**Activity 1: Key organisation areas**

For each industry video, use the table to make notes. These notes cover all nine potential video choices.

## Videos: Kate (National Highways), Gergely (National Highways), Mark (Seriun)

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| **Key questions** | **Video –**  **Kate (National Highways)** <https://vimeo.com/1095534214/049a724100> | **Video –**  **Gergely (National Highways)** <https://vimeo.com/1095528654/cefa676a0f> | **Video –**  **Mark (Seriun)** <https://vimeo.com/1094669540/ed6b28a62c> |
| Organisation:  (Include whether private, public, voluntary and the size of the organisation) | * National Highways * A government-owned, publicly funded company | * National Highways * A government-owned, publicly-funded company | * Seriun * Managed IT services provider * Privately-owned |
| Role: | * Kate * Service Designer | * Gergely * Data Product Owner in Digital Lab | * Mark * Operations Director (and HR manager) |
| Organisation area/type of business: | * Public/Government organisation * Highway planning and maintenance, including engineering work | * Public/Government organisation * Highway planning and maintenance, including engineering work | * Private Business IT/networking supplier * 40–50 employees |
| Describe the service(s) and/or product(s) they offer.  (Include the model if known: B2C, B2B, B2M) | * They plan, maintain and improve motorways and large A roads across England * They are a B2M organisation as they are suppling road services to the public but also work with suppliers and other organisations to do this | * They plan, maintain and improve motorways and large A roads across England * They are a B2M organisation as they are supplying road services to the public but also work with suppliers and other organisations to do this | * They design and supply business communication systems, IT support and cybersecurity * They are a B2B organisation * They sell products (IT hardware) and services (IT Systems) |
| Describe the key areas of work in the role. | * Making sure digital services are easy to use. * Making sure user challenges are responded to * Work with different teams across the organisation | * Developing data solutions for the organisation * Plans new products * Comes up with ideas | * HR deals with staff day-to-day issues, including training and problems * Delivers an induction program to all new employees * Remind staff about rules and regulations * Support of employee development plans |
| What impact do digital systems/tools have on the department/ organisation? | * Allows Kate to speak to team members in person and remotely * Public feedback can be collected electronically * The organisation can speak to engineers on site directly | * Online booking and planning systems allow teams to plan road projects, increasing efficiency * Working on collaborative digital projects with team members | * Online appraisal and training system that tracks and monitors staff progress * Holiday booking systems are electronic, allowing staff to check allowances and make bookings that are confirmed by management |
| How are digital systems/tools used to support external stakeholders/ customers? | * Online surveys – User feedback * Video calls, e.g. Microsoft Teams * Miro – data presentation | * Stakeholders (us) are provided with regular updates on roadworks and projects, including dates * Use of cloud-sourcing to collect data | * Not applicable to this role. |
| **Additional questions** | **Video –**  **Kate (National Highways)** <https://vimeo.com/1095534214/049a724100> | **Video –**  **Gergely (National Highways)** <https://vimeo.com/1095528654/cefa676a0f> | **Video –**  **Mark (Seriun)** <https://vimeo.com/1094669540/ed6b28a62c> |
| Where does the person work? Describe the physical location in the organisation. | * Office-based * Goes to visit other departments in the same building * Use of meeting rooms and social areas for discussions | * Office and remote working | * Office-based |
| Are they required to wear a uniform? | * No, smart informal wear * Engineers on site are required to wear uniform | * No | * No |
| Do they require safety equipment or clothing to do their role? | * No | * No | * No |
| Do they mention the use of Artificial Intelligence (AI), or other new technology, and if not, could you think of where it might be used? | * Miro (the software Kate mentions) is described as AI-powered collaboration software | * Recently developed a customer chatbot * Use of AI systems to examine potholes and plan the best way to improve highways * Diagnosing systems for digital signs | * No, it could be used to monitor and generate training schedules for staff based on their role and experience or answer simple HR queries |
| Own notes: | * They also work with road traffic officers |  | * Mark has multiple roles |

