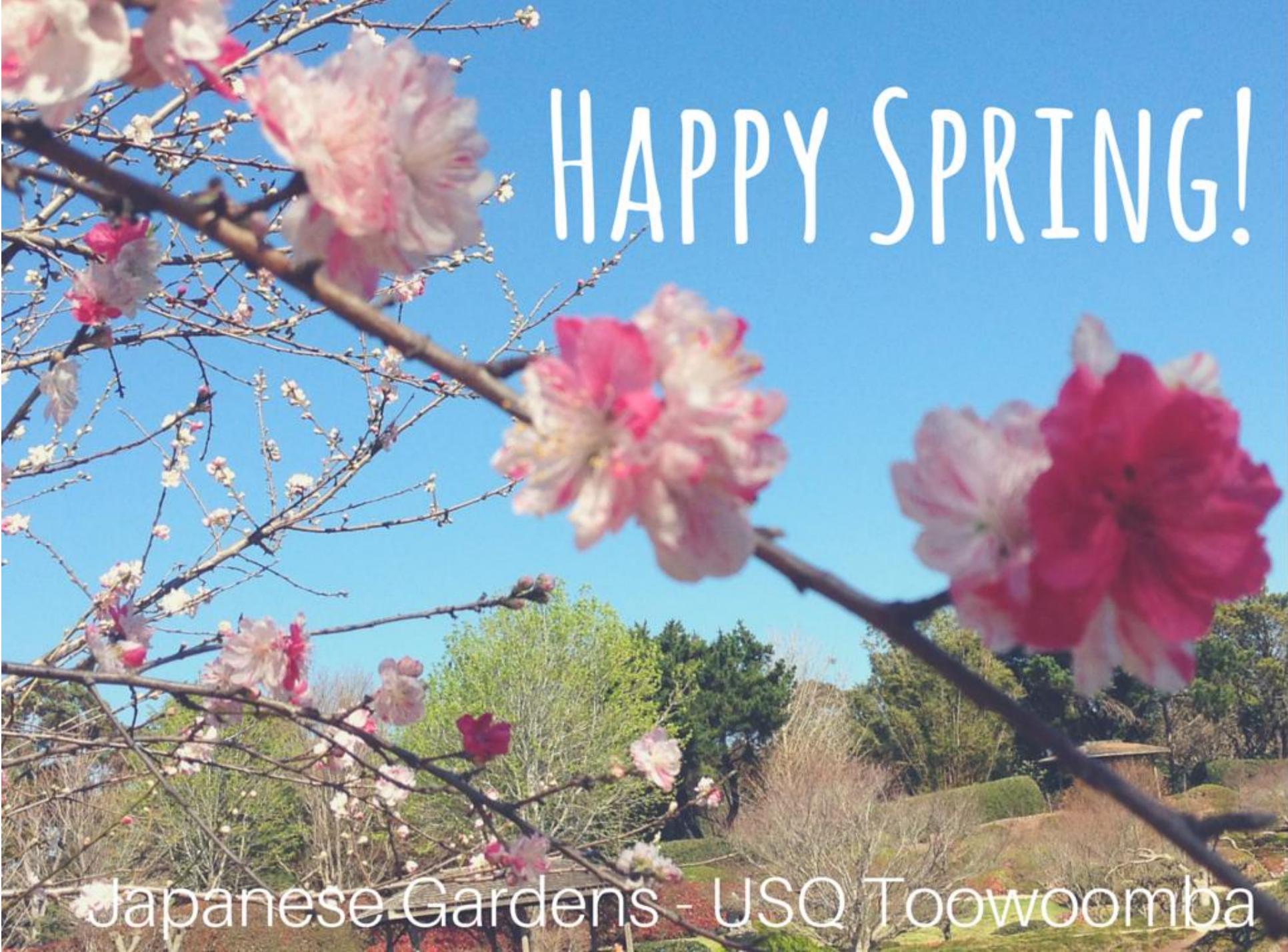




'Enhancing the Student Experience through Service Excellence'

Kathy Carey
Student Experience Coordinator

TEMC Wollongong
1 September 2015

A photograph of a Japanese garden. In the foreground, several dark brown branches of cherry blossoms are in focus, with large, multi-petaled flowers in shades of pink and white. The background shows a traditional Japanese building with a thatched roof, surrounded by lush green trees and a clear blue sky. The overall scene is bright and cheerful, representing the spring season.

HAPPY SPRING!

Japanese Gardens - USQ Toowoomba

Retail Sales

Banking & Finance

Aerial Photography

Wholesale Distribution - FMCG



BEST

PrACTice

What is the USQ Student Experience?

The USQ Student Experience is the sum of all interactions and experiences that a student has with USQ and its programs over the duration of the

Student Learning Journey. This includes the feelings and emotions that the student has towards USQ based on their perceived beliefs about USQ. Student Experience is not transaction based, but experience based.



F

STATE.

P





EMERGENCY →

← HOSPITAL PARKING
CLINIC PARKING →



- 
- Customer Service in Higher Education
 - Facts about USQ
 - Overview of USQ's Student Support Model
 - Development of USQ's Service Excellence Program
 - Challenges Faced
 - Inter-Divisional Collaboration
 - Measurement & Assessment
 - Achievements & Successes
 - Sustainability of Program



OBJECTIVE

EXTRA! EXTRA!
READ ALL ABOUT IT!

