THE CUSTOMER EXPERIENCE EXPERTS

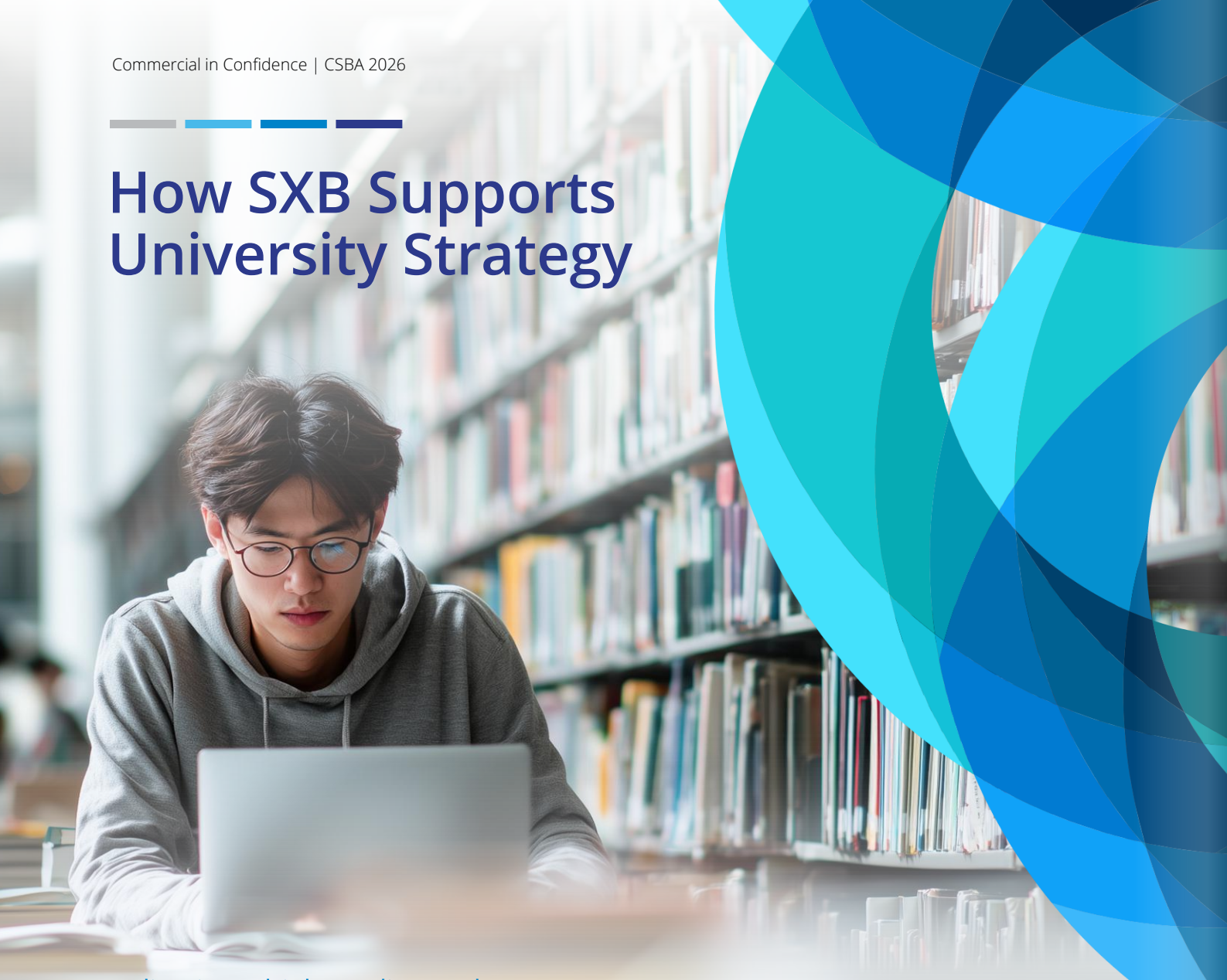
BETTER THINKING.
BETTER DATA.
BETTER INSIGHTS.
BETTER EXPERIENCES.

Student Experience Benchmarking (SXB) Program

Actionable insights to drive student experience, efficiency, and growth



How SXB Supports University Strategy



Delivering a high-quality student experience has never been more important - or more complex. Student expectations are rising, and the experience your institution provides has a direct impact on satisfaction, reputation, and retention. With finite resources and diverse needs to meet, knowing where to focus time and investment is critical.

