

Special Invitation #1

On Monday evening, October 28th, 2002, the SLO Chapter of the Society for Technical Communication (STC) invites you to join us for the following presentation:

“Giving Customers What They Want — Self-Service via the Web”

Integrating Software Tools with Information Portals to Create Performance-Based Portals

If you have this familiar problem... Join us for the best practices solutions:

Your organization needs to design or modify a Web site (a portal) to enable visitors to perform a variety of tasks in a self-service mode. For example, your portal may need to:

- help students access campus services,
- help employees perform human resource transactions, or
- help customers submit service requests.

In each case, however, merely presenting visitors with information does not necessarily mean they can effectively help themselves!

Learn what *performance-based* portals can do:

- More than just information sites, performance-based portals focus on the *tasks* visitors need to perform.
- These portals provide software tools, in addition to information, to help people make decisions as they complete their tasks.
- The result is a much more efficient, successful, and enjoyable experience for customers and site visitors!

Come and discover more about identifying the issues involved — and the best-practice solutions — at this highly interactive and information-packed event!

Speaker: Chet Leighton, instructor at San Francisco State University, software developer, and national expert on knowledge management and best practices in information and workplace performance.

Time: Social hour starts at 5:30; dinner orders will be taken at 5:50. The presentation will begin at 6:45 and adjourn by 8:45.



Cost: There is no charge for this event. Each dinner guest pays for his or her meal; an 18% gratuity will be added automatically to each person's ticket. If attending the presentation only at 6:45, you may order beverages upon arrival.

Location: Margie's (private banquet room) 1575 Calle Joaquin, SLO (just off of Hwy 101 near the Los Osos Valley Rd. exit).

Door Prize: "User and Task Analysis for Interface Design" by J. Hackos. Drawing at 7:45. Must be present to win. For program details and maps with directions, please see <http://www.slostc.org/events/oct28.html>.

RSVP REQUIRED no later than Friday, October 25, 2002.

Please send e-mail to reservations@slostc.org (or call 805-462-2199) with your name and contact info, and indicate whether you will be coming for dinner or the presentation only.

Please respond early to reserve a spot, as seating may be limited! **Thank you!**

This event is the first in a three-part SLO STC professional development series under the theme "Solving Information Challenges in the Workplace," focusing on techniques for more effective information, project, and knowledge management. For details on the series, see <http://www.slostc.org/events/series.html>.



A Certificate of Completion will be given to those who attend all three events!

“Giving Customers What They Want--Self-Service Via the Web” **Integrating Software Tools with Information Portals to Create Performance-Based Portals**

The Program for October 28th, 2002

Part 1: Exploring the issues through real self-service examples (6:45-7:45)

How do you devise a business strategy that allows customers to help themselves through your web site? Two real self-service examples and related demonstrations will explore the key issues involved.

Case #1: Northern California Credit customer service application answers these questions:

- How can you reduce costs by having customers enter their own orders and service requests?
- How can you increase revenue, and loyalty, by having customers submit and review requests in real time?

Case #2: SFSU student advising (planning a degree program) answers these questions:

- What's the problem with merely providing information to people and asking them to help themselves?
- What are the benefits of a performance-based portal that helps people with actual decision-making?

Short break -- door prize drawing (7:45): “User and Task Analysis for Interface Design” by JoAnn Hackos

Part 2: Exploring best-practice solutions for the self-service example (8:00-8:30)

This segment will answer these important questions:

- How do you turn an information-based portal into a performance-based portal?
- How do you determine what the customers need and want?
- How do you design tools to help people use the information to perform tasks on the Web?
- What are the difficulties of implementing this type of application?
- What best practices are involved?
- **Informal Q&A (8:30–8:45)**

For more information, please see <http://www.slostc.org/events/oct28.html>.

About the Series:

“Solving Information Challenges in the Workplace”

Sponsored by the San Luis Obispo (SLO) Society for Technical Communication (STC)

Topic 1 (October 28, 2002): Chet Leighton, instructor at SFSU, software developer, and national expert on knowledge management and best practices in information presentation and workplace performance, will speak on “Giving Customers What They Want -- Self-Service Via the Web: Integrating Software Tools with Information Portals to Create Performance-Based Portals.”

Topic 2 (November 18, 2002): Dottie Natal, founder of Imagen Multimedia Inc. in Lompoc, and a nationally recognized expert and developer of multimedia projects for academia, government, and nonprofit organizations, will speak on “Keys to Managing a Successful Information-Based Project.”

Topic 3 (December 16, 2002): Dr. Erika Rogers, professor of computer science at Cal Poly, researcher in human-centered computing and usability, and developer of educational technology projects including multimedia-based courseware for industrial training, will speak on “If You Build It, Can They Use It? Ensuring the Usability of Interface Designs.”

For more details on the series, please see <http://www.slostc.org/events/series.html>.