**CAPPED
PLACES**

VIS

LATEST NEWS

DEMAND DRIVEN FUNDING SYSTEM

The root cause, the possibility of economic crises is the gap between production and consumption of goods. As part of subsistence economy between production and consumption is a direct link existed and therefore did not have the conditions for economic crises. Opportunity for them appeared and expanded with the development of commodity production and circulation. The division of labor, the development of specialization and cooperation increased the gap between production and consumption. But in simple commodity production, the likelihood of crises could become a necessity. Goods then

In the doctrine of the economic cycle affect the reproduction patterns of development, characterized by the alternation of ups and downs of production. The most deeply and thoroughly investigated this issue by Marx. He revealed the causes of crises and proved the inevitability of their element and in the anarchy of production.

Other school was originally made with the denial of the inevitability of economic cycles, proving the possibility of overcoming the phenomenon of cycling in the traditional market mechanism. The development of ' global economy in the XX century. led to

the traditional s
not lead to 'f
institution
proper
them
V
i



"It is not the employer
who pays the wages.

Employers only
handle the money. It
is the customer who
pays the wages."

~ Henry Ford



STUDENTS

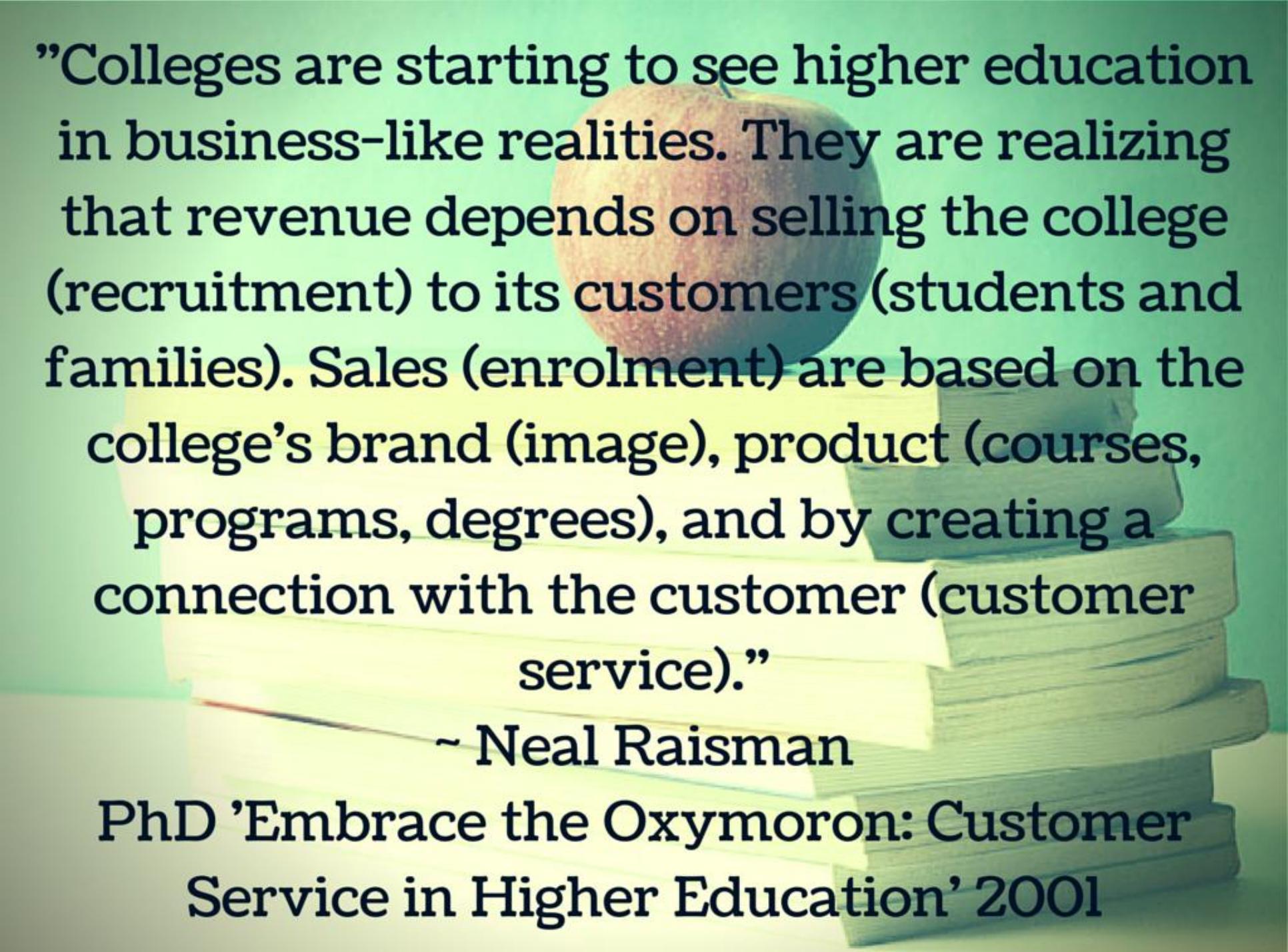
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REVENUE

=

OUR JOBS

A stack of several books is shown, with a single apple resting on top of the stack. The background is a light, textured green. The text is overlaid on this image.

”Colleges are starting to see higher education in business-like realities. They are realizing that revenue depends on selling the college (recruitment) to its customers (students and families). Sales (enrolment) are based on the college’s brand (image), product (courses, programs, degrees), and by creating a connection with the customer (customer service).”

