

Customer Service Excellence – Making it Real

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Customer Service Excellence – Making it Real

CSE Accreditation achieved in June 2013

Why?

How?

So What?

What's Next?

....making it real



WHY?

CUSTOMER
SERVICE
EXCELLENCE



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BECKETT
UNIVERSITY

Why?

Context – January 2010

2 QAA judgments

Financial uncertainty

Autonomous activity

New Vice Chancellor



Why?

Strategic Plan 2010-2015

Quality; Relevance; Sustainability

Cross cutting theme – ***promote and embed a customer-focused culture***

Customer Service Excellence chosen as the vehicle to deliver this

So a KPI was set to ***“achieve CSE by 2015”***

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HOW?



How?

The People

Project Framework launched 2010

- Project Sponsor - Secretary and Registrar
- Project Board – strategic direction
- Project Team – champions
- CSE team in Strategic Planning Office – project support



How?

The Journey – First Steps

- Identifying customers and the debate over the word!
- Researching best practice
- Gap analysis – identification of next steps / quick wins



How?

The Journey – Engaging Staff

- Customer Service Training
 - Rolled out to all staff and managers / available online
- Customer Services Handbook
- Customer Services Statement
- Communication – website, articles in staff magazine, VC newsletter



How?

The Journey – The Hard Slog!

- Process improvements
 - the applicant experience
 - student Induction
 - fees, financial and student debt advice
 - graduation/leaving the University (students)
 - staff recruitment/induction
 - customer relationship management (CRM systems)



How?

The Journey – More Hard Slog!

- Other initiatives
 - mystery visiting
 - communication guidelines
 - What's Your View? feedback scheme



Your feedback is important to us.
It's great to hear about what you
like and we want to know where
we need to improve.

What feedback do you have for us today?

A COMPLIMENT

A COMMENT

A CONCERN

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How?

The Accreditation

- Selection of assessment body
- Relationship with assessor
- Pre-assessment Visit – November 2012
- Desk based review of evidence – March 2013
- Assessment – 3 days over a number of weeks – April/May 2013



How?

The Outcome – the headlines

9 compliance plus

46 compliance

2 partial compliance



How?

The Outcome – the details

Compliance Plus	Other Strengths	
Library facilities (2)	Corporate commitment	Values
Consultation & involvement (2)	Learning & development	Premises
Safeguarding students (2)	Improvement focus	Standards
Neighbourhood helpline (1)	Customer satisfaction monitoring	Pre-change consultation
Practice learning/employability (2)	Information/access	



How?

The Outcome

Some words from our assessor:

*‘The assessment showed exemplar customer service practices and a **strong commitment from staff** to go the extra mile for their students.’*

*‘Senior management had resourcefully used the **Customer Service Excellence Standard** as a structured framework on which to support and promote an unremitting augmentation of what they deliver as a university.’*



SO WHAT?



So What

What Difference has it Made?

Cultural:

- Institutional pride
- Celebratory culture



So What

What Difference has it Made?

Reputational:

- LFHE, HEA, AUA
- Hosted meetings/workshops
- Speaking at sectoral events
- ... a point of differentiation



So What

What Difference has it Made?

Practical:

- Enhanced customer experience
- Better understanding of customer service
- Better business process work
- Skills development
- Genuine learning from assessment
- Support for other initiatives (liP)



So What

What Difference has it Made?

Strategic:

- Keeping CSE Alive
- Continuous improvement



WHAT NEXT?

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What Next?

Embedding CSE – our story so far.....

Continuous Improvement Approach

Embed resource

Agree methodology

Establish governance

Agree projects

CSE Surveillance Visit



What Next?

Embedding CSE – our next chapter.....

Continuous Improvement Strategy

Links to cross-institutional projects

Continuous Improvement Conference?

Focus for 2016 full assessment



Customer Service Excellence – Making it Real

Thanks for listening!

Any questions?

