

Doing Battle With Service

Written by Doug Kruhm
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Service is the part of the web site that you would imagine has always been part of web service. Items like, "Would you add this page?", "Can you change this text?", and "Swap out that picture with this one."

This was fine and dandy up until about 2005. Around that time, a new web site was created called myspace.com. It was the first push of a major web site where anyone could sign up for free, it was easy and you could post anything you wanted to in terms of text and picture. In other words, people could make changes themselves. How cool.

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Ever since, the business has been looking for this feature and ultimately trading it with the service part. I want to be able to add pages myself. I want to make those text changes myself. I want to be able to swap out that picture myself.

There's nothing wrong with this. This is one of the driving forces behind content management systems or CMS's.

Now when it comes to businesses, someone has to be responsible for making these changes. This means that Don has to be told and understand that it's his responsibility to make changes to the web site or his part of the web site. He has to understand how to do so.

What happens is that everyone can make some changes but Suzi in such and such department doesn't want to. And Marilyn in another department doesn't want to learn all that "new web site stuff." And Dennis in marketing tries but he never does it right, leaves the pics at 300dpi and it takes forever for the page to load.

Soon parts of the web site are correct, some are wrong, some are missing and the whole thing is a mess. This is where service can come in handy.