

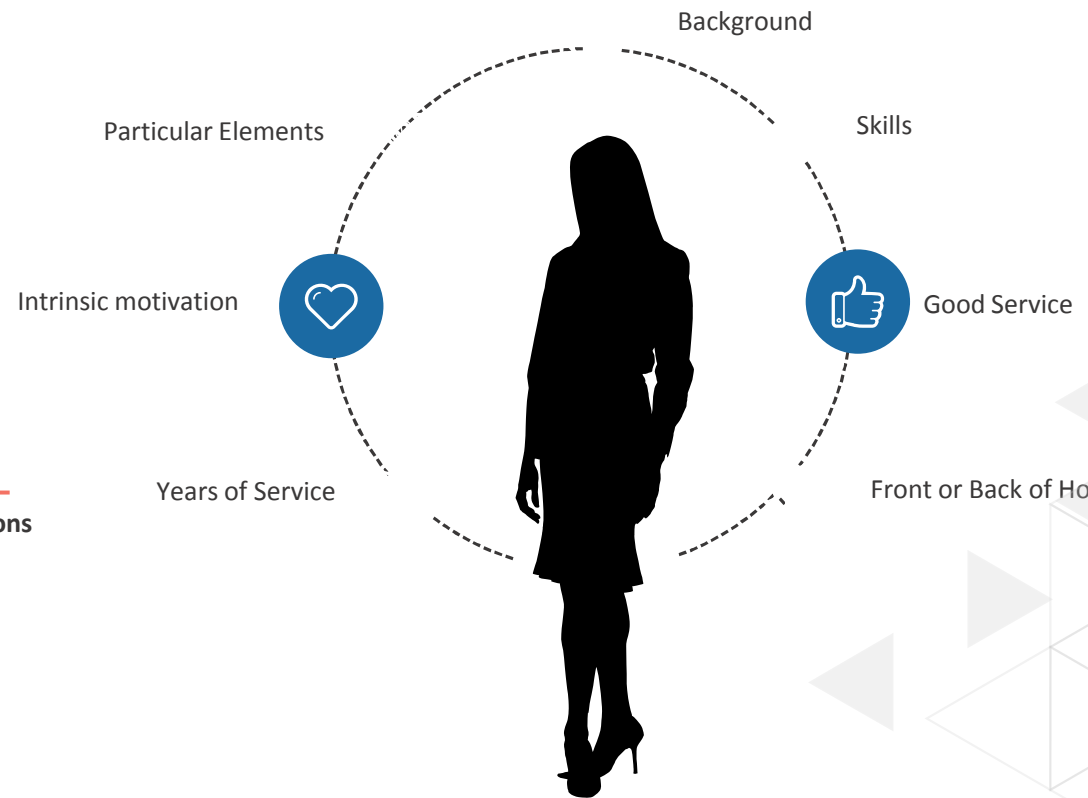


## Customer Service

# Michelle Gillespie

What are the factors that influence motivation, attitudes, perceptions and skills of customer service staff working in student administration?

# Purpose

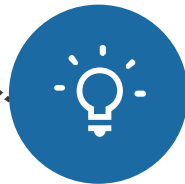


## What I'm hoping to find out

**What are the motivations, attitudes, perceptions and skills** of the staff working at Swinburne University towards customer service.

