### Relative Advantage Chart for Using Technology – Potential Learning Problems of a Software Support Tech

<table>
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<th>Learning Problems</th>
<th>Technologies</th>
<th>Relative Advantage</th>
<th>Expected Outcomes</th>
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| Technicians demonstrate lack of understanding of product functionality and hierarchy relationships that exist within the product they were hired to support. | • Flow Charting software.  
  • Giffy, MS Word, MS Visio, Open Office  
  • Tutorial and multimedia software.  
  • Camtasia, Jing | By visually representing the relationships various windows have to each other, technicians are able to gain a deeper understanding of the product.  
  With the use of videos and tutorials, techs gain a better understanding of how the product functions. | Increased motivation and sense of worth because they are not being beaten up by customers due to lack of product knowledge.  
  Better understanding of overall product functionality. Able to field more technical questions posed to them by the customer. |
| Technicians demonstrate difficulty carrying on a conversation with the customer and logging legible support notes into the customer support database. This translates into higher support call resolution times and longer call wait times. | • Drill & Practice  
  • Tying tutorials  
  • Nimble fingers, Powertyping  
  • Audio recordings and word processor.  
  • MS Word, Open Office, QuickTime, Windows Media Player, Audacity | With the use of typing drills and call recordings, technicians are exposed to real-life scenarios that they will encounter during the course of their job.  
  Illustrates and provides practice in skills and tools will need in the performance of their job. | Reduced customer call wait time. Increased productivity of technician. More even distribution of support calls among support technicians.  
  Increased motivation, reduction in animosity between technicians because each technician is pulling their own weight. |
| Technicians forget to check correspondences that are exchanged with customers for spelling and grammatical errors which may portray an unprofessional attitude to the customer. | • Word processor for spellchecking and grammatical checks  
  • Online Thesaurus / Dictionary | With the use of word processors, the number of grammatical errors contained in correspondence with customer. This also helps technicians identify common grammatical mistakes they make. | More positive professional image being portrayed to customer by technical support staff. Customer has a higher confidence in the technical support staff. |
| Technicians are unable to organize their thoughts which results in cryptic support notes. | - **Thinking tools** (The Brain,)  
- Concept Mapping software (SmartDraw, Inspiration) | Provides a visual framework for thoughts; helps identify and organize relationships among ideas.  
Graphically represent thoughts that technicians will be documenting. | Customer Support notes will be more organized and structured. Notes will have an overall better flow from paragraph to paragraph and they will be easy to understand. |
| --- | --- | --- | --- |
| Technicians use incorrect terminology when conversing with a customer. | - **Google**  
- **Dictionary.com**  
- **Wikipedia** | Enables technicians to locate the correct terminology to use when conversing with the customer. | The Customer’s issues are accurately conveyed to the technician. The correct response is given provided back to the customer. |
| Technician’s miss weekly training meetings due to absences. | - **email,**  
- **podcast,**  
- **Instant Messenger, Skype** | Tech Managers can post, send or record discussions and meeting notes for techs to access at their convenience. | Technicians can keep up with class work even when they are not at work. |
| New Technicians are unable to remember how to use certain software utilities after training. | - **DVD / Online Tutorials**  
- **Jing**  
- **iTunes U Google Videos**  
- Presentations **Zoho Show Google Docs**  
- **MS Power Point Open Office Impress** | Technicians are able go back over areas to get a better understanding of the areas in which they did not fully comprehend during training.  
This also provides structured, self paced learning environments. | Technician’s attitude about the product is more positive and they have more confidence in their abilities to perform tasks within the software.  
Reduction in the amount of technical questions being poised to senior level technicians |
| Technicians have difficulty presenting new technology topic to peers. | - **MS Power Point**  
- **Open Office Present**  
- **LCD Projector**  
- **Power Point Remote**  
- Multimedia software | Technicians are able to use multi-media and presentation software to properly showcase new technologies to peers. | Technicians will be able to create a quality presentation that uses digital content to show case new technologies. Presentations will have a more polished, professional look. |
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<th>Technologies disliked preparing technical documents.</th>
<th><strong>Blogs</strong> (Web logs), MS Word, Email, Screen capture Software</th>
<th>Technicians are able to use electronic mediums and digital images to create technical documents that effectively transfer knowledge.</th>
<th>Increased motivation and interest in exploring new ways to write and communicate. Increase in quality of technical documents being produced by technicians.</th>
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<td>Technicians need immediate access to information that may use to provide feedback to a customer that they are currently speaking to, but no senior level technicians area available to answer their questions.</td>
<td><strong>Online Solution database.</strong> Intranet solution database, Email, Instant Messenger</td>
<td>Technicians are able to query a database for a possible resolution to the customer’s issue. Technicians gain a better understanding into the functionality of the software they are supporting.</td>
<td>Increased understanding of the product the technician is supporting. More self esteem. Tech feels better when they can answer a question on their own. Reduced call times. Customers do not have to wait for another technician to become available before their question is answered.</td>
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