~ Neal Raisman

PhD 'Embrace the Oxymoron: Customer Service in Higher Education' 2001



buzz·word \ 'bəz-, wərd

2014-2015

Fee Deregulation

Student Engagement

Student Experience

customer service

UNIVERSITY
OF SOUTHERN
QUEENSLAND



Started by the community in 1967



USQ Locations



USQ
Fraser Coast

USQHub@
Maryborough

USQ
Toowoomba

USQ
Ipswich

USQ
Springfield

USQHub@
Stanthorpe

Brisbane

Fraser Island

Queensland

Sunshine Coast

Gold Coast





Welcome to Queensland

Where Australia Shines



27,000

STUDENTS





of students
STUDY





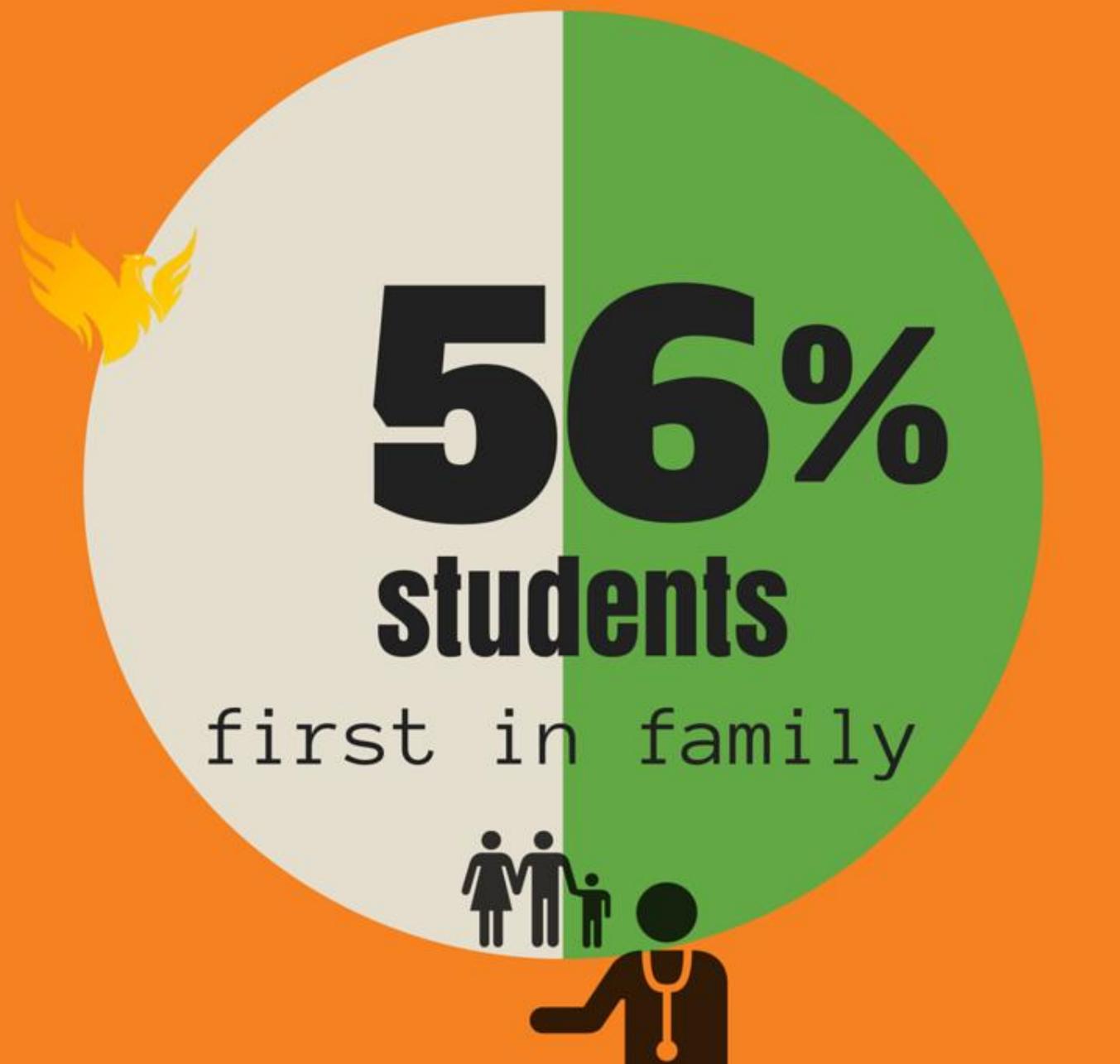
**student population
representing
over 90
nationalities**



