Summer Retreat 2003

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BuzzCard
Center

STUDENT

BuzzCard

ID# 123456789

July 22, 2003

FY 2003
Survey Results

Overall Success

Highest overall ranking of any Auxiliary Services department.

- Students - 4.02
- Faculty/Staff - 4.32

Key Success Factors

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Student Successes

- Highest rated in Auxiliary Services for Customer Service (4.09)
- Highest rated in Ability of Staff to Answer Your Questions (4.06)
- Tied with Student Health Center of Overall Satisfaction with Department (4.02)

Faculty/Staff Successes

- Highest rated in Auxiliary Services for Customer Service (4.36)
- Highest rated in Ability of Staff to Answer Your Questions (4.32)
- Highest rated in Overall Satisfaction with Department (4.32)

Accomplishments

Faculty/Staff Overall Satisfaction
- Overall 4.32; 0.12 Increase
    - Consistent Customer Service.

BuzzCardNET Website
- Students (3.90; 0.27 Increase)
- Faculty/Staff (4.11; 0.07 Increase)
    - Re-vamped home page.
    - Web-based meal plan sign-up.
- Total Web Deposits increased 25.0%

Accomplishments-Cont.

- Value Transfer Stations (VTS)
  - Very few negative comments.
    - E-mail based Event Alarm/Event Notification.
  - Faculty/Staff (3.99; 0.17 Increase).
    - New Library VTS location (October 2002).
  - Total VTS Deposits increased 18.8%.

Program Limits

Major themes unable to be addressed:

Cash withdrawals from BuzzCard Account.

Not a Demand Checking Account.

Off-Campus Merchant/Vendor Participation.

On-Campus Program.

2nd Parking Access Card Issue.

One-Card Program.

Disappointments

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Number of Locations that accept the BuzzCard.

　Students (3.63; 0.33 Decrease)

Faculty/Staff Involvement.

　BuzzCard Account Usage (10%)

Number of negative comments regarding On-Line Account Management tools.

What is Excellence?

Customer Service
- Process Driven
- Value Added Service

Technology/Innovation
- Secure, Reliable Systems
- Systems Integration

Staffing Resources
- "In-House" Expertise

Financially Self-Supportive
- Break-Even

What is Missing?

Applications/Convenience
- Point-of-Service
- Account Management
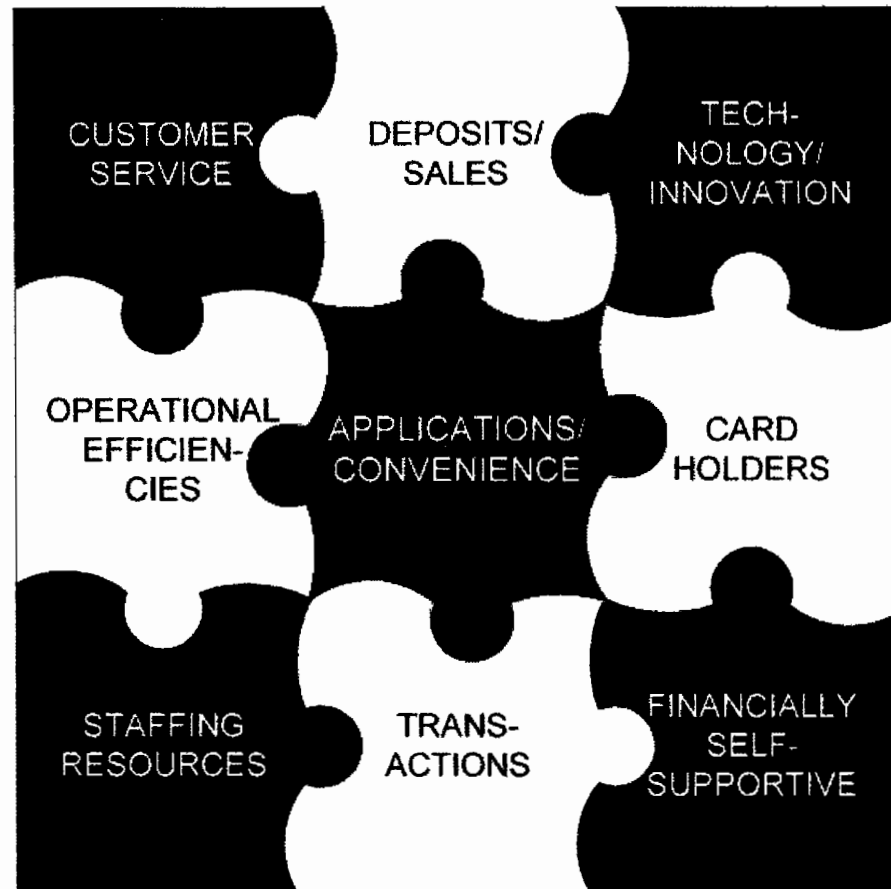
FY 2004
Action Plan

FY 2004 Action Plan

Activate On-line Account Management.

