g. If it is the same person complained about continually or the same department then this will need to be investigated.

1. Explain how you would adjust and implement procedures to maintain viewing quality if a number of clients suggested it needed improvement.

* Consider changing the hardware used to broadcast the event.
* Consider changing the position of the hardware and the seating arrangements.
* Consider changing the venue, maybe the room is too small or too large.

1. A. Explain to Pinko the attributes of a room equipped for quality theatre viewing and how an existing conference room may be improved.

Consider the following;

* The acoustics of the room, it these events are to become permanent, the solution may be to insulate the walls and ceiling for better sound quality.
* The type of seating that is currently in the conference room, soft furnishings will give better sound quality.
* The curtains or blinds on the windows; they should be blockout for better viewing.
* The type of floor coverings, hard floors don’t allow good quality sound whereas carpet has good acoustics.
* The type of television or projector that the event will be displayed on and what angle people will be sitting at compared to it.

B. Toyota Lander management ask you whether the system could be used to create and show promotional video instead of employing outside film crews at $10,000 per short promo, advise them of the requirements and support needed to create a short HD film.

* Equipment; HD video camera, movie editing software.
* A script.
* Actors.
* Set.

The film could be shown in the theatre room once it is edited, this could enhance the promotion by appearing similar to a home movie.

1. Create an instruction manual for using small in-house theatre that includes screen captures.

* Ensure that the system is connected to the internet using an ethernet cable or wireless if this is where the media is coming from, e.g. podcast or streaming video.
* Or insert media into the DVD player or computer.
* Use the remote control for the operation of the DVD player or the computer.
* Please read the these instructions for more details; http://www.docs.sony.com/release/DAVHDX678WF\_EN.pdf

1. Create a hardware list for an existing conference room to be equipped and supported as a viewing theatre/studio include a HD camera and software suitable for creating a short film about the iQ car. Assume a budget of $6000.

# Hardware List

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Cost** | **Description** | **URL** |
| MiniDV camera | $987.05 | **Name:** Panasonic MiniDV Professional Camcorder | http://www.topbuy.com.au/tbcart/pc/Panasonic-NV-MD10000-Mini-DV-Professional-Camcorder-PAL-3CCD-10x-zoom-p17464.htm |
| Shotgun Microphone | $250.00 | **Name:** Azden shotgun microphone | http://www.azdencorp.com/new/product.php?productid=93298&cat=0&page= |
| Lighting | $299.00 | **Name:** DJ Universe 400 watt flood light | http://www.djuniverse.com.au/387-BL-UV400-BRIGHT-LIGHT-400-WATT-PRO-UV-FLOOD-LIGHT.html |
| Tripod | $223.00 | **Name:** Weifeng professional tripod | http://www.globalmediapro.com/dp/A2B440/Weifeng-FT-717B-Professional-Tripod/?linkloc=pcompatlist-all |
| Projector | $2886.35 with a screen purchase | **Name:** Epson EH-TW4500 FULL HD PROJECTOR - with SCREEN purchase | http://www.projectorguys.com.au/ProductDetails.aspx?item\_id=V11H337353SC&source=myShopping |
| Projector Screen | $1102.06 | **Name:** SG Professional A Series Electric Screen | http://www.screenguys.com.au/ProductDetails.aspx?item\_id=SGPEV240&source=myShopping |
| Computer Software | $49.95 | **Name:** CyberLink Power Director | http://video-editing-software-review.toptenreviews.com/powerdirector-review.html |

Total = $5797.41

Notes: The projector is discounted if the screen is bought on the same invoice.