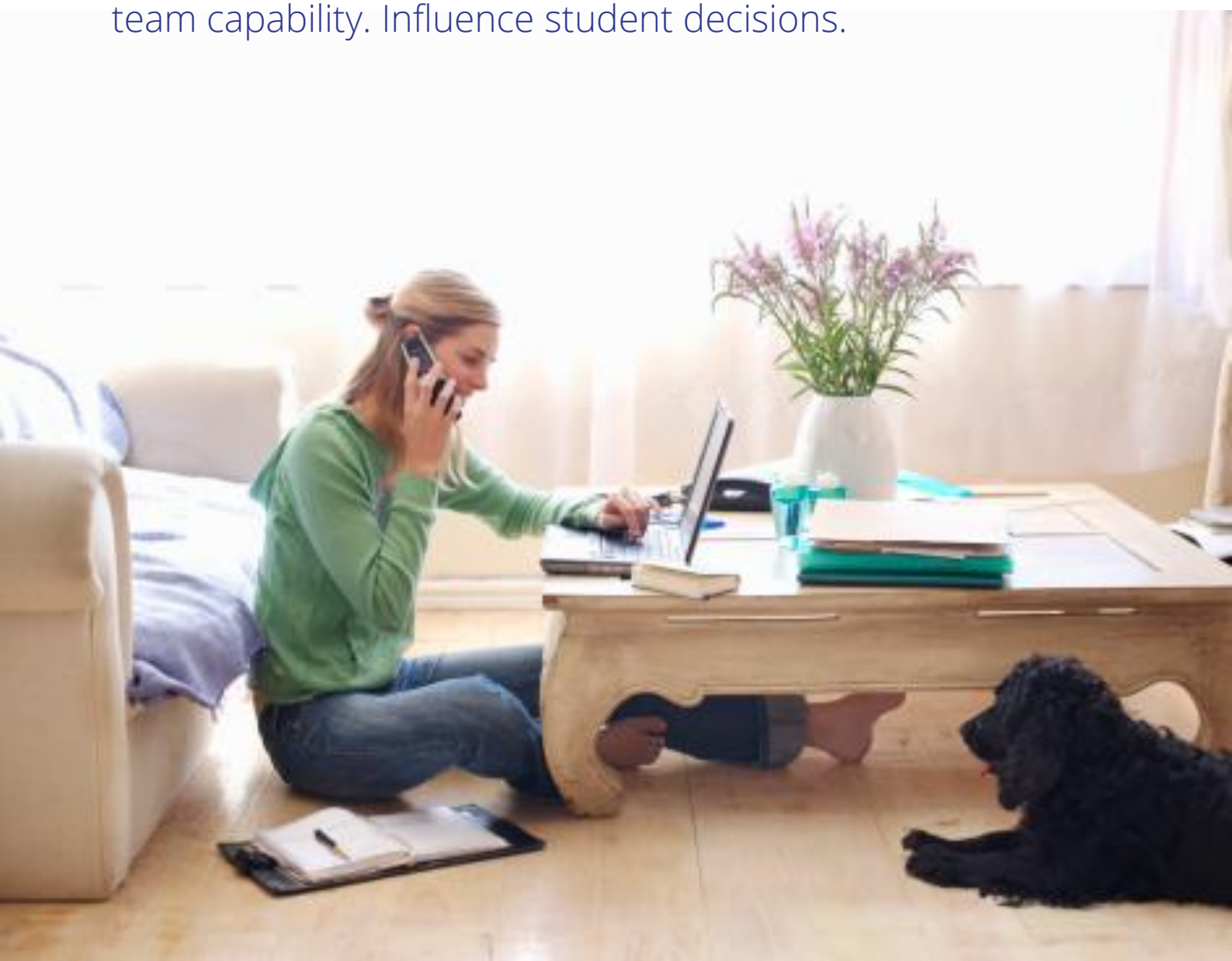
THE CUSTOMER EXPERIENCE EXPERTS

atem

BETTER THINKING.
BETTER DATA.
BETTER INSIGHTS.
BETTER EXPERIENCES.

Future Student Experience Benchmarking Program 2026

Improve enquiry experience. Strengthen team capability. Influence student decisions.





Shaping Exceptional First Impressions for Future Students

First impressions matter. How your institution responds to future student enquiries shapes confidence, trust, and influences enrolment decisions.

CSBA's Future Student Experience Benchmarking Program, endorsed by ATEM, provides clear, evidence-based insights into the quality of support your institution provides in the enquiry and pre-enrolment journey.

The program highlights what's working, identifies friction points, and compares your team's performance across the sector, helping prioritise improvements that boost engagement and conversion.

Future Student Experience Benchmarking:
Insights that drive student enrolments

1 **Gain insight into how well your advisors communicate your institution's unique benefits** and handle common questions or barriers.

2 **Identify service gaps and friction points** impacting future student confidence and conversion.

3 **Benchmark your performance against other institutions** to see how your experience compares across the sector.

4 **Understand how effectively your institution supports future students** across key enquiry channels (phone, email, chat)

5 **Use actionable insights to inform training and coaching priorities,** improve team capability, and strengthen enrolment outcomes.

6 **Evaluate enquiry handling quality** including timeliness, personalisation, and how well advisors guide conversations toward enrolment.



"Open Universities engaged the team at CSBA to help review and improve our Customer Experience Quality Assurance program for the contact centre. Since introducing CSBA's best practice Customer Experience QA framework, the results have been excellent. Our business has seen a ***higher than expected revenue growth*** *due, in part, to the great partnership we have developed with the CSBA Team."*

Rachit Monga
Head of Student Recruitment

OPEN UNIVERSITIES AUSTRALIA



Future Student Experience Benchmarking Program Overview

RIGOROUS METHODOLOGY
Grounded in CSBA's proven SenseCX Framework, each assessment evaluates how effectively your advice team use key behaviours to support, influence, and convert prospective students.

ONLINE REPORTING PORTA:
Access results via a secure, interactive dashboard that highlights individual and team strengths, capability gaps, and key coaching opportunities. See Page 7 for details.

INDEPENDENT EVALUATION
Mystery shops are conducted by trained CSBA assessors across core enquiry channels (phone, email, and optional chat), offering an unbiased, real-world view of how well your team engages with prospective students.

RECOMMENDATIONS REPORT
Receive a tailored report with practical, data-driven recommendations to improve enquiry handling, strengthen team capability, and increase your impact on enrolment outcomes.

BENCHMARKED PERFORMANCE
Your institution's results are compared to aggregated sector-wide data, giving you a clear picture of how your performance stacks up and where you can gain an edge.

PROGRAM TIMING
Registrations open now until mid-February 2026.
Mystery shopping fieldwork runs March–April 2026.

What you'll receive as a program participant:

As a Future Student Experience Benchmarking subscriber, you'll receive a comprehensive customised report with:

- Key insights into how your team engages with prospective students
- Sector benchmarking data to see how your performance compares
- Clear, practical recommendations to improve enquiry handling, lift team capability, and support better enrolment outcomes.

An online results portal to enable your team to:

- Review results at a top-line level
- Review team or individual advisor results
- Share access to some, or all, of your results with unlimited portal user licences.



Optional enhancements to deliver even greater value:

- Calibration Workshops Deepen understanding of the SenseCX model through guided review of results, assessment measures, and real interactions. Supports consistency, resolves questions, and helps leaders coach for best practice.
- Team Leader Training Equip leaders with a clear understanding of the SenseCX framework and how to apply it in coaching and performance conversations.
- Team Training Build frontline capability in delivering high-quality, consultative conversations and conversion skills aligned with key behaviours and standards.

*"Since participating in the Future Student Experience Benchmarking Program, Chisholm has gained valuable insights into our customer service performance and key areas for staff development. Our ranking within the education sector improved significantly, **rising from 21st in June 2024 to 10th in June 2025, including 2nd place among all TAFEs**. With the introduction of our Customer Service Charter and ongoing collaboration with CSBA, we are embedding a student-centric approach across our service channels. We remain committed to enhancing the student experience at Chisholm by leveraging the tools, insights, and benchmarking support provided by CSBA."*

Simon Phillips

Head of Student Enquiry and Enrolment Services

2026 Future Student Experience Benchmarking Program Investment

PROGRAM INCLUSIONS	BASE	ADVANCED	PREMIUM
Fieldwork Date	March – April 2026	March - April 2026	March - April 2026
Additional Wave Dates	-	Anytime prior to Dec 2026	Anytime prior to Dec 2026
Competition Assessments	**80** 40 Phone 40 Email	**80** 40 Phone 40 Email	**80** 40 Phone 40 Email
Additional Wave Assessments	-	**80** Your channel choice	**80** Your channel choice
Online Reporting Portal	6 months access	12 months access	12 months access
Customer Service Award Entry	✓	✓	✓
Access to support and advice	✓	✓	✓
Recommendations Report	✓	✓ After competition wave + After Additional Wave	✓ After competition wave + After Additional Wave
Calibration Session	-	-	✓
2-hour Team Leader Training	-	-	✓
INVESTMENT	**$12,950** + GST	**$21,650** + GST	**$25,950** + GST
OPTIONAL LIVE CHAT ASSESSMENTS	ADD 40 LIVE CHAT ASSESSMENTS FOR $4,200 + GST		
OPTIONAL TRAINING	**Consultative Conversations Workshops**: Half day or 2x2hr virtual series (up to 15 participants). $3,200 + GST **Conversion Skills Training Seminar**: 1hr virtual session (unlimited participants). $1,250 + GST		



Future Student Experience Benchmarking Program

Endorsed by ATEM. Trusted by Leading Institutions

"CSBA is a recognised strategic partner of ATEM. Part of their mission is to help tertiary institutions excel in providing a consistent level of customer service across all touchpoints.

The CSBA benchmarking programs offer tertiary institutions real insight into how well they deliver customer service. Those institutions that participate in these programs generally see a significant improvement in the level of student satisfaction from year to year.

These programs have proven to be very successful in adding significant value to participating institutions. Many of the participants have seen an increase in applications and a clear return on investment.."

Kathryn Blyth
Past ATEM President

---

*"Participating in the ATEM benchmarking has been invaluable in enhancing the quality of service we provide to future students and for gaining insight into how we compare to other institutions within the sector. Through our collaboration with CSBA, implementing their SenseCX framework, and receiving ongoing support and coaching, **we saw a significant improvement in our ATEM ranking** from 10th place in 2023 to 2nd place in 2024!"*

Emily Duffell
Training & QA Advisor

"Our partnership with CSBA on the ATEM Future Student Benchmarking Program has been incredibly positive. From the outset, the CSBA team have partnered with us to foster a highly collaborative approach. They really understand our business, products, culture and service philosophy, tailoring their evaluations to truly challenge and motivate our team.

*CSBA's evaluation standards are now embedded in our internal service experience guidelines, ensuring best practice. Since our journey began, our team has been on an upward trajectory, **this year finishing first in the education category and second overall**. It's a massive achievement and we're excited to continue our partnership with CSBA into the future."*

Pauline Frings, Justine Vartha and Lisa Snook

For better customer experiences

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

www.csba.com.au +61 3 9605 4900 info@csba.com.au /csba

Ready to lift the quality of your future student experience?
Contact me:

Tony Williams
CX Director, CSBA
0417 471 516
tony.williams@csba.com.au