Increase the number of locations that accept the BuzzCard Account.

Increase Faculty/Staff usage of the BuzzCard Account.

On-line Account Management

Survey Comments

"Ability to track purchases...online would be nice."

"Check account online has been in the coming soon stage for months upon months."

"Getting the balance checker on the BC Net site would be nice."

"You've been promising to expand the online buzz card center with account balances, etc."

Project Scope

To provide Cardholder's with the ability to manage their BuzzCard Account on-line through BuzzCardNET.

- Ability to conduct a balance inquiry.
- Ability to generate a transaction history report.
- Ability to suspend a lost/stolen card.

The Problem

- BuzzCard System upgrades were required in order to launch On-line Account Management with LDAP authentication.
  - Production Server Upgrade.
    - Installed HP rp5430 Server during March 2003.
  - Upgrade to Blackboard Transaction System-UNIX Edition version 8.1.
    - Completed software upgrade during March 2003.

The Solution

March 2003

- All required BuzzCard System Upgrades completed.

August 2003

- Hire Graduate Assistant to act as Project Coordinator.

September 2003

- Initiate communication between OIT-Campus Services and Blackboard, Inc. to discuss LDAP Server integration.
- Coordinate BuzzCardNET web site changes with Blackboard, Inc.

November 2003

- Test LDAP integration and Account Management Tools.
- Market On-Line Account Management Tools to all Cardholders.

January 2004

- Launch On-Line Account Management Tools.

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BuzzCard Account Acceptance

Location!
Location!
Location!

Survey Comments

"It would be great if more vending machines accepted the BuzzCard."

"Put card readers on more vending machines in areas other than the Student Center."

"Can the BuzzCard readers be connected to Residence Hall vending?"

"It would be nice if the BuzzCard worked in the copy machines."

"Use BuzzCard in Libraries for copies."

"Buzzcard should be available for wingnuts, and other fast food joints around campus..."

"[The BuzzCardAccount] is not useful off campus so I don't deposit any money onto the card since I would rather have the flexibility to use that money where I choose."

"If more places off campus but near Tech accepted Buzz Card (like Papa John's) it would be awesome!"

The Problem

- Food & Beverage Vending card reader fit-out expense.
  - Initial equipment expense of $1,101/machine.
  - Initial cabling expense of $250/machine.
  - On-going system administration fee expense.

- Library does not accept the BuzzCard Account for payment.
  - Deployed a separate off-line card solution for copier services prior to the installation of the BuzzCard System in June 1997.

The Problem – Cont.

Off-Campus merchants/vendors create special problems:

- Possibility of degrading on-campus department/vendor income.
- Creates accounting, reconciliation and re-imbursement difficulties.
- Need for contractual requirements with each vendor.

The Solution

- Food & Beverage vending to be expanded to an additional (5) machines during FY 2004.
  - Explore the possibility of securing additional funding from Coca-Cola for additional card readers.

- The Library has engaged communication with the Card Center to completely replace their off-line copier service solution during the Fall 2003 Semester.
  - Includes BuzzCard Account acceptance at the Circulation Desk.

The Solution-Cont.

Technology Square retail merchants offer an alternative to the engagement of off-campus merchants/vendors.

Initial meeting regarding BuzzCard Acceptance was held.

Faculty/Staff
BuzzCard Account
Usage

Survey Results

22% of Faculty/Staff almost never utilize their BuzzCard for any application.

90% of the Faculty/Staff do not utilize the BuzzCard Account.

- November 2002
  - 322 Full-time, Benefit Eligible Faculty/Staff members had more than $1 in their BuzzCard Account.
    - 5,175 Total Benefit Eligible Faculty/Staff members.
  - The total BuzzCard Account aggregate balance was $564,503.
  - The 322 participating faculty/staff members represented only 1.8% of the total aggregate balance.

The Problem

- What application or location on-campus would you like to see accept the BuzzCard?
    - Athletic Events - 24%
    - Library - 27%
    - Coffee Carts - 15%
- Why do you not use your BuzzCard Account?
    - Too much trouble to make a BuzzCard Account Deposit - 14%
    - No locations nearby that accept the BuzzCard Account for payment – 15%
- Are your aware that you can transfer money to your BuzzCard Account from a credit card or check card online at http://www.buzzcard.gatech.edu?
    - No – 63%

The Solution

- Begin marketing campaign directed at educating Faculty/Staff on the BuzzCard Account.
  - Why should I use my BuzzCard Account?
  - How can I get a BuzzCard Account?
  - Where do I go to make a deposit?
- Promote Faculty/Staff Payroll Deduction
  - Now in production.
- Target high traffic areas visited by Faculty/Staff and determine best locations for additional BuzzCard Account acceptance.

Summary

Maintain High Level of Customer Service

Activate On-line Account Management Tools (January 2004)

Expand BuzzCard Account Acceptance

Begin Faculty/Staff Marketing Campaign

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Questions?