

Concurrent Session F
Tuesday 1 September
11.45am – 12.35pm



Session 6
Enhancing the Student Experience through Service Excellence
Ms Kathy Carey
University of Southern Queensland

Kathy Carey has held the position of Student Experience Coordinator at the University of Southern Queensland for approximately 2 and a half years. Kathy has worked in the higher education sector for nearly 4 years and has a strong background in customer service and marketing with work experience ranging from the retail sector, banking and finance industry and being a small business owner in Aerial Photography Industry and Wholesale Beverage Distribution Industry.

The demand-driven Higher Education funding model has increased competition between universities leading to a more concentrated focus on enhancing the student experience to ensure survival. It should go without saying that students are a central part of all activity in higher education, including service delivery, but do all University staff recognize this?

Over the past 6 years, the University of Southern Queensland (USQ) has committed to providing an enriching and supportive student experience through a centralized service delivery model. With a diverse student cohort, our current service delivery extends across multiple communication channels and time zones with utilisation of a sophisticated CRM system, allowing for advanced analysis of data and student feedback. With this side of our service delivery embedded and generating successful results, our focus has now turned to the next phase – staff development and culture. Thus the USQ Service Excellence program was conceptualised.

The objective was to develop a program that would allow further enhancement to the current student experience through a University-wide approach to embedding a revitalized culture of excellence in service interactions with students. Our Service Excellence Program also highlights the importance of all University staff interactions as part of the Student Learning Journey.

This presentation will explore the development and implementation phases of the USQ Service Excellence Program, overcoming the challenges, the inter-divisional collaboration, the measurement and assessment tools and methods of sustainability. It will also highlight USQ's successes in 'leading locally and competing globally'.