32%

low socio-economic status





56%

students

first in family





28

Average Age





RELATIONSHIP



REWIND



1994





2000000



SONY

DEC
DISTANCE
EDUCATION
CENTRE

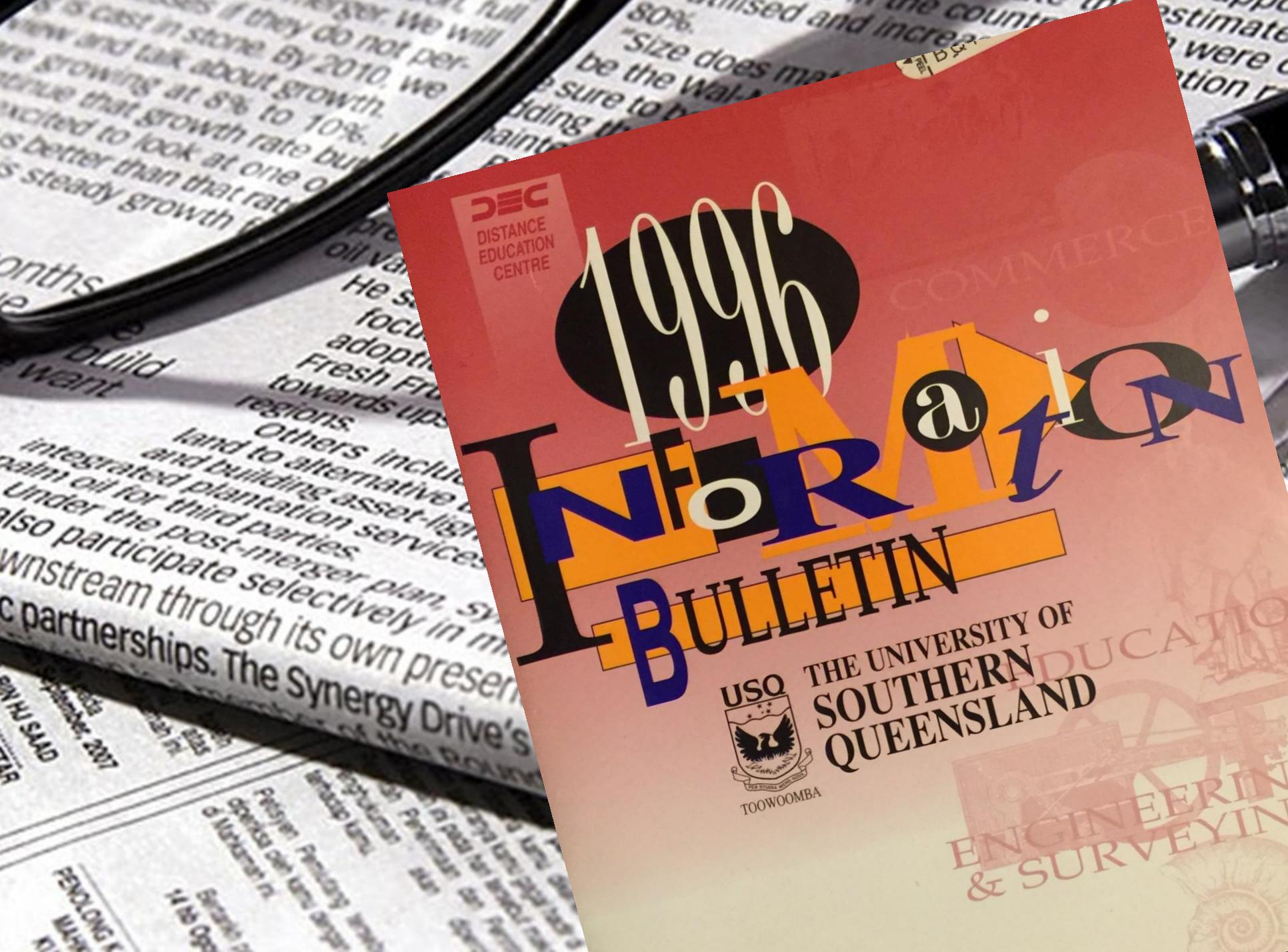
1996

Information BULLETIN



THE UNIVERSITY OF
SOUTHERN
QUEENSLAND

ENGINEERING
& SURVEYING





PAUSE

student

RELATIONSHIP

officer

UNIVERSITY
OF SOUTHERN
QUEENSLAND



Hello, I'm Sam,
a SRO at USQ.

Ask me anything! I'll be your
guide to studying on-campus &
online, applying, enrolling &
anything you need to know
about a USQ program.



CRM

Level 1 - Current & Future Student Support



usq.support@usq.edu.au
study@usq.edu.au



1800 007 252
1800 269 500



10am to 3pm
Monday to Friday



Level 2 - Current & Future Student Support

Expert Area Enquiries

BELA

HES

Fees

Enrolments

**Learning
Centre**

Library

Exams

Grads



Level 3 - Current & Future Student Support

Difficult or Advanced Student Issues

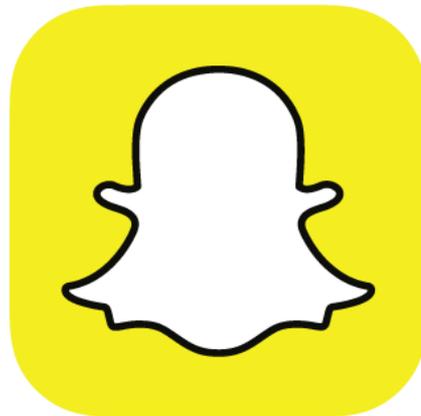
- **Student Experience Coordinator**
- **Senior Executive Officer**
- **Manager's**
- **Associate Dean (Students)**
- **Heads of School**
- **DVC (Students & Communities)**
- **Senior Executives**





Communication Channels

- Face to Face
- Phone
- Email
- Chat
- Ask USQ 24/7



**SOCIAL
MEDIA**
channels





— *Customer Service* —

IS AN ATTITUDE

NOT A DEPARTMENT.

