

Assign 1 information technology planning process

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Information Technology Planning Process at Affiliation Information

Technology Planning Process The information technology planning process was noted to potentially follow five different generic approaches, to wit: planning being (1) technology driven; (2) method driven; (3) administrative led; (4) business-led; and (5) organizational-led (Galliers & Leidner, 2013, p. 148). To comply with the requirements of this discourse, one hereby interviewed Pat Swanson, the Customer Satisfaction Manager of Roto-Rooter Group, Inc. to document the organization's IT planning process: the relevant concerns regarding persons responsible for IT planning (who); the details incorporated in the plan (what); the earmarked locations for implementation (where); the rationale for the planning process (why); the relevant time frames and planning period (when); and finally, the actually planning process (how).

Roto-Rooter is a plumbing and drain cleaning service organization that originated in 1935 (Roto-Rooter, 2013). It was reportedly founded by Samuel Blanc and was eventually sold to Chemed Corporation in 1980. Currently, the organization was disclosed to operate in more than " 100 company-owned branch and independent contractor territories and approximately 500 independent franchise operations, serving approximately 90% of the U. S. population and parts of Canada" (Roto-Rooter, 2013, par. 4).

From the interview with Swanson, it was revealed that the organization has acknowledged the relevance of IT to be incorporated within their operating and telecommunications system. It was acknowledged that the IT planning process starts off with the identification and aligning with the overall goal: " to be the premier provider of repair and maintenance services. As always, we will continue to listen to customers and expand service offerings to meet

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and exceed their changing expectations” (Roto-Rooter, 2013, par. 3). Due to this goal, the IT planning process initiated with determining the needs of demands of the consumers. The Customer Satisfaction Manager, Pat Swanson, is the person responsible for governing and administering the planning process. The inputs to be incorporated in the plan include the financial targets, for instance in a particular year: (1) an increase of 10% in market share; (2) greater customer satisfaction as evidenced from 10% decline in customer complaints; (3) increased locations and products; and (4) a 10% increase in independent contractors and franchises through information technology and applications.

According to Swanson, the earmarked locations in expanding services and operations would be in international areas such as in emerging markets like China and India. In addition, the rationale for IT planning process, as revealed, is to explicitly identify the goals to enable authorized persons to design strategies which would serve as directions towards the identified goals. In addition, Swanson indicated that IT planning is undertaken once a year with monitoring against standards or goals on a per quarter basis. This means that targets are measured quarterly against budget vis-à-vis actual results. The actual IT planning commences every October of each year and incorporates the objectives, targets, and goals for the coming year. Then, strategies are designed by managers of each service department in terms of the need to integrate technological applications and the latest technological gadgets; as well as data systems which would facilitate in their plumbing and drain cleaning service business. For example, if customers request more variants in dry cleaning products, the organization’s product development department would evaluate potentials for launching these (Roto-Rooter, <https://assignbuster.com/asign-1-information-technology-planning-process/>

2013). Performance monitoring is conducted every quarter: March, June, and September to measure budgets versus actual outputs. Any significant deviation from standards are revealed to be closely evaluated and adjustments or corrections are to be incorporated in the next term's standards and goals.

After the interview, one signified gratitude for the time and the responses that were relayed.

References

Galliers, R., & Leidner, D. (2013). Strategic Information Management: Challenges and Strategies in Managing Information Systems Fourth Edition. Routledge.

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