## Videos: Jordan (Seriun), James (Seriun), Laura (Seriun)

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| **Key questions** | **Video – Jordan (Seriun)** <https://vimeo.com/1095535166/6647a1d5ad> | **Video – James (Seriun)** <https://vimeo.com/1095533935/4f3e7b79a2> | **Video – Laura (Seriun)** <https://vimeo.com/1095533559/7597fbc568> |
| Organisation:  (Include whether private, public, voluntary and the size of the organisation) | * Seriun * Managed IT services provider * Privately owned | * Seriun * Managed IT services provider * Privately-owned | * Seriun * Managed IT services provider * Privately-owned |
| Role: | * Jordan * Service Desk Team Leader | * James * Senior Service Desk Engineer | * Laura * Marketing Manager |
| Organisation area/type of business: | * Private Business IT/networking supplier * 40–50 employees | * Private Business IT/networking supplier * 40–50 employees | * Private Business IT/networking supplier * 40–50 employees |
| Describe the service(s) and/or product(s) they offer.  (Include the model if known: B2C, B2B, B2M) | * They design and supply business communication systems, IT support and cybersecurity * They are a B2B organisation * They sell products (IT hardware) and services (IT Systems) | * They design and supply business communication systems, IT support and cybersecurity * They are a B2B organisation * They sell products (IT hardware) and services (IT Systems) | * They design and supply business communication systems, IT support and cybersecurity * They are a B2B organisation * They sell products (IT hardware) and services (IT Systems) |
| Describe the key areas of work in the role. | * Supporting team members who are working on resolving tickets from customers * Helping colleagues when required | * Working on customer problems that are raised via their ticket system * Engineer-based problems, including | * Promoting the business with the marketing team to create new leads (customers) and promote new services to existing tools |
| What impact do digital systems/tools have on the department/ organisation? | * He needs to be familiar with a full range of software and systems * Ticket system is online | * Tickets are generated by customers contacting the business via telephone or email * Use of MS Teams to talk to clients and work colleagues | * Marketing material is created digitally and placed on multiple social media platforms * Allows all documents to have a theme/glossy finish that looks professional |
| How are digital systems/tools used to support external stakeholders/ customers? | * Customers need to be familiar with back-up systems * Will often provide training for customers who are not IT literate * He will connect directly to customer systems to help diagnose problems or talk them through solutions on the telephone * Customers can be supported directly all over the world | * Need to use VPN (virtual private network) to access remote and secure customer systems around the world | * Digital marketing material promotes products and services directly to potential customers * Management team can see how their business is being promoted |
| **Additional questions** | **Video – Jordan (Seriun)** <https://vimeo.com/1095535166/6647a1d5ad> | **Video – James (Seriun)** <https://vimeo.com/1095533935/4f3e7b79a2> | **Video – Laura (Seriun)** <https://vimeo.com/1095533559/7597fbc568> |
| Where does the person work? Describe the physical location in the organisation. | * Office-based | * In office and remote * Everything is done via the internet | * Office and desk-based |
| Are they required to wear a uniform? | * Yes, branded polo | * Yes, when in the office, branded polo | * No, smart informal wear * Engineers on site and call centre members are required to wear corporate t-shirt |
| Do they require safety equipment or clothing to do their role? | * No | * No | * No |
| Do they mention the use of Artificial Intelligence (AI), or other new technology, and if not, could you think of where it might be used? | * No, it could be used to monitor and respond to customer enquiries | * No, it could potentially be used to respond to simple tickets/queries | * It could possibly be used to create new marketing material, but it needs to be carefully checked for accuracy |
| Own notes: |  | * Need to fit to the time zones of other countries | * Mentions use of Adobe Creative Suite |

## Videos: Lara (Seriun), Zack (Google), Sasha (Peak Demand)

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| **Key questions** | **Video – Lara (Seriun)** <https://vimeo.com/1095533674/625bd6b1ae> | **Video – Zack (Google)** <https://vimeo.com/1095535654/6e6245ce1d> | **Video – Sasha (Peak Demand)** <https://vimeo.com/1095529720/2fc824f0fa> |
| Organisation:  (Include whether private, public, voluntary and the size of the organisation) | * Seriun * Managed IT services provider * Privately-owned | * Google | * Peak Demand Estate Agents * Privately-owned SME |
| Role: | * Lara * Sales apprentice | * Zack * Senior full-stack machine learning engineer | * Sasha * Research Design and Development |
| Organisation area/type of business: | * Private Business IT/networking supplier * 40–50 employees | * Google * Part of multi-national Alphabet organisation | * Private business * Selling house |
| Describe the service(s) and/or product(s) they offer.  (Include the model if known: B2C, B2B, B2M) | * They design and supply business communication systems, IT support and cybersecurity * They are a B2B organisation * They sell products (IT hardware) and services (IT Systems) | * Multi-national technology company * Biggest service they offer is Google search engine * They also provide IT systems used by the public and private organisations including cloud computing, office-type software and AI systems * They are a B2M organisation | * B2M organisation as they sell to public and sometimes to other businesses * An estate agent provides a service, advertising homes and linking sellers with buyers |
| Describe the key areas of work in the role. | * Maintain and build customer details * Create and send out quotes to customers * Pass on customer enquiries to sales representatives * General office admin | * Experimenting with new technology to create new potential uses across the world * Project-based, sharing ideas through meetings, presentations and videos | * Developing and researching new ideas for the business * Project management for new ideas, including training and budgets |
| What impact do digital systems/tools have on the department/ organisation? | * Project and telephone call management systems allow quotes to be created and shared * Calls can be easily routed between team members * Microsoft Teams is used for internal communication * Complex quotes are calculated using Microsoft Excel | * Use of Google platform/services/docs to allow collaboration on documents and to share content with others * He works on coding and creating new software * Cloud services meets he can be completely remote | * Trialling new ideas in an established industry, including online apps, VR and digital imagery |
| How are digital systems/tools used to support external stakeholders/ customers? | * Quotes are sent out to potential customers electronically | * They can access projects and ideas via the cloud * Presentations and talks are provided online | * VR and digital documents allow customers to visit properties remotely via their smartphone |
| **Additional questions** | **Video – Lara (Seriun)** <https://vimeo.com/1095533674/625bd6b1ae> | **Video – Zack (Google)** <https://vimeo.com/1095535654/6e6245ce1d> | **Video – Sasha (Peak Demand)** <https://vimeo.com/1095529720/2fc824f0fa> |
| Where does the person work? Describe the physical location in the organisation. | * Office- and desk-based | * Office and remote, working anywhere the project takes place * Use of cloud systems allows this | * Office-based, but travels for meetings etc |
| Are they required to wear a uniform? | * No, smart informal wear * Engineers on site and call centre members are required to wear corporate t-shirt | * No | * No, smart business dress |
| Do they require safety equipment or clothing to do their role? | * No | * No | * No, unless they visit a property that is still being built |
| Do they mention the use of Artificial Intelligence (AI), or other new technology, and if not, could you think of where it might be used? | * Could possibly be used to generate quotes from email/electronic enquiries, but they would need to be carefully checked for accuracy | * Multiple times, he works on AI projects, uses AI to plan projects and generate notes from audio recordings | * No, but AI could be used to generate 3D representations and documents, but they would need to be checked carefully |
| Own notes: | * Mention of Autotask® and 3CX® software | * Uses lots of existing hardware, such as smartphones and cameras |  |

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