— *Mo Hardy*

Next Phase

Staff
Development
& Culture

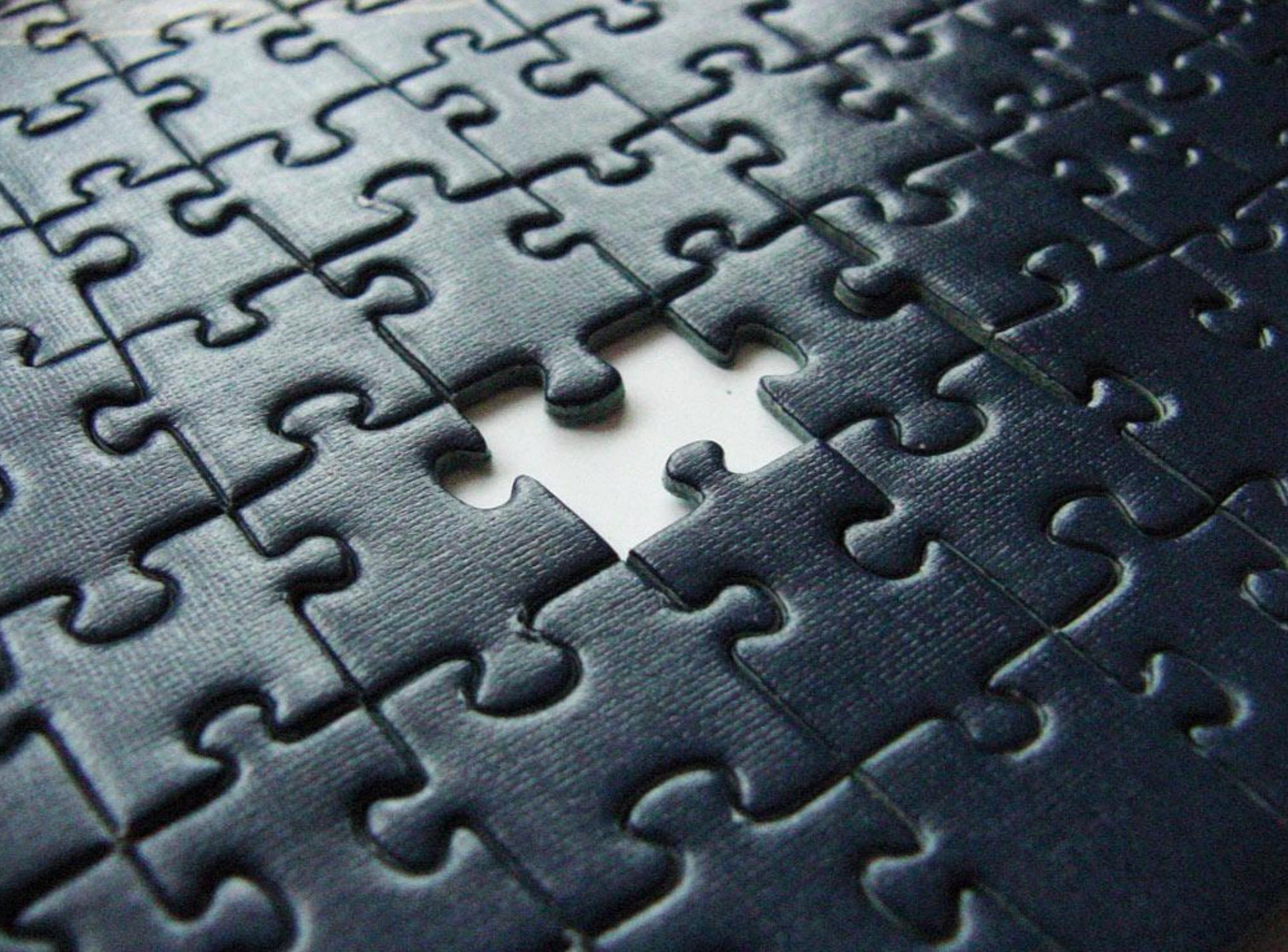


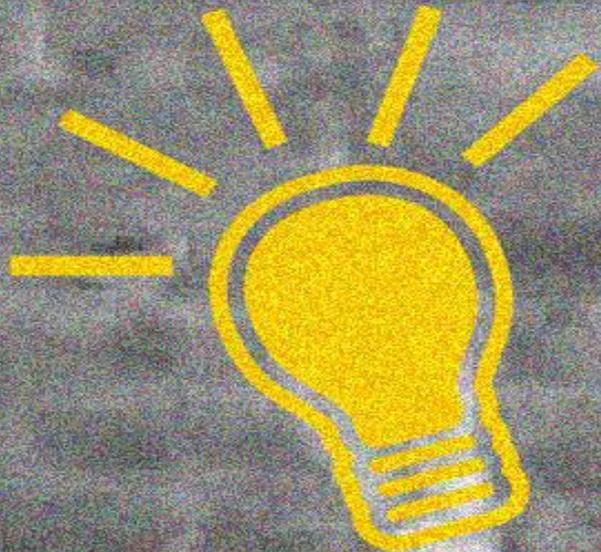
Structural Adjustment Fund (SAF)

Australian Government -
Department of Education &
Training

Assistance with preparation of
new operational requirements
due to demand driven funding
system







