What does it take to manage Student Service enquiries?

Newcastle University

Sharon O'Donnell
Interaction Team Manager

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Interaction Team Leader

SROC

26-28 March 2012

What the session will cover

- Background on the i-Team
- What does it take...?
- Case studies x 4
- Demo of our Customer Relationship Management System
- Measurability
- Statistics
- Future developments

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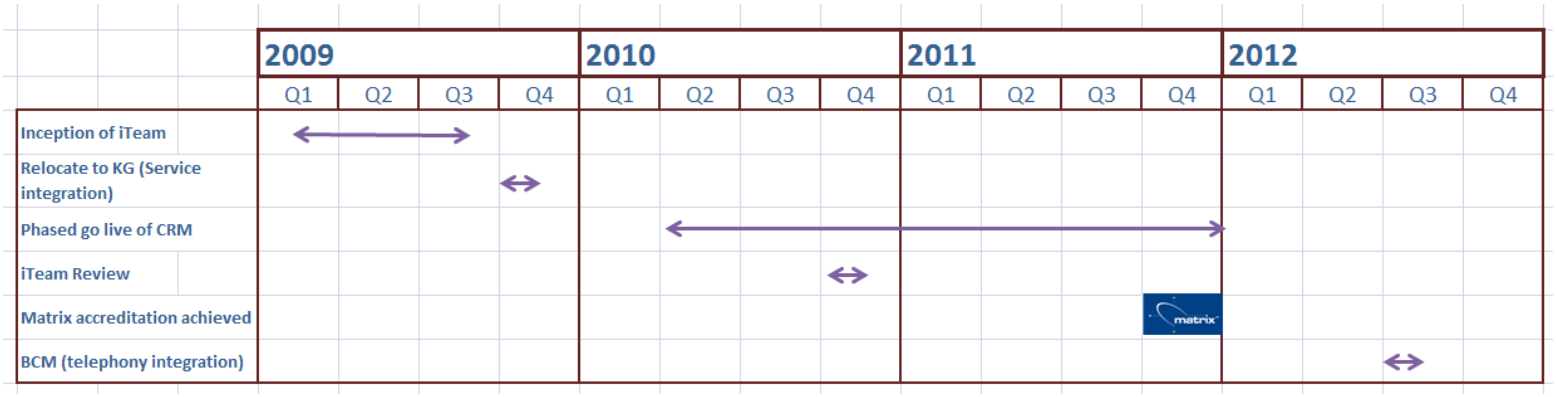
The iTeam

In support of Student Services the Interaction Team (i-Team) provide a cohesive customer experience to both current and prospective students as well as a range of other enquirers.

We:

- are the first point of contact to our students/customers
- pride ourselves on our breadth of knowledge
- offer comprehensive responses and accurately signpost to our specialist colleagues where further detail is required.



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What does it take..?

- a fantastic team
- good communication and working relationships with colleagues
- well structured and considered business processes
- an efficient technical solution
- access to good reporting systems

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Inbox

Inbox Search

Service Ticket/Email	NU Ticket	Assigned To	My Groups	Classification1	
Service Ticket ID		Status	Not Completed	Classification2	
Description		Priority		Classification3	
Enquirer		Date Type	Creation Date	From/To	01.02.2012 — 15.02.2012
		Sort By		Then Sort By	

Search | Clear

Result List

Reserve | Reset Reservation | Complete | Display | Interact | Link

Node	Created	Time	Ticket/Email	Priority	Status	Thr...	Description	Resp. Group	Resp. Empl
	15.02.2012	11:36	NU Ticket	Medium	Open (Web Ti...		WEA - Courses and Applications	I Team	
	13.02.2012	15:36	NU Ticket	Medium	Open (Web Ti...		WEA - Courses and Applications	I Team	
	13.02.2012	12:06	NU Ticket	Medium	Open (Web Ti...		WES-SSV - Courses and Applications	I Team	
	13.02.2012	12:04	NU Ticket	Medium	Open (Web Ti...		WES-Acc - Courses and Applications	I Team	
	13.02.2012	11:56	NU Ticket	Medium	Open (Web Ti...		WEA - Courses and Applications	I Team	
	13.02.2012	10:00	NU Ticket	Medium	Open (Web Ti...		WEA - Courses and Applications	I Team	
	10.02.2012	16:38	NU Ticket	Medium	Open (Web Ti...		WEA -	I Team	
	10.02.2012	16:32	NU Ticket	Medium	Open (Web Ti...		WEA -	I Team	
	10.02.2012	15:23	NU Ticket	Medium	Open (Web Ti...		WEA -	I Team	
	01.02.2012	13:28	NU Ticket	Medium	Open (Web Ti...		WEA -	I Team	

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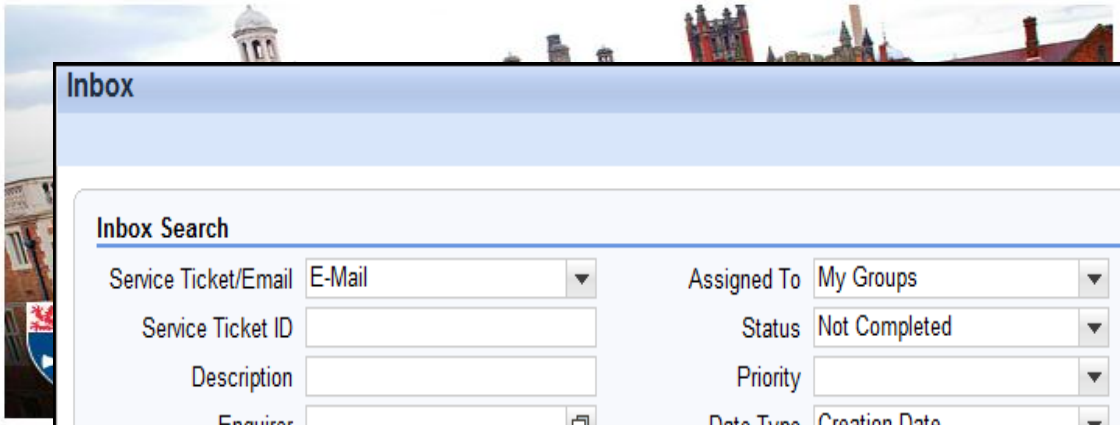

Inbox

Back

Inbox Search

Service Ticket/Email	E-Mail	Assigned To	My Groups	Classification1	
Service Ticket ID		Status	Not Completed	Classification2	
Description		Priority		Classification3	
Enquirer		Date Type	Creation Date	From/To	01.02.2012 – 16.02.2012
		Sort By		Then Sort By	

Search | Clear

Result List

Reserve | Reset Reservation | Complete | Display | Interact | Link

Node	Created	Time	Ticket/Email	Priority	Status	Thr...	Description	Resp. Group	Resp. Employee
	16.02.2012	09:43	E-Mail	Low	Open		'CRM Email Testing 001' rec. from robert.shuttl...	I Team	
	16.02.2012	09:42	E-Mail	Low	Open		'Request for Advice' rec. from sarah.kendall@n...	I Team	
	15.02.2012	11:58	E-Mail	Low	Open		'Test Email Auto Ack' rec. from robert.shuttle@...	I Team	

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Student Services, King's Gate, Newcastle University, Newcastle upon Tyne,

United Kingdom, NE1 7RU

Feedback
Please use the following link to tell us what you think about our service:
https://my.ncl.ac.uk/students/feedback.php

Data Protection
All information that we hold concerning you as an individual will be held and processed by Newcastle

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Welcome Sarah Kendall

Personalize | Log off

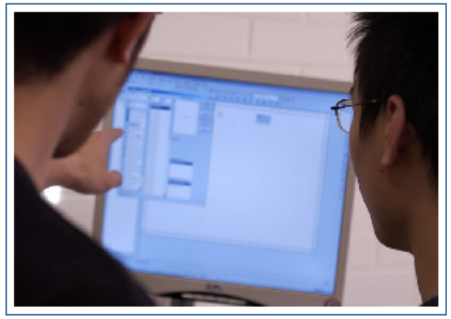
CRM System | Student Info Gateway | Student / Campus Administration | Employee Self Service

Home | CRM Interaction Centre | CRM Event Upload

CRM System - Interaction Centre support

The following help documents are available:

- SAP training materials
- Interaction Team business processes



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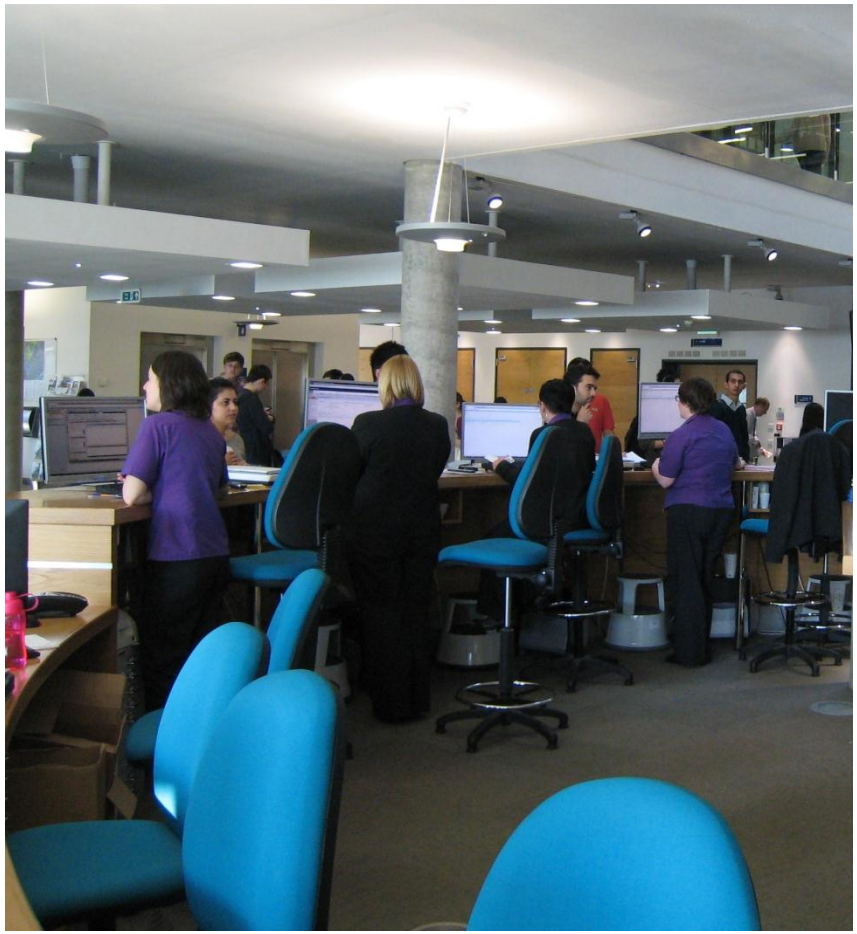
Case study 3: Can we help?



Former student requiring Council Tax exemption certificate:

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Welcome Sarah Kendall

Personalize | Log off

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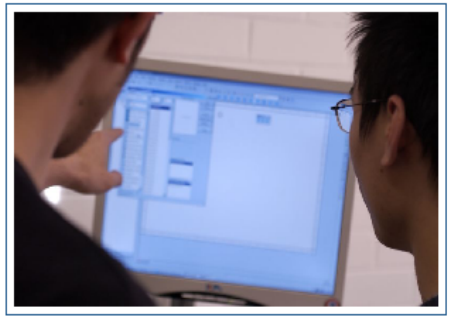

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Case study 4: Can we help?

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Enquirer calling for information about university visit Day:

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Welcome Sarah Kendall

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Home | CRM Interaction Centre | CRM Event Upload

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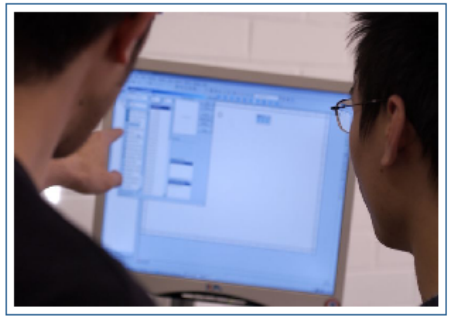

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Measurability

We have a comprehensive quality monitoring process including;

- Service Ticket and System checks (staff usage)
- Electronic feedback
- Face to face/comments cards
- Survey monkey
- Mystery shopping

Statistics

The following is indicative of iTeam's interactions in the academic year 2010/2011;

	2010/2011	
	Total	Monthly average
Face to Face	42591	3549
Emails & Webforms (Excl. prospectus requests)	7356	613
Telephony	28488	2374
Switchboard	85151	7096

Future developments

- BCM
- More specialist team involvement – wider University colleagues

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Questions

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