# Why this area interests me.....

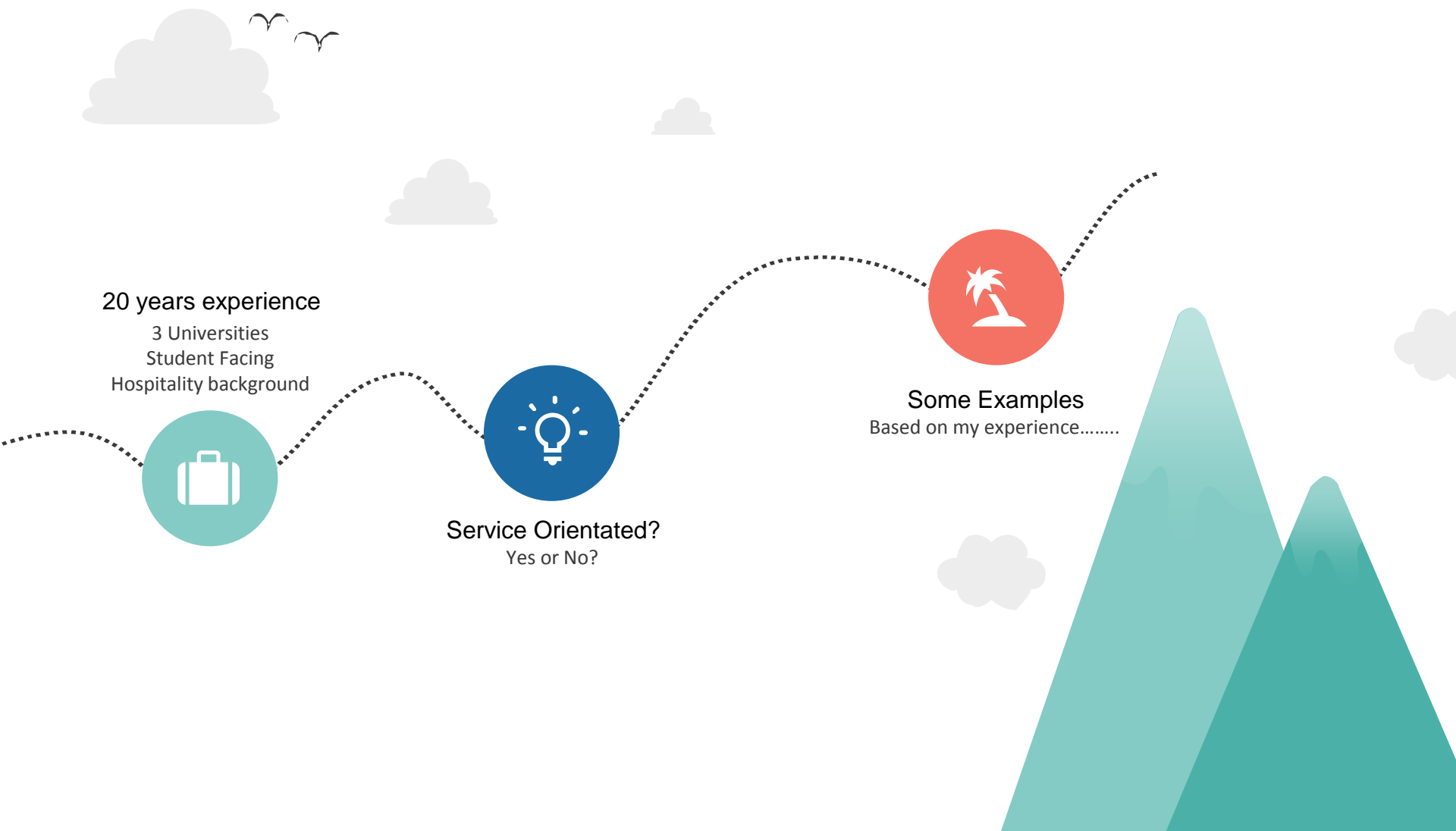
20 years experience  
3 Universities  
Student Facing  
Hospitality background



Service Orientated?  
Yes or No?



Some Examples  
Based on my experience.....



# What I hope to achieve



## Student Centric

How to develop staff to be more student centric in their work practices



## Training needs

How to train and facilitate strong customer service focus attributes in student administration staff.



## Resource Materials

Get insight into what supporting materials are effective to achieving staff who are knowledgeable and student centric