Service Excellence Program

Objective

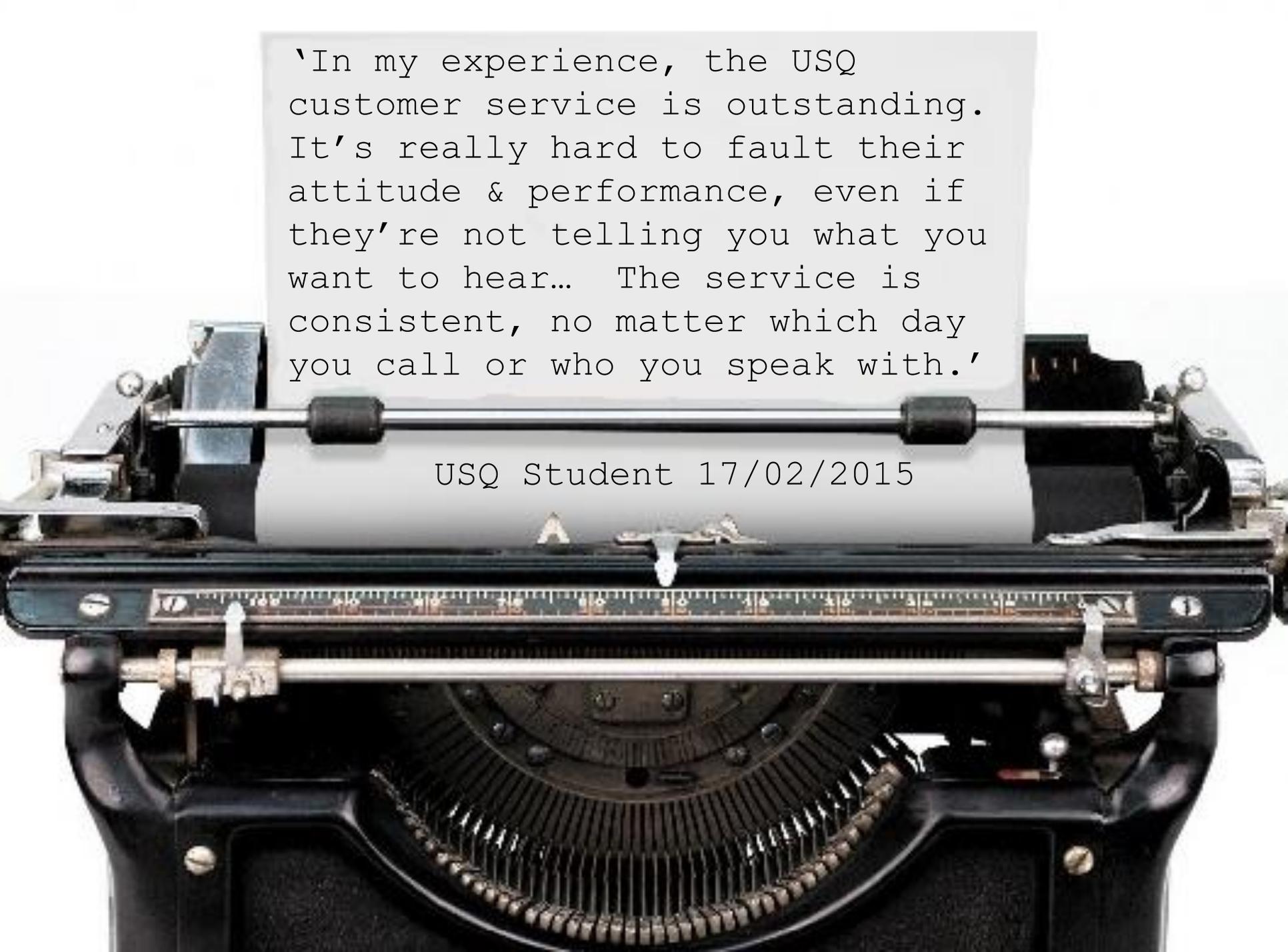
'University-wide approach to embed a revitalised service culture of excellence in our service interactions with students.'

Targeted at Academic & Professional Staff





Consistency



'In my experience, the USQ customer service is outstanding. It's really hard to fault their attitude & performance, even if they're not telling you what you want to hear... The service is consistent, no matter which day you call or who you speak with.'

USQ Student 17/02/2015

**External
Consultant**

**Environmental
Scan**

**Key
Stakeholders**



Elements

1. Staff Training Programs
2. Service Protocols & Standards
3. Measurement & Assessment
4. Sustainability Measures
5. Complaints Management



