



Future Student Customer Experience

2019 Benchmarking Program & Award

Competition for securing new students is at an all time high. And for many students, their initial experience has a huge influence on whether or not they apply to study with you.

Deliver a better experience

Through the CSBA & ATEM Future Student Experience Benchmarking program you can see exactly how well your institution is meeting the needs of future students.

Are you effectively handling their enquiries and creating a positive first impression? Or are they being left with unanswered questions and a negative view of your institution?

Independent and objective assessments

The program provides you with a true understanding of the experience potential students have. Over a four week period, during the January and February enrolment period, CSBA's experienced mystery shoppers contact your institution posing as a prospective future student.

30

Telephone assessments

30

Email assessments

The nature of each interaction is that of a general enquiry, designed to assess the overall experience your staff provide.

'The program allowed us to see exactly what we were doing well and where we needed to improve. We were then able to adjust our approach in certain areas, and then see the positive impact those changes had on the overall experience.'

2018 ATEM Customer Service Excellence Award winner
Luciana Andriani, Group Manager, Monash Connect

Dashboard reporting

Over the course of the four week program, we provide you with easy to understand, fortnightly dashboard reports that tell you



WHAT you are doing well



How you are PERFORMING overall



WHERE and HOW to improve

This invaluable insight, during the key enrolment period in January and February gives you the insights and information you need to adapt and evolve your processes immediately and potentially maximise your 2019 enrolments.

At the completion of the program you're provided with a report that shows how your team compares to the sector benchmark and others in the program.



2019 ATEM Customer Service Excellence Award

By participating in the program your Contact Centre has the opportunity to be recognised as the 2019 leader in tertiary Customer Service.

Independent and objective assessments

The program uses CSBA's ground breaking SenseCX customer experience measurement tool to objectively assess 30 phone enquiries and 30 email enquiries for each participating institution.

The simple SenseCX dashboard and versatile, real-time reporting tools enable you to:

- Identify opportunities to improve customer experience.
- Provide your team with specific and easily actionable feedback.

Unlike other measurement tools that are based on perception and impression, SenseCX objectively measures actual experiences.

SenseCX assesses agent performance for the presence of 30 specific agent behaviours that lead to best practice customer experience. Each measure is categorised and weighted against its influence on the three drivers of customer experience: Success, Ease and Sentiment

ASSESS THE THINGS THAT MATTER TO FUTURE STUDENTS

Each experience is characterised by five key aspects:

ENGAGE>>> INTRODUCE >>> CLARIFY >>> RESOLVE >>> CLOSE

SenseCX assesses these key aspects of an interaction against up to 30 unique criteria to measure overall:

SUCCESS

The degree to which they are able to accomplish their goals

Students want to get what they came for and move on. They need to be understood and provided with a no-fuss resolution.

EASE

The effort they have to expend to accomplish their goals

The interaction must be easy. The team member should actively guide the student through a clear process towards resolution.

SENTIMENT

How the experience and interaction makes them feel

Future students want to be treated as an individual, not just another transaction in the agent's day.

Highly cost effective syndicated program

Once the fieldwork is completed, CSBA's Customer Experience experts analyse all of the information collected and prepare a topline report that details:

- Your institution's overall customer service performance.
- Areas where you have performed well.
- Opportunities to improve your overall service.
- How your service compares to other tertiary institutions.
- Where you sit in relation to the sector benchmark.

Consultation with CSBA CX specialist

You also have the opportunity to meet with a CSBA Customer Experience experts to discuss your report in detail and flesh out strategies to help you improve your overall service.

Master Class

You and a colleague can also participate in a Customer Experience Master Class facilitated by a CSBA CX expert at the ATEM Student Service Centres Conference in May 2019.

Tailor the program to suit your unique needs

Want larger sample sizes? Or to test multiple phone enquiry lines? Or even test a different channel all together, like online chat? Maybe you'd like more comprehensive reporting?

Whatever your institutions unique needs are, we are likely to be able to accommodate them and put together a special package for you.

For more information about the program or SenseCX contact

Narelle Warburton | Product Manager – Quality Assurance Portfolio
03 9605 4950 | Narelle.Warburton@csba.com.au



Registration form

Please email your completed registration form to Narelle Warburton – Narelle.Warburton@csba.com.au

Contact details

Organisation:	ABN:
Contact Name:	Position:
Email:	Phone:

Program registration details

	+ GST	✓
Program Participation Includes 30 telephone and 30 email assessments, fortnightly dashboard reports and final Benchmark Comparison report.	\$6,450	
Online portal dashboard reporting Through the SenseCX online portal you can track your teams performance on a daily basis, generate reports and drill down into the data. This 12 month license is normally \$3,450 + GST and provides you with a comprehensive reporting and analysis tool should you wish to undertake further assessments.	\$2,760	
30 additional Live Chat assessments	\$1,550	
30 additional Telephone assessments	\$1,550	
30 additional Email assessments	\$1,550	

Enquiry points

Please provide the contact points based on your selections above.

Telephone assessments	Line name:	Phone number:
Email assessments	Email address:	
Live chat assessments	Website URL:	

Privacy Guidelines for Mystery Shopping

Staff Notification In accordance with ESOMAR World Research Guidelines you should inform all staff who may be mystery shopped that the project may occur, as well as the objectives and the general nature of the project. This notification should include all staff who could potentially be assessed by CSBA, such as outsourced staff and staff who may receive transferred calls. Note, you are not obligated to inform staff <i>when</i> the program is scheduled to occur. <input type="checkbox"/> I have informed all relevant staff that mystery shopping will occur.	Call Recording We record calls for both quality and training purposes if you have purchased call recordings. Under the Telecommunications (Privacy) act your agents have the right to know that calls may be recorded. You must therefore advise your agents in writing that calls may be recorded for this project, and you must enable them to opt out of having their calls recorded. <input type="checkbox"/> I have advised all agents that mystery shopping calls will be recorded and will notify CSBA if any agents opt out.
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Signed

Name:	Signature:	Date:
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Next steps

Email this scanned registration form to Narelle.Warburton@csba.com.au
Our research team will then be in contact and provide you with a program timeline.