**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
 |  |

Microsoft Teams is a trademarks of the Microsoft group of companies.