

TEAM WEB TECHNICAL– SLAs FOR CUSTOMER ENGAGEMENT

ENGAGEMENT	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
ISB website Maintenance and Support	Add events or help departments adding the event in relevant event category	Within 3 days of receiving the requests
	Add post event updates (ISB update news)	Within 3 days of receiving the requests
	Requests related to a new feature/enhancement	Depends on the feature and estimates given by the vendor (if required)
	Add a story under ISB Updates/Research Updates section	Within 3 days of the event
	Update faculty / visiting scholar data under faculty directory	Within 3 days of receiving the requests
	Pull the research related data from DM under faculty profile	Within 3 days of receiving the requests
	Update ISB Website home page – Spotlight, News & Events, ISBInsight – Update the spotlight for upcoming programmes, events, faculty achievements, student/alumni achievements	Discuss with the department head and update the Spotlight. Update news/post event write-up within 3 days of the events.
Set up Faculty personal website	Share FTP & other details with the faculty so he/she can FTP the code and manage the website	Within 3 days of receiving the requests
Event Microsites	Kick off meeting for requirement gathering from departments/students	20 days prior to the event
	Create prototype & requirement sign-off	Within 17 days prior to the event
	Create theme based Header banner	Within 17 days prior to the event
	Complete development. (need website navigation details & content of all section)	Within 15 days prior to the event

	UAT on staging/ production server	Within 14 days prior to the event
	Production release Coordinate with the vendor for setting up roles/permissions. Add Google Analytics tag and keep the page URLs search engine friendly	Within 13 days prior to the event
	Teach website coordinator on how to manage their respective event website	After the website release
	Photo & Video Gallery	Within 4 days aft event after receiving the pictures & videos.
Add new Programme/Institute/Centre/ Student club	Kick off meeting for requirement gathering from departments/ students. Show the microsite template and sign-off.	20 days prior to the event
	Customer to send complete details about the microsite e.g. final content of pages, navigation links	Within 3 days of kick off meeting
	Start the microsite development. Add appropriate page tiles, images titles and hyperlink titles to websites and check for browser compatibility and dead links. Add Google Analytics tag and keep the page URLs search engine friendly	As soon as the details are received.
	Customer to do UAT	13 days prior to the event
	Implement feedback and publish to production	10 days prior to the event
Marketing Collaterals for events	Requirement understanding during Kick off meeting	20 days prior to the event
	M & C starts work on designing the collaterals	As soon as kick off meeting is completed
	M & C to send banners to the customer for approval	15 days prior to the event

	M & C to send posters to the customer for approval	15 days prior to the event
	M & C to send certificates to the customer for approval	15 days prior to the event
	M & C to send Mailers to the customer for approval	15 days prior to the event
	PPT Presentation during event	5 days prior to the event
Newsletters	Understand the design and layout requirements during kick off meeting	
	Show previous designs & sign-off on requirements	Soon after the kick off meeting
	Design header banner as per the theme and create newsletter layout	3 days after kick off meeting
	Customer to perform UAT	1-2 days
	Make changes based on user feedback, get sign-off and do HTML Conversion.	2 days
	Create e-mailer for the newsletter.	1 day
	Deploy the newsletter on production.	1 day
Digital & Social Media Support for event promotion	Customer to initiate comprehensive kick off meeting including M&C and all organizing members and support team like IT, Operations and Commercials	20 days prior to the event
	Agency involvement if necessary to be closed	18 days prior to the event through Commercials
	M&C to create content plan and start social media activity	15 days ahead of the event or as agreed.

	Live coverage of event	At pre-decided intervals through social media agency (if necessary)
	Post media coverage of the event / web content on the social media handles	Based on pre decided handles and frequency
Support Atrium	Add confidential information. E.g. faculty rating, minutes of meeting etc.	Within 3 days of receiving the requests
	Create surveys and adding sections related to new initiatives	Within 3 days of receiving the requests
	Update committees as per requests from Deans office	Within 3 days of receiving the requests
	Add news and events and announcements	Within 1 day of receiving the requests
	Provide roles and rights for individuals to handles their respective department pages	Within 1 day of receiving the requests
	Setting up the new initiatives (programmes, centres etc) for staff details	Within 3 days of receiving the requests
	Work with IT Application Team for the New Features/ Enhancements and Customization of web parts, surveys, lists etc.,	
Update Placement Portal	Update content in respective pages after receiving from CAS department	14 days of receiving the content
	Working with IT and Vendor for Technical issues and ensure delivery of the new content on production	
ISBInsight Marketing	Design weekly article e-mailers	2 days
	Design e-mailers offering discounts	3 days
	Display advertisement banners (Adwords campaign)	3 days
	Create infographics/	2 days

	graphic for social media	
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