

## **Session 4**

### **ARE YOU BEING SERVED?: A JOURNEY TO PROVIDE STUDENT-CENTRIC SEAMLESS SERVICE IN A MULTI-CAMPUS ENVIRONMENT**

**Ms Jenny Purcell**

ATEM

Generation Y students are confident, ambitious and achievement-oriented, they have high expectations and want flexible schedules, better work/life balance, and are very tech savvy, being plugged in 24/7.

Customer service is an intrinsic part of a successful organisation's proposition statement.

Universities are coming to grips with technologies that meet changing service needs of students. However, the multi-campus environment provides unique challenges for delivering student-centric service whilst providing a consistent level of support to both student enquiries and academic activities across all campuses.

Student administration provided at the Central level versus support to students at the School level raises a complexity of questions.

Following a review of student administration and service delivery at the University of Western Sydney, there was a groundswell of negative responses from Colleges and Schools to the consultant's recommendation of introducing a model that would direct all student enquiries to Student Central in the first instance: a model that would require movement of administration staff from Schools to Student Central and the introduction of a CRM to case-manage student enquiries. The University's Executive considered the responses and agreed to the appointment of a project manager to undertake a further review and ultimately to develop the most appropriate model of seamless student service delivery and also consider service delivery to academic activities.

This paper discusses that project and will explore the journey, including the background to the Review, the processes used throughout the Review, the key recommendations and subsequent implementation of those recommendations. It will look at the barriers and enablers, and the lessons learned along the way.

#### **Presenters Biography**

**Jenny Purcell** has worked at the University of Western Sydney for 16 years with experience across Schools, Divisional Units, and roles directly supporting the University's Executive. Prior to joining the University, she had extensive experience in both the public and private sectors. Jennys substantive role is as School Manager with the School of Communication Arts.

Jenny is currently seconded to the role of Project Manager with the Executive Projects Office. In 2010 Jenny was responsible to undertake a review of administration support to academic activities and to propose a model of support to student enquiries. Jenny is currently implementing the recommendations of that review.