



# Future Student Customer Experience 2021 Benchmarking Program & Award

COVID-19 has had a devastating effect on the higher education sector. Restrictions on overseas travel has only intensified the competition for securing new students. The need to monitor and improve the customer experience has never been greater as institutions find ways to stand out from the pack. CSBA can help drive more student enrolments with a trusted and proven quality assurance model.

## 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?

The program provides you with the critical information, data and insights your team, and individuals in it, need to adapt and evolve your processes immediately and potentially maximise your 2021 enrolments.

## Independent and objective assessments

The program allows you to gain a true understanding of the experience potential students have. Over a four-week period, CSBA's experienced mystery shoppers contact your institution posing as a prospective future student, to perform:

40

Phone assessments

40

Email assessments

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

## One dashboard. All the answers.

With all assessments stored in your secure, easy to use SenseCX Portal you have all the information you need at your fingertips. Dashboard reports tell you exactly:

WHAT you are doing well

HOW you are performing overall

WHERE and how you can improve

How you COMPARE to other tertiary institutions



### VIEW

your team's overall performance against the key SenseCX measures of Success, Ease and Sentiment.



### IDENTIFY

exactly where the opportunity to improve lies and identify specific behaviours that need adjusting.



### ACTION

new behaviors, initiatives, measures and business process improvements based on meaningful insights.



### FILTER

data and analyse performance of individual agents, channels (Phone, Email, Chat) and enquiry types.



### LISTEN

to call recordings to truly understand the overall customer experience.



### EXPORT

raw data, statistics, reports and dashboards, quickly and easily.



## 2021 ATEM Customer Service Excellence Award

Participate in the 2021 program for the opportunity to be recognised as the 2021 leader in tertiary Customer Service.

## Actionable feedback and insights that deliver real results

### Specific, easily actionable feedback for your team

The simple SenseCX dashboard and versatile, real-time reporting tools provide you with the data and insights you need to know:

 WHAT you are doing well

 How you are PERFORMING overall

 WHERE and HOW to improve

### Drive a culture of continuous improvement

You're able to drill down into the detail of each assessment and identify specific behaviours that your team, or individual agents, can adjust to improve customer experiences.

This invaluable information gives you the insights and understanding you need to help your team evolve and improve immediately.

Each year, we see many of our participants achieve significant improvements in their overall customer experiences, helping to maximise their enrolments.

holmesglen

2018: **70.9%**

2019: **82.0%**

*Participation in ATEM has resulted in our team incrementally improve our performance year over year.*

*CSBA's SenseCX program gives us the overall sector benchmarking score along with best industry CX criteria and the online results portal. This methodology is instrumental to help embed high-performance behaviors in our team and achieving this improvement.*

Titus Peter  
Manager Connect Contact Centre

## Independent and objective assessments

Using CSBA's groundbreaking SenseCX customer experience measurement tool and methodology, our mystery shoppers objectively and independently assess phone, email and live chat enquires for each participating institution.

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

Each individual enquiry involves an assessment of the agent's performance, based on 30 specific agent behaviours that are the foundation of best practice customer experience.

Each of these behaviours are categorised and weighted to provide an overall measure of Success, Ease and Sentiment – the three key drivers of positive customer experience.

## Measure what's important to your customers

SenseCX assesses up to 30 key customer-focused behaviours in each interaction. Each key behaviour is categorised against *what's important to your customer* – the three pillars of best practice customer experience:

**SUCCESS** The degree to which the customer can accomplish their goals



Customers want to get what they came. They need to be understood and provided with a no-fuss resolution.

**EASE**

The effort the customer has to expend to accomplish their goals



The interaction must be easy. Customers should actively guided through a clear process towards resolution.

**SENTIMENT** How the experience and interaction makes the customer feel



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

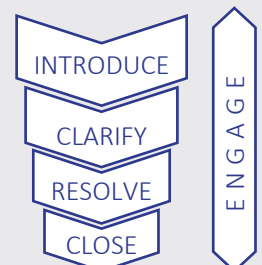
**senseCX**

The overall impact and effectiveness of the interaction – Evenly weighted to reflect the balanced importance of solving the problem, making it easy and being humane

## Set clear and attainable targets for your team

CSBA's SenseCX Quality Assurance provides a clear structure for your team to work towards. The 30 customer-focused key behaviours allow your agents to:

- Collaborate with their customers, ask the right questions to make the conversation easy for everyone
- Listen carefully and respond effectively to customer cues
- Personalise interactions with your customer, to enhance both customer loyalty and staff engagement.



# Secure your spot in the 2021 Program

[Click here to register online](#)

## Exceptional value for money

### Highly cost-effective syndicated program

The syndicated nature of the program means that it provides exceptional value for money for customer experience assessments of this calibre. You can choose from three different program participation options to suit your team's needs:

### Tailor the program to suit your needs

We're also able to tailor the program to align with your specific requirements, whether that be larger sample sizes, additional channels, agent training, more comprehensive reporting or assessment of additional departments or teams.

PROGRAM OPTIONS	LITE	BASE	ADVANCED
	Future Student Benchmarking program participation, ATEM Customer Service Award Entry and CSBA CX Master Class.	Packed with all the inclusions from the Lite program with further value-adds from CSBA – Recommendations report, Calibration session, support and advice.	Prepare your team with a 'practice run' prior to the program, that includes CSBA support, advice and training to have everyone performing at their best during the program.
Fieldwork waves	1 Feb – April 2021	1 Feb – April 2021	2 Feb 2021 Pre or Post Feb 2021
Total assessments	80 40 Phone 40 Email	80 40 Phone 40 Email	160 80 Phone 80 Email
Online Dashboard Reporting Portal	2 months access	6 months access	12 months access
CSBA CX Master Class at ATEM SSCC	1 Complimentary ticket	2 Complimentary tickets	4 Complimentary tickets
ATEM 2021 Customer Service Award Entry	✓	✓	✓
Access to support and advice during the program	✓	✓	✓
Recommendations Report		✓	✓ After first wave
Calibration Session		✓	✓ After first wave
2-hour Team Leader Training session			✓
INVESTMENT	<b>\$7,990</b>	<b>\$9,990</b>	<b>\$19,990</b>
Additional assessments	40 additional phone, email or live chat assessments – \$3,200 CSBA will be happy to work with you to develop an on-going Continuous Development cycle		

### Master Class

Attend the highly regarded CSBA CX Master Class at the 2021 ATEM Student Service Centre Conference, free of charge.

### Specialist CX strategy advice and support

As an Advanced participant in the program our CX experts will review your performance, and provide support and recommendations to help you drive improvement through:

- Strategy Meeting with a CSBA Customer Experience expert.
- Team Leader training session.
- Calibration session.

### Program Benchmarking Report

– see how you compare

Once the ATEM Award Program fieldwork is completed in February 2021, 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.
- Opportunities to improve your overall service.
- How your service compares to other tertiary institutions and where you sit in relation to the sector benchmark.

For more information about the program or SenseCX contact

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THE CUSTOMER EXPERIENCE EXPERTS

## For better customer experiences

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

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