SERVICE EXCELLENCE

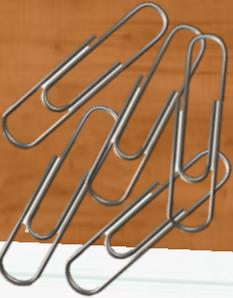
ROADMAP



Challenges



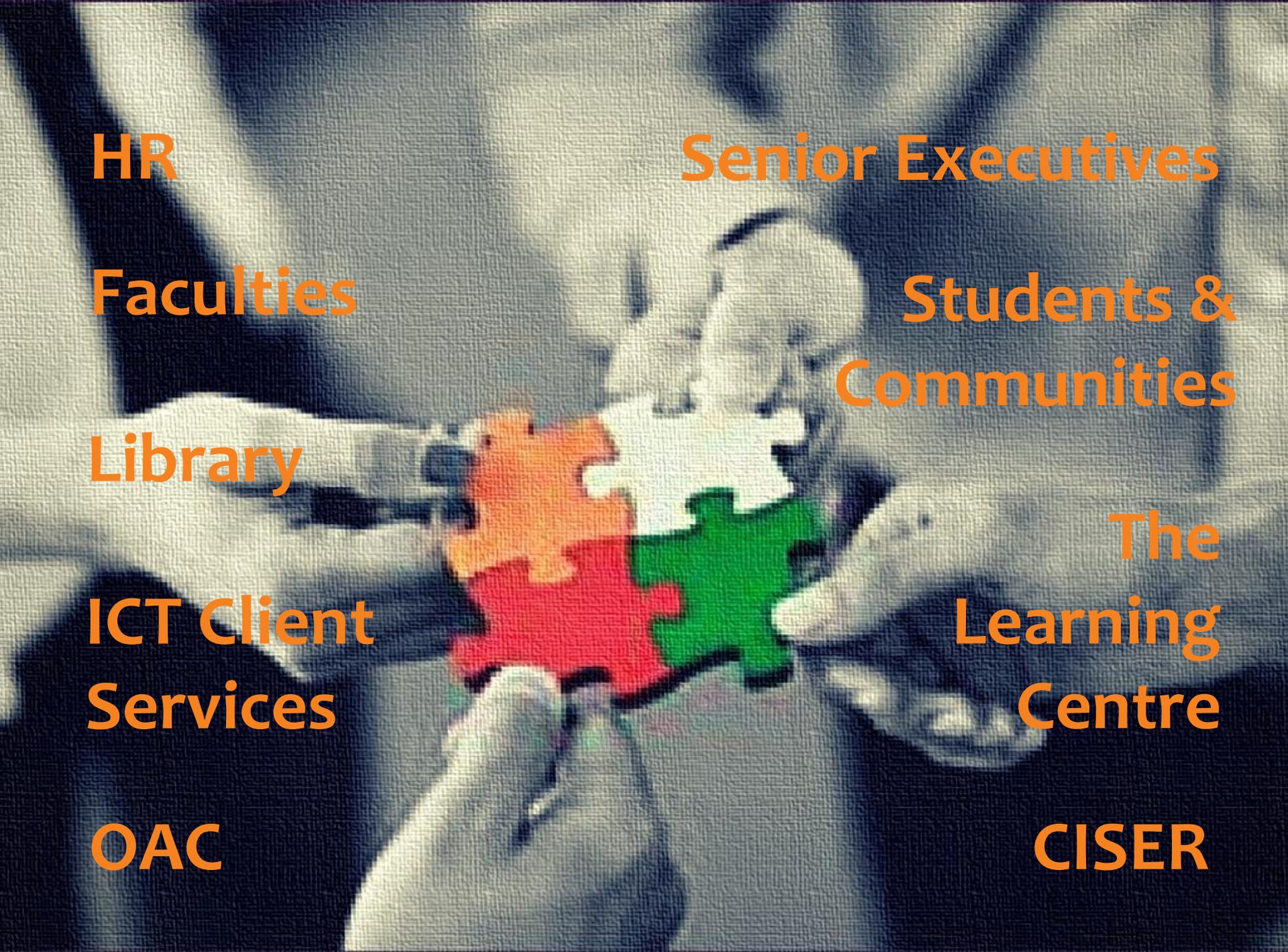
How long is a piece of string?





COLLABORATION



A group of people, including a young child in the center, are holding several interlocking puzzle pieces in various colors (orange, red, green, purple). The background is a blurred indoor setting with people. The text is overlaid on the image in orange font.

HR

Senior Executives

Faculties

**Students &
Communities**

Library

The

**ICT Client
Services**

**Learning
Centre**

OAC

CISER



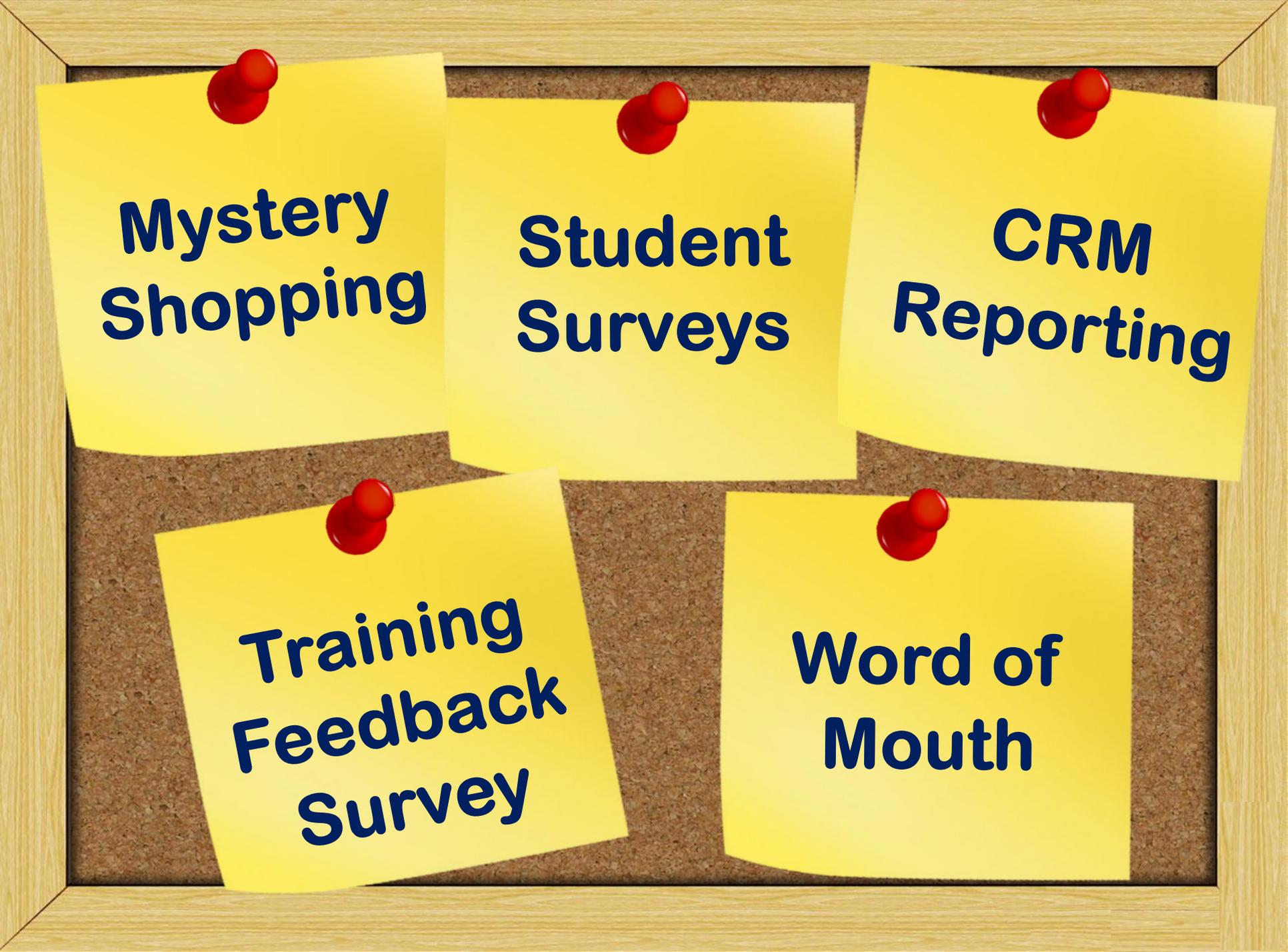
**OPPORTUNITY
AHEAD**

M₃ E₁ A₁ S₁ U₁ R₁ E₁ M₃ E₁ N₁ T₁

A₁ N₁ D₂

A₁ S₁ S₁ E₁ S₁ S₁ M₃ E₁ N₁ T₁





**Mystery
Shopping**

**Student
Surveys**

**CRM
Reporting**

**Training
Feedback
Survey**

**Word of
Mouth**

AWESOME Student Feedback!! (received 2015)

'Great teamwork at USQ'

'Fantastic service' 😊

'Staff are enthusiastic & polite'

'Love your customer service -
gold stars on all accounts!'

'I will be applying
because of your
impeccable service'

'Very professional, friendly &
helpful. As an online student, it's
fantastic to have such helpful, swift
& well-informed assistance always
available. Well done USQ staff,
you've made my experience as a
student first-rate'

'Amazing
interaction makes
me excited to
study with you'

Achievements

- Soft launch
- Sessions fully booked
- High demand
- Training rolled out
- Academics in attendance
- Positive feedback



Participant Feedback

2015

"A very worthwhile series of workshops. Very comprehensive. Prepared and presented seamlessly."

"Informative, fun, interactive and worthwhile!"

"The trainer had real life examples to illustrate his points.

The availability of a handbook to work with also made the session easy to follow. The trainer had a great sense of humour and was good at keeping us on track."

Complaints

- Consistent approach
- Updated USQ Policy & Procedures
- Education vehicle
- Online Complaint Tool





Growth & Sustainability

WE HAVE TO DO
MORE WITH LESS.





What's
Next?

A close-up photograph of a computer keyboard. The central focus is a large, rectangular key that is bright red and stands out from the surrounding dark grey keys. On this red key, the words "Online Training" are printed in a clean, white, sans-serif font, oriented diagonally from the bottom-left to the top-right. The surrounding keys are dark grey with white symbols, including brackets, a slash and question mark, a double quote and apostrophe, a backslash and pipe, an upward arrow, a left arrow, and the "End" key. The lighting is soft, highlighting the texture of the keys and the vibrant color of the red key.

Online Training



*Service
Champions*



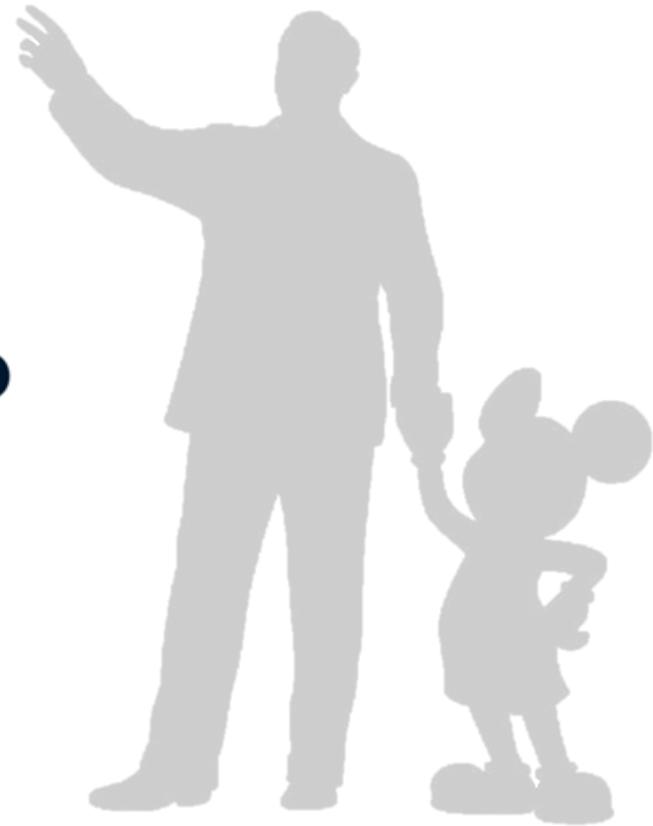


CONTINUOUS IMPROVEMENT



"Whatever you do, do it well. Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do."

WALT DISNEY



Questions?