## Recruitment

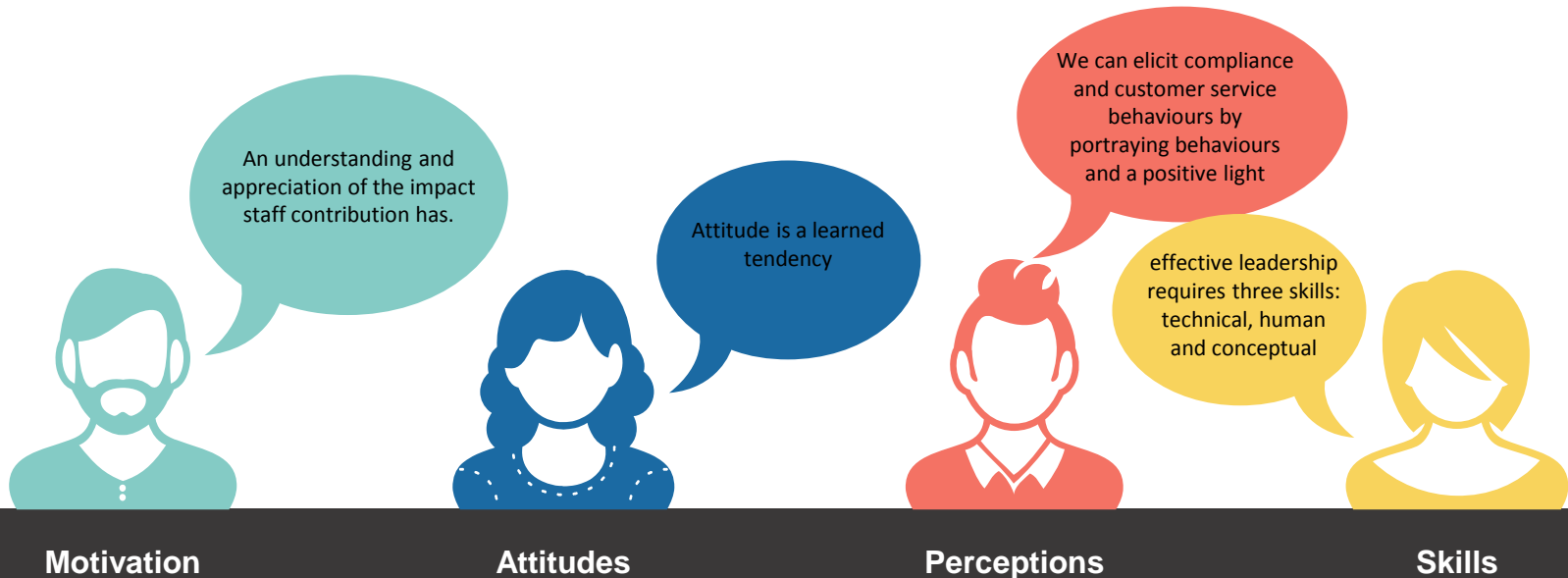
How to recruit customer focused student administration staff



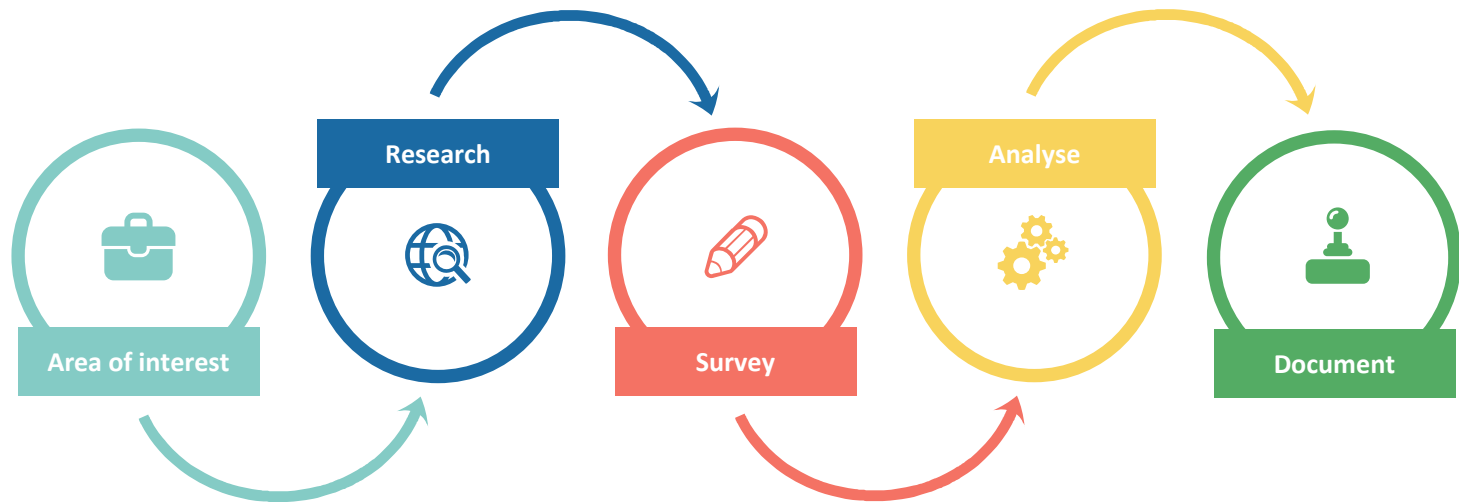
## Success!

Attract and retain more students