CSBA's Student Experience Benchmarking (SXB) Program helps universities make more informed, confident decisions by providing a clear, evidence-based view of how students engage with your services, what matters most to them, and how your performance compares across the sector. Now in its fourth year, SXB is helping institutions fine-tune service delivery, strengthen student support, and demonstrate measurable impact. SXB equips leaders with trusted data and strategic insights - enabling evidence-based decisions that improve student experience, efficiency and growth.

Student Experience Benchmarking (SXB) Program:
Actionable insights to drive student experience, efficiency, and growth

1 **Improve satisfaction** by understanding how students truly experience your services.

2 **Measure** how well your support and administration services perform.

3 **Align services with student needs** by uncovering demand for new or underused support.

4 **Deliver support** at the right time and through the right channels.

5 **Tailor your strategies** with insights into key differences across student cohorts.

6 **Benchmark your performance** against the sector to uncover strategies and stay competitive.



SXB Supports Key University Roles

Empowering University Leaders with Student Experience Intelligence



University Role	How SXB Helps	Benefits of Subscription
University Leadership	Gain a holistic view of student satisfaction to drive strategic decisions.	• **Benchmark performance** against peer institutions to identify competitive gaps. • **Align institutional KPIs** with student feedback to prioritise high-impact investments. • **Track progress over time** to measure the ROI of initiatives.
Student Support & Administration	Optimise service delivery and resource allocation based on student preferences.	• **Identify underperforming services** for targeted improvements. • **Align staffing and service hours** with peak student demand. • **Streamline enrolment and onboarding processes** using feedback on pain points.
Brand & Marketing	Leverage CX insights to strengthen reputation and advocacy.	• **Understand key drivers of student advocacy** to inform campaigns. • **Address reputational risks** before they impact retention or enrolment. • **Align marketing narratives** with real student experiences
IT/ Digital	Enhance digital channels and UX based on direct student feedback.	• **Prioritise investments in high-impact digital tools** preferred by students. • **Align digital strategy** with student needs and behaviours.

SXB Program Overview



SURVEY AUDIENCE

The SXB survey is completed by current students (inc. domestic and international, undergraduate and postgraduate).
Option to include additional sample information (e.g. year of study, faculty, study mode etc.) to enhance analysis and insight opportunities.

SURVEY METHOD

CSBA send students email with survey link.
SXB survey takes approx. 7-10mins.
Reminder emails sent to encourage participation with option to include incentive prize draw.

BENCHMARK INFORMATION

Results of each university are compared to aggregated results of all universities included in the SXB program.

FIELDWORK

Survey is in field for approx. 2 weeks.
Fieldwork can be conducted anytime.

SURVEY DATA

A data file containing responses to all questions is provided following fieldwork.

REPORT & PRESENTATION

A detailed report containing key insights and recommendations to enhance student experience.

WHEN TO SUBSCRIBE

Registrations are open on an ongoing basis, with no fixed opening or closing dates.

SXB Survey Questionnaire
2026 Version

1. Service Awareness & Usage 	• Student awareness and usage of administrative and support services. • How students prefer to access services (e.g., online, in-person, phone, webchat, video etc.). • Services students plan to use in future and preferred times to access. • Suggested additional services to enhance the student experience.
2. Service Experience & Satisfaction 	• Ease of using administrative and support services. • Satisfaction with services used and open-ended feedback on why scores were given.
3. Channel Preferences 	• Digital and non-digital channel preferences for administrative and support services. • Reasons for preferring specific channels to access administrative and support services. • Preferred channels for university communications about services. • How students prefer to connect with peers/communities.
4. Onboarding & Orientation (First-Year Students) 	• Onboarding and orientation experience ratings across a range of factors. • Suggested improvements to the enrolment experience. • Overall satisfaction rating of the enrolment and orientation experience.
5. Overall University Experience 	• Overall satisfaction with the university experience. • Likelihood to recommend institution and open-ended feedback on why scores were given.
6. Career Confidence 	• Confidence that a qualification will support employment and career progression, with open-ended feedback.
7. Custom University Modules 	• Three tailored questions are included: Institution-specific priorities (e.g., AI use, suggested improvements, local challenges).
8. Demographic Insights 	• Student profile: Domestic/international status, study level.

