Future Student Customer Experience
2020 Benchmarking Program & Award

Competition for securing new students is at an all time high. And for many students, their initial experience has a huge influence on whether or not they apply to study with you.

Deliver a better experience
Through the CSBA & ATEM Future Student Experience Benchmarking program you can see exactly how well your institution is meeting the needs of future students.

Are you effectively handling their enquiries and creating a positive first impression? Or are they being left with unanswered questions and a negative view of your institution?

The program provides you with the critical information, data and insights your team, and individuals in it, need to adapt and evolve your processes immediately and potentially maximise your 2020 enrolments.

Independent and objective assessments
The program allows you to gain a true understanding of the experience potential students have. Over a four-week period, CSBA’s experienced mystery shoppers contact your institution posing as a prospective future student, to perform:

40 Phone assessments
40 Email assessments

The nature of each interaction is that of a general enquiry, designed to assess the overall experience your staff provide.

One dashboard. All the answers.
With all assessments stored in your secure, easy to use SenseCX Portal you have all the information you need at your fingertips. Dashboard reports tell you exactly:

WHAT you are doing well
HOW you are performing overall
WHERE and how you can improve
How you COMPARE to other tertiary institutions

VIEW
your teams overall performance against the key SenseCX measures of Success, Ease and Sentiment.

FILTER
data and analyse performance of individual agents, channels (Phone, Email, Chat) and enquiry types.

LISTEN
to call recordings to truly understand the overall customer experience.

EXPORT
raw data, statistics, reports and dashboards, quickly and easily.

Identify exactly where the opportunity to improve lies and identify specific behaviours that need adjusting.

2020 ATEM Customer Service Excellence Award
Participate in the 2020 program for the opportunity to be recognised as the 2020 leader in tertiary Customer Service.
Actionable feedback and insights that deliver real results

Specific, easily actionable feedback for your team
The simple SenseCX dashboard and versatile, real-time reporting tools provide you with the data and insights you need to know:

👍 WHAT you are doing well
👍 How you are PERFORMING overall
👎 WHERE and HOW to improve

Drive a culture of continuous improvement
You’re able to drill down into the detail of each assessment and identify specific behaviours that your team, or individual agents, can adjust to improve customer experiences.

This invaluable information gives you the insights and understanding you need to help your team evolve and improve immediately.

Each year, we see many of our participants achieve significant improvements in their overall customer experiences, helping to maximise their enrolments.

Independent and objective assessments
Using CSBA’s ground breaking SenseCX customer experience measurement tool and methodology, our mystery shoppers objectively and independently assess phone, email and live chat enquiries for each participating institution.

Unlike other measurement tools that are based on perception and impression, SenseCX objectively measures actual experiences.

<table>
<thead>
<tr>
<th>Institution</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONASH University</td>
<td><strong>70.9%</strong></td>
<td><strong>82.0%</strong></td>
</tr>
<tr>
<td>THE UNIVERSITY OF WESTERN AUSTRALIA</td>
<td><strong>66.7%</strong></td>
<td><strong>91.0%</strong></td>
</tr>
</tbody>
</table>

The CSBA ATEM Future Student program allows us to see exactly what we’re doing well and where we can improve.

We’re then able to adjust our approach in certain areas, and then see the positive impact those changes have on the overall experience’.

Luciana Andriani
Group Manager Monash Connect

The program allowed us to identify what we were doing well and where we needed to improve.

We invested in training and developing our team’s skills in these areas and then undertook further assessments. This allowed us to identify new areas of focus and to build on our achievements’.

Melvyn Eio
Future Students Centre Manager

2018: **70.9%**
2019: **82.0%**

SenseCX – BEST PRACTICE CX ASSESSMENT METHODOLOGY
SenseCX assesses each interaction against up to 30 unique criteria to measure overall:

SUCCESS
The degree to which the customer is able to accomplish their goals

Students want to get what they came for and move on. They need to be understood and provided with a no-fuss resolution.

EASE
The effort the customer has to expend to accomplish their goals

The interaction must be easy. The team member should actively guide the student through a clear process towards resolution.

SENTIMENT
How the experience and interaction makes the the customer feel

Future students want to be treated as an individual, not just another transaction in the agent’s day.

