

## WORKPLAN TEMPLATE

<b>Project Title:</b>	<b>Improving Customer Service</b>
<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>• Provide exceptional customer service and make it easy for participants to register for courses and find information and resources on our website.</li> <li>• Improve the Centre’s ability to gather, track and report on information and data regarding our training, and participants.</li> </ul>

### OUTCOME #1 WORKPLAN

Activity	Inputs	Budget	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Website Usability Review	<ul style="list-style-type: none"> <li>• Program Funding</li> <li>• Executive Director</li> <li>• H&amp;S Center Admin</li> <li>• Consultants</li> </ul>		Ongoing	Executive Director	<ul style="list-style-type: none"> <li>• Review of website usability</li> <li>• Outcome of the usability review and strategic plan to implement changes</li> <li>• Change update in content</li> </ul>	
Website Usability Functionality	<ul style="list-style-type: none"> <li>• Program Funding</li> <li>• Executive Director</li> <li>• H&amp;S Center Admin</li> <li>• Consultants</li> </ul>		Ongoing	Executive Director	<ul style="list-style-type: none"> <li>• Usability Improvements</li> <li>• Accessibility</li> <li>• SEO</li> </ul>	
Software/Hardware Needs Assessment	<ul style="list-style-type: none"> <li>• Program Funding</li> <li>• Executive Director</li> <li>• H&amp;S Center Admin</li> <li>• Consultants</li> </ul>		Ongoing	Executive Director	<ul style="list-style-type: none"> <li>• Replace server</li> <li>• Replace Database</li> <li>• Introduce CRM</li> </ul>	
Introduce CRM			Ongoing	Executive Director	Training Implementation	Yearly report on training and implementation

## OUTCOME #1 WORKPLAN Measurement (Evaluation)

Outcome Indicators	Data Collection	Time Lines	Evaluation Results
Improved participant experience	Participation surveys Exit surveys  Increase online registration and traffic		
Improved tracking and reporting of information related to our participants	Database and CRM information		
Reduced delays due to hardware and software Decreased service disruption	Frequency of service disruption and comparing to current state		
Strategically target workers and employers	Database and CRM information		
Increased credibility due to update in content on website. Improved resources to support employers.	Increase in traffic to website		

Respectfully Submitted on behalf of the BC Federation of Labour



IRENE LANZINGER  
PRESIDENT

**Approval**

Approved by Association Board Chair: \_\_\_\_\_ (signature)

\_\_\_\_\_ (name)

Date Approved: \_\_\_\_\_