SXB Reporting

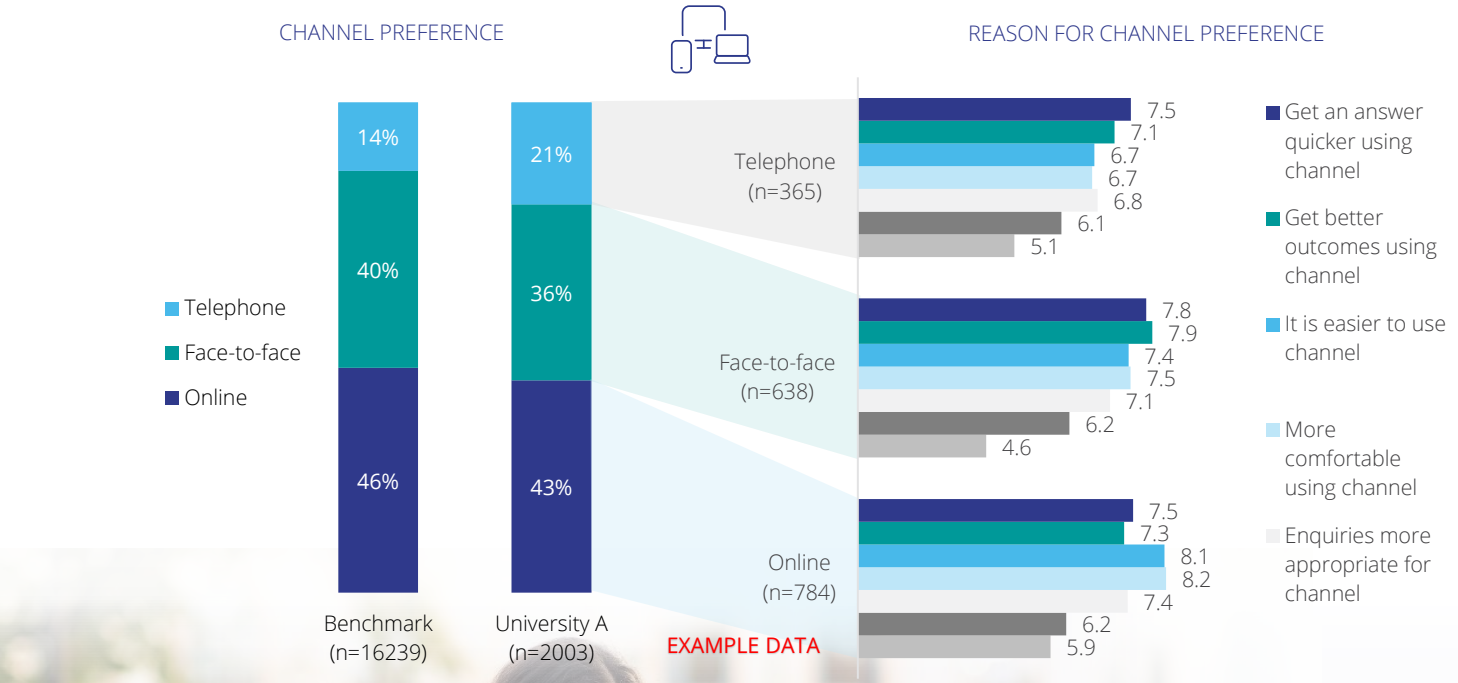
As an SXB subscriber, you'll receive a customised report containing key insights, benchmarking data, and targeted recommendations to support strategic decision-making across the university.

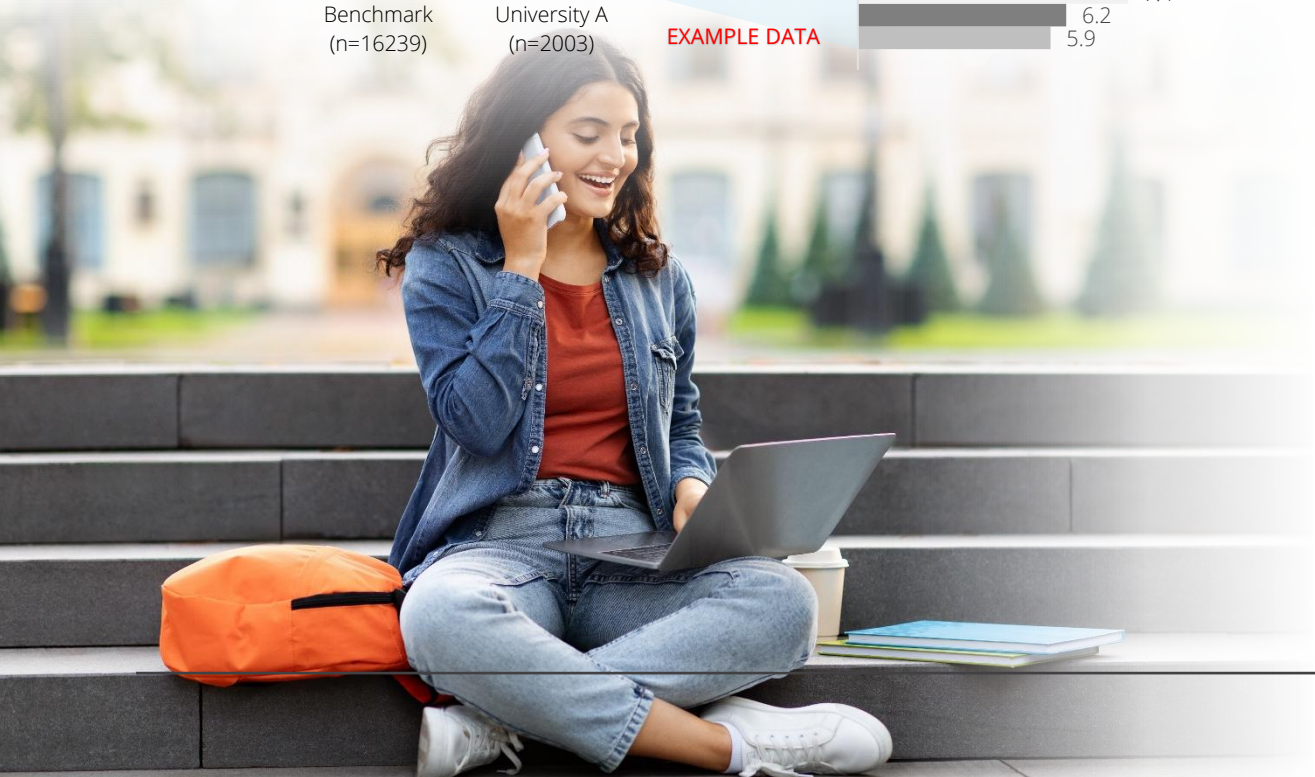
Reporting examples shown here.

REASON FOR SELECTED CHANNEL PREFERENCE

Telephone and face-to-face chosen for quicker answers and better outcomes, online chosen for ease of use and comfort.

Among Uni A students, the highest rated reasons for preferring online channels were "It is easier to use" and "More comfort using this channel". In contrast, the highest rated reasons for using face-to-face or telephone were "Getting an answer quicker" and "Getting better outcomes". While online is easier and more comfortable to use, face-to-face is preferred for being quick and getting better outcomes.





SXB Program Investment

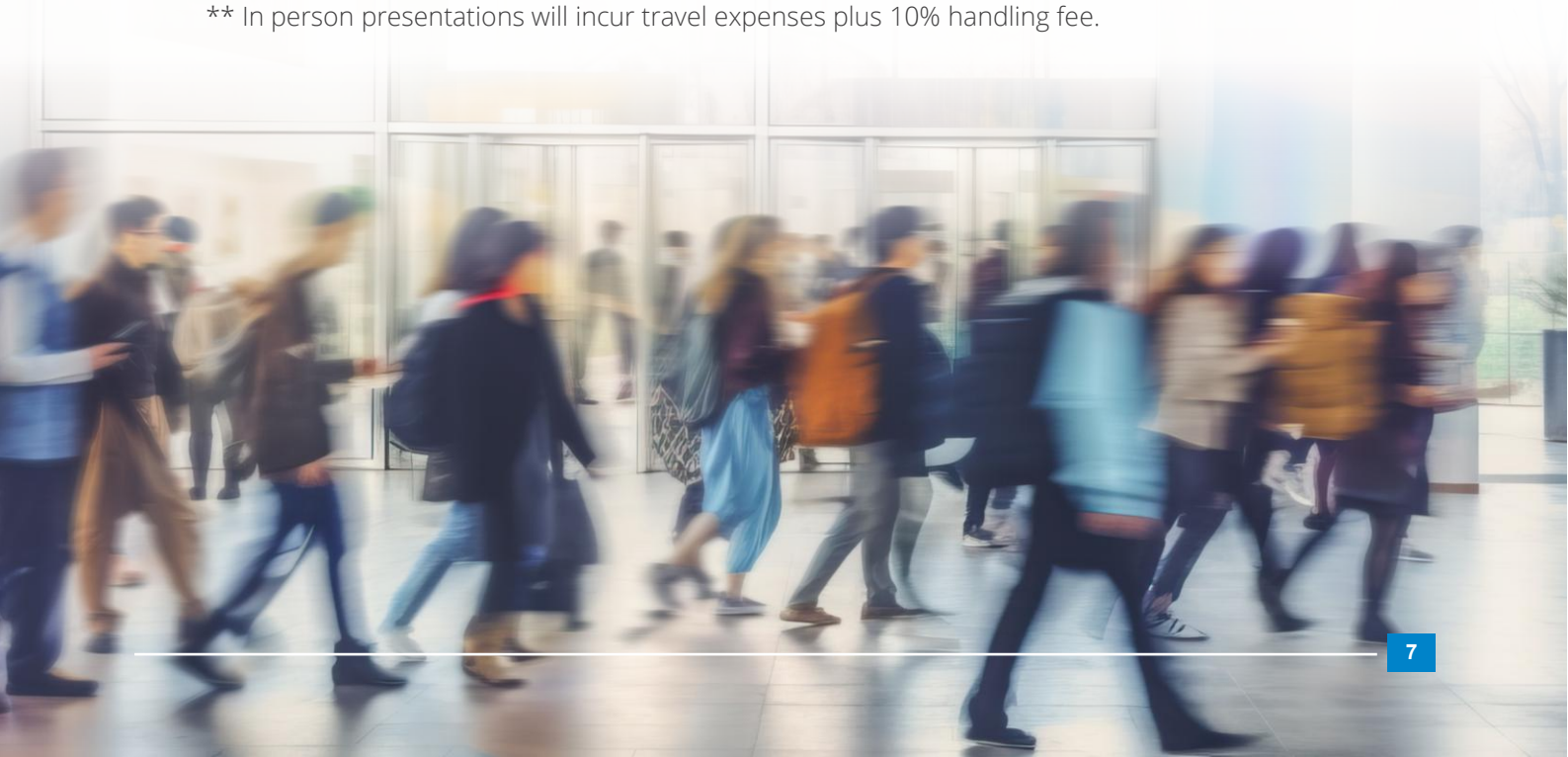
What's included in SXB

- **2,500** online survey responses*
- Package includes three additional questions tailored to your institution, for example:
  - rating scale (max 5 attributes)
  - single or multi choice
  - verbatim comment etc..
- Comprehensive Report with Findings, Key Insights and Recommendations.
  Data reported by study mode, domestic/international and postgraduate/undergraduate.
  Other data cuts by agreement.
- Benchmark results against other universities (aggregate level)
- Historical data included (where applicable)
- All verbatim comments plus thematic coding of Likelihood to Recommend (LTR) and Confidence in a qualification comments
- Raw data file plus 8 additional analysis hours
- **2 x 1hr** Report Presentations**

$29,750 + GST (AUD)

* Maximum of n=2,500 surveys. Number of completed surveys dependent on sample quantity and quality provided by the institution.

** In person presentations will incur travel expenses plus 10% handling fee.



SXB - Trusted by Leading Universities



" Today's students need universities to meet them where they are. To do that we need to better understand our students' awareness, access, usage and preferences towards university administrative and support services.

***CSBA's Student Experience Benchmarking Program** gave us new student insights that are being used to inform a diverse range of projects underway at Griffith University."*

Jodie Davis
Registrar, Student Life
Griffith University

"Partnering with CSBA on the Student Experience Benchmarking (SXB) study has been incredibly worthwhile. The insights were rich, actionable, and cost-effective and gave us a clear direction to improve our student services. CSBA's deep industry expertise added great depth to the analysis and recommendations. Having student experience data is valuable but benchmarking it against the sector gave us real clarity on where we stand and how to shape a more student-centric experience. We're grateful for the partnership and excited to keep building on this work."

Ruth Kimpton
Associate Director, SX Marketing
Victoria University

"The value of CSBA's SXB extends well beyond the results. The quality of the analysis gives us practical evidence about what students know, what they use, and how they want to engage with us. That insight shapes our planning, targets our improvement opportunities and lets us design services around real student needs. It's also become a critical tool for evidence-based decision-making, validating the impact of our work and helping us celebrate what we do well."

Liz Bishara
Director Student Hub
Student Services and Administration
Auckland University of Technology

For better customer experiences

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

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

For more information contact:

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

