

USQ's Service Excellence Revolution

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The introduction of the demand-driven funding model in 2012 has contributed to the continued increasing competition in the higher education sector and in turn has produced the 'Service Revolution'. 18 months ago 'customer' service was not a well versed word within Universities but now it seems to be a buzz word!

At the University of Southern Queensland we have been undergoing our own 'service revolution' spanning eight years, with a commitment to providing an enriching and supportive student experience through a centralised service delivery model. Our current service delivery extending across multiple communication channels and time zones with utilisation of a sophisticated CRM system.

To keep up with current service trends and to address the challenges of servicing our unique student cohort (the majority online students), the Service Excellence Framework has been developed along with our current self-service channel undergoing an extensive make-over. This framework includes addressing increasing service expectations, planning for Millennials, accommodating global time zones, evolving technologies, tightening of university budgets and staffing number restrictions and the necessity to engage and support our students on a 24/7 basis.

This presentation will explore the elements of the framework, the challenges faced, the technologies utilised, the governance structure, capitalising on the opportunities, the sustainability and the strategies implemented.

In 2011, Gartner predicted by 2020 "customers will manage 85% of their relationship with the enterprise without interacting with a human". Self-service is a substantial part of that trend — and in 2017, it's inevitable.

This presentation will challenge the audience to consider the changing face of the student experience, the empowerment of frontline staff and embracing the rise of the digital employee.