

Session 6

RMIT CUSTOMER SERVICE DELIVERY IMPROVEMENTS: INDUCTION, TRAINING AND A SHARED SERVICE MODEL

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Our paper will focus on the following key themes:

- Improvements to customer service achieved through improved customer service delivery, support and skills training
- restructure with call centre and face to face service – RMIT Hub
- clever training and induction strategies
- moving towards a shared service model with a faculty and other student services

This paper will discuss ongoing developments for service delivery and customer service approaches within Student Administration at RMIT.

It will begin with a description of improvements to customer service recently achieved, specifically through the call centre and face to face service areas (RMIT Hubs). Then it will discuss the recently implemented skills training and job rotation program to broaden staffs' skill sets and ability to service students over the phone and face to face and how this group of staff have ridden the wave of organisational change over the past few years.

The induction process which includes pre-induction checklist, induction manual and 4 week training program for all new staff will also be discussed. Training within the student service centres, including the creation of a year long training calendar and the use of Blackboard as a learning management system, including quizzes, videos and training documentation will be explained.

The paper will conclude with current plans, including the move towards a shared service model with our business faculty as well as the integration of central student services (ie counselling, housing, learning and teaching departments) and how we have brought with us a university community that should be thoroughly drowned in change and turned them all into strong swimmers or life guards for change.

Presenters Biography

Terrie Healy came to RMIT in 2006 from the University of Melbourne where she was the Manager of Academic Services in the Faculty of Education. Terrie is enthusiastic about her position as Deputy Director of Student Administration at RMIT and is responsible for Admissions, Enrolments and Records, Graduations, Exams, the Service Centres and Data Management. Terrie is proud of being involved in the education industry for more than 25 years.

Melinda Munday has worked at RMIT since 1992 but her association with the University started in 1986 when as a student. In 1992 Melinda commenced working as Personal Assistant to the Academic Registrar. In March 2010 Melinda was appointed Acting Manager, Customer Service and oversees operations of the Student Administration Support Line and Hubs on each of our 4 campuses. Melinda and her team have developed many of the systems and processes which ensure the Student Administration Support Line and Hubs provide quality customer service to RMIT students and systematically identify improvements to the student lifecycle experience university wide. Melinda has a strong commitment to quality customer service.