At each key stage of a customer interaction:

ENGAGE >>> INTRODUCE >>> CLARIFY >>> RESOLVE >>> CLOSE
## Exceptional value for money

**Highly cost-effective syndicated program**

The syndicated nature of the program means that it provides exceptional value for money for customer experience assessments of this calibre. You can choose from three different program participation options to suit your team’s needs:

<table>
<thead>
<tr>
<th>PROGRAM OPTIONS</th>
<th>BASE</th>
<th>ADVANCED</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Future Student Benchmarking program participation, ATEM Customer Service Award Entry and CSBA CX Master Class.</strong></td>
<td></td>
<td>Prepare your team with a ‘practice run’ prior to the program, that includes CSBA support, advice and training to have everyone performing at their best during the program.</td>
<td>Program participation and 400 additional Assessments conducted as and when you see fit, across phone, email or chat – in addition to the core benchmarking program.</td>
</tr>
</tbody>
</table>

### Fieldwork waves

<table>
<thead>
<tr>
<th></th>
<th>1 Feb 2020</th>
<th>2 Pre-program &amp; Feb 2020</th>
<th>Up to 12 including Feb 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total assessments</strong></td>
<td>80</td>
<td>160</td>
<td>480</td>
</tr>
<tr>
<td>40 Phone</td>
<td>80 Phone</td>
<td>40 Phone</td>
<td></td>
</tr>
<tr>
<td>40 Email</td>
<td>80 Email</td>
<td>40 Email</td>
<td></td>
</tr>
</tbody>
</table>

### Online Dashboard Reporting Portal

<table>
<thead>
<tr>
<th></th>
<th>6 months access</th>
<th>12 months access</th>
<th>12 months access</th>
</tr>
</thead>
</table>

### CSBA CX Master Class at ATEM SSCC

<table>
<thead>
<tr>
<th></th>
<th>2 Complimentary tickets</th>
<th>2 Complimentary tickets</th>
<th>4 Complimentary tickets</th>
</tr>
</thead>
</table>

### ATEM 2020 Customer Service Award Entry

<table>
<thead>
<tr>
<th></th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
</tr>
</thead>
</table>

### Review, support, advice and recommendations

<table>
<thead>
<tr>
<th></th>
<th>✓ After first wave</th>
<th>✓ After first wave</th>
<th>✓ Up to 6</th>
</tr>
</thead>
</table>

### Calibration Sessions

<table>
<thead>
<tr>
<th></th>
<th>✓ After first wave</th>
<th>✓ After first wave</th>
<th>✓ 2 included</th>
</tr>
</thead>
</table>

### 2 hr Team Leader Training session

<table>
<thead>
<tr>
<th></th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
</tr>
</thead>
</table>

### INVESTMENT

<table>
<thead>
<tr>
<th></th>
<th>$9,990</th>
<th>$19,990</th>
<th>$49,990</th>
</tr>
</thead>
</table>

### Additional assessments

<table>
<thead>
<tr>
<th></th>
<th>40 additional phone, email or live chat assessments – $3,200</th>
</tr>
</thead>
</table>

#### Master Class

Attend the highly regarded CSBA CX Master Class at the 2020 ATEM Student Service Centre Conference, free of charge.

#### Specialist CX strategy advice and support

As an Advanced or Premium participant in the program our CX experts will review your performance, and provide support and recommendations to help you drive improvement through:

- Strategy Meeting with a CSBA Customer Experience expert.
- Team Leader training session.
- Calibration session.

#### For more information about the program or SenseCX contact

Inder Lamba | Director – Customer Experience | 0406 149 319 | Inder.Lamba@csba.com.au

---

**Tailor the program to suit your needs**

We’re also able to tailor the program to align with your specific requirements, whether that be larger sample sizes, additional channels, agent training, more comprehensive reporting or assessment of additional departments or teams.

### Program Benchmarking Report – see how you compare

Once the ATEM Award Program fieldwork is completed in February 2020, CSBA’s Customer Experience experts analyse all of the information collected and prepare a topline report that details:

- Your institution’s overall customer service performance.
- Opportunities to improve your overall service.
- How your service compares to other tertiary institutions and where you sit in relation to the sector benchmark.

For better customer experiences

**STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING**

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