

The Evolution of a Competitive Framework

Hunter TAFE Strategic Innovation For Service Excellence

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Michelle Van de Mortel

Director, Customer Service
Hunter TAFE

The logo for Hunter TAFE NSW, featuring the text "HUNTER TAFE" in a bold, sans-serif font, with "NSW" in a smaller font size positioned to the right of "TAFE". The logo is contained within a dark blue speech bubble shape.

**HUNTER
TAFE**
NSW

TAFE NSW Vocational Education and Training Environment – 2015 to 2016

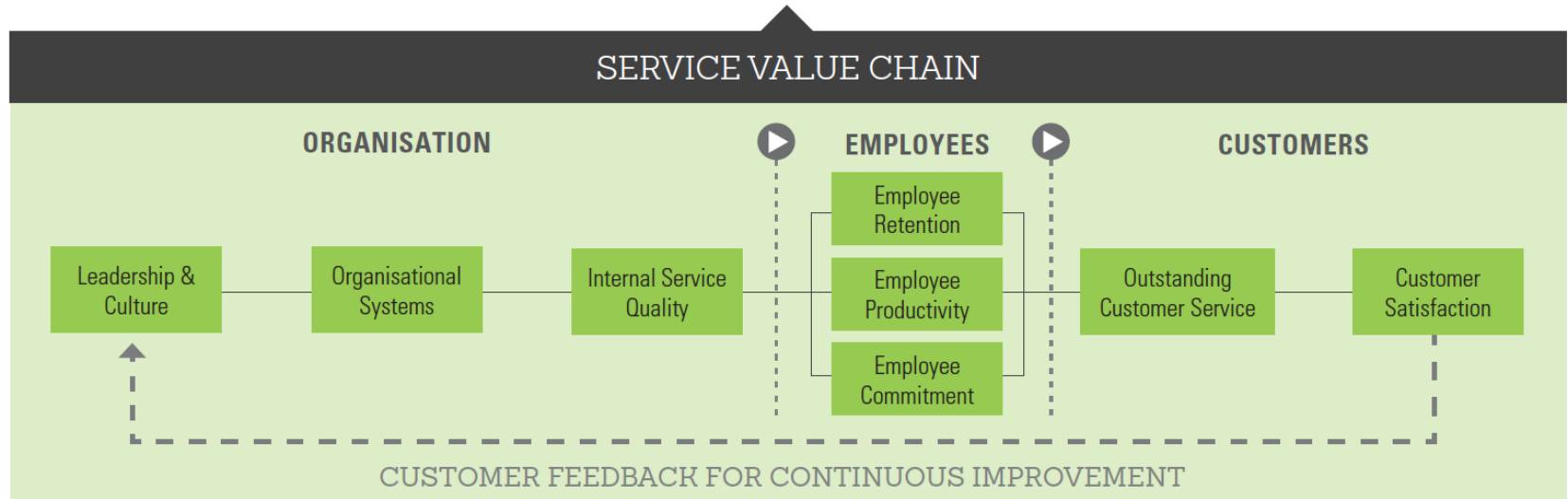
- Separation from Department of Education and Communities (DEC)
- New Ministerial Portfolio – Department of Industry
- New Managing Director – Jon Black
- New TAFE NSW Board and Chair
- New Environment NSW *Smart and Skilled*
- New Student Administration and Learning Management (SALM) System

Hunter TAFE Strategic Focus – 2014 to 2016

- Capturing Customer Imaginations
- Lead the Market for Financial Strength
- Build Business Excellence and Innovation
- Advance our Capability

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Hunter TAFE Service Value Chain



Capturing Customer Imaginations

Improving the Student Experience and Building our Business Relationships by:

- Developing work practices that engage customers, are flexible, responsive and deliver standardised services.
- Effective contemporary communication strategies.
- Leveraging our resources, our expertise and our services to exceed customers' expectations.
- Effective use of technologies that underpin our transactional and student activities.

Leading the Market for Financial Strength

Supporting revenue growth by:

- Online service delivery.
- Tiered services model for first point of resolution and issues escalation.
- Streamlined and standardised processes.
- Shared services.
- Collaboration and co-location.

Building Business Excellence and Innovation

Managing business performance through:

- Simplifying processes based on compliance, effective use of delegations and accountable decision making.
- Delivery of integrated services responsive to customer needs.
- Building information and knowledge to support customers and grow our business.
- Innovative service delivery to students focussed on enrolments and completions.
- Helping students find the right study pathway to support their career aspirations.
- Effective and responsive complaints handling providing feedback that informs continuous improvement.

Advancing our Capability

Developing workforce planning and strategies that integrate service delivery across teaching, campuses and business units including:

- An accountability framework for effective decision making and expectations.
- Clarification of reporting lines and role definitions.
- Professional development, communities of practice and training opportunities.
- Ensuring that customer feedback is valued and monitored for continuous improvement.

TAFE NSW Vocational Education and Training (VET) Environment – July 2016

VISION

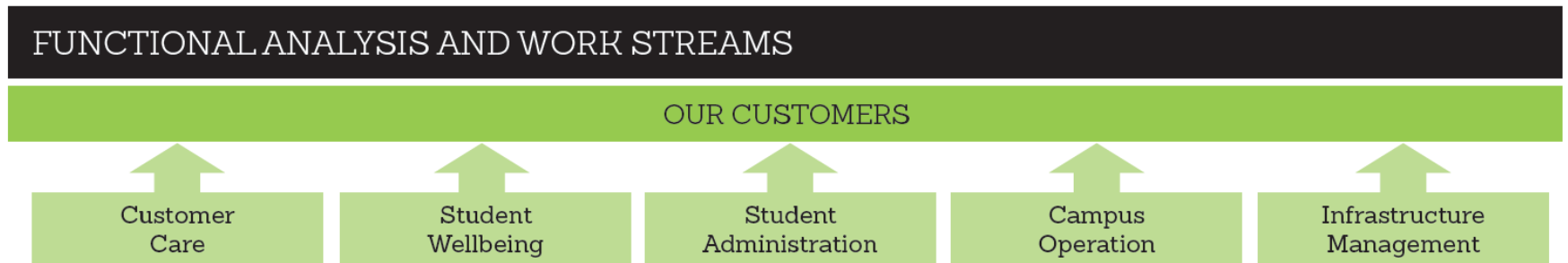
One TAFE NSW: Learning for jobs and brighter futures

PURPOSE

Skill the workforce for the future

VALUES

Integrity, collaboration and **excellence**, with **'the customer'** at the centre of everything we do.



Tiered Model of Service Delivery

TIERED MODEL OF SERVICE DELIVERY

TIER 0	TIER 1	TIER 2	TIER 3
Tools to enable self-help: <ul style="list-style-type: none"> ✓ Web <ul style="list-style-type: none"> • ASK Hunter • Checklists • Online applications ✓ Kiosks <ul style="list-style-type: none"> • Service NSW • Shopping Centre ✓ Wayfinding <ul style="list-style-type: none"> • Signage 	Services delivered by Customer Care team: <ul style="list-style-type: none"> ✓ Help for students with: <ul style="list-style-type: none"> • Applications • Payments • Enrolments • Transcripts • Referrals ✓ Help for teachers with: <ul style="list-style-type: none"> • class lists/ enrolments • room bookings • fleet vehicles ✓ Support for our communities 	Services provided by business support teams: <ul style="list-style-type: none"> ✓ Help with: <ul style="list-style-type: none"> • Processing • Checking • Problem solving ✓ Complaints resolution ✓ Faculty liason and classroom support 	Services provided by business owners: <ul style="list-style-type: none"> ✓ Procedure Management ✓ Complex complaint resolution
60% SERVICES		25% SERVICES	15% SERVICES

Shared Service Principles

