

The Inside Soup

January 2024



Mojo Spotlight

As we round the bend on the first month of 2024, we set our sights on the year ahead and embrace the changing landscape of the digital and information age.

Our staff here at Mojo HQ have all returned and hit the ground running, refreshed from enjoying down time over the break and cherishing the chance to reconnect with loved ones. There is particular excitement about the office as we prepare to move to a new purpose-built space that reflects Mojo Soup and our Connected Brilliance.

January is goal setting season and we have big aspirations for Mojo Soup this year and likewise, our Mojo Soupians have big aspirations of their own. Whether it's getting involved in the community, the pursuit of education and learning, exploring technology and innovation - we are here to encourage and inspire change in 2024.

One of the hottest topics of the year is AI and machine learning, and we are all becoming well versed with its potential - including content creation/curation, code generation, data analysis, learning, and even brainstorming possible use cases with our customers. We have certainly gone beyond experimenting with it, and 2024 marks the year we embrace it in our workplace and beyond.

By embracing AI in 2024, we are not only open to how it can transform the way we work, but also the kind of work and services we provide. This is big and exciting and will touch every part of our Mojo.



Project Spotlight

We are all about continuous improvement for digital solutions, so optimising our support operations offered via our Thrive service has been an area of focus. Our Thrive service offers on-demand access to our team's expertise, acting as an extension to our customer teams and fostering their internal growth.

In the spirit of continuous improvement, our Customer & Business Support Officer, Josh Grant, has been leading the initiative to enhance our support services and drive operational excellence so that our customers can *Thrive*.

One of our improvements is the adoption of the premium subscription model for Zendesk (our central tool for communication and issue tracking), enhancing our performance measurement and transparency in our response and resolution data. Additionally, we now conduct monthly account management meetings with our customers to ensure we are aligned on any changes to requirements and can proactively facilitate forward planning.

We have a new focus on greater measurability, inspired by our Service Level Agreements (SLAs), which focuses on both resolution and response times. This facilitates better triaging of urgent matters and flexibility for our customers to reopen tickets as needed.

While we strive for efficiency through automation where we can, we also value the human touch in our bespoke solutions, which has prompted us to strike a balance between automation efficiencies and personal service. Our proactive follow-ups on non-responses improve support transparency and effective time utilisation, ensuring the best use of our customers' support options.

These improvements have already greatly increased the value of our Thrive offering for our customers, with more on the way, including a new report we are working to release to customers soon - watch this space! Under Josh's leadership, the median response time for tickets has significantly reduced from 92 to 56 minutes, reflecting our commitment to ongoing improvements. As always, we welcome any feedback you have to share so please get in touch!



Community Spotlight

Recently, the 5k Foam Fest came to sunny Brisbane and a few of our adventure loving Mojo Soupians joined in on the fun. Tony, Pooja, Madison and Alex conquered 25 obstacles, including the world's largest inflatable waterslide, and many mud pits.

With 2.5 million cubic feet of foam pumping up the excitement, they had an action packed day filled with unforgettable moments. Tony was shocked by the heat and wondered if he might actually melt, Pooja conquered her fear of heights multiple times, and Madison fell backwards into the mud on the first obstacle!

It was a very hot day with not a single cloud or tree cover the whole time, and water stations were few and far between. Still, the team managed to jog as much as they could, and completed all the obstacles - Tony even managed to do one of them twice!

We love to see our team getting active and participating in local events, and we are looking forward to more adventures in 2024!



Soupian Du Jour

Lucy recently resumed her role as our Business Support Manager after taking a year off for parental leave. Lucy brings various expertise to her role at Mojo Soup, including marketing, event coordination, workforce planning, and project assistance.

Let's get to know Lucy!

What's something we wouldn't see on your resume?

As a fun personal project a few years ago I decided to turn my dog into an Instagram sensation. My goal was to get her 3000 followers and at least 3 brand ambassador contracts and once those goals were met, and contracts completed I never posted again (lost a few followers since!).

Most exciting thing about returning to Mojo Soup?

Mojo Soup went through a comprehensive rebrand during the time I was on leave and it's been really exciting to get to know the new brand identity and work on creating content to align to our new guidelines.

Last series you watched?

I just finished re-watching The Sopranos from start to finish. It still holds up after 25 years, and the end is still just as frustrating.



[Connect with Lucy](#)

In Case You Missed It

The Conversation



Microsoft Copilot Is Here – Are You Ready to Become an AI-Enabled Organisation?

Data & Analytics Practice Manager [Jared Bagnall](#) dives into the future of work with Microsoft Copilot, and the tools you need to make sure you don't get left behind in the productivity revolution

[→ Read more here](#)



Optimising Support Services to Help You Thrive

Effective support operations are the backbone of delivering exceptional Customer service that enable all of us to Thrive. Our Customer & Business Support Officer shares six key elements to optimise support services and their benefits for our customers.

[→ Read more here](#)

Thank you for reading!

We hope you enjoyed reading our newsletter as much as we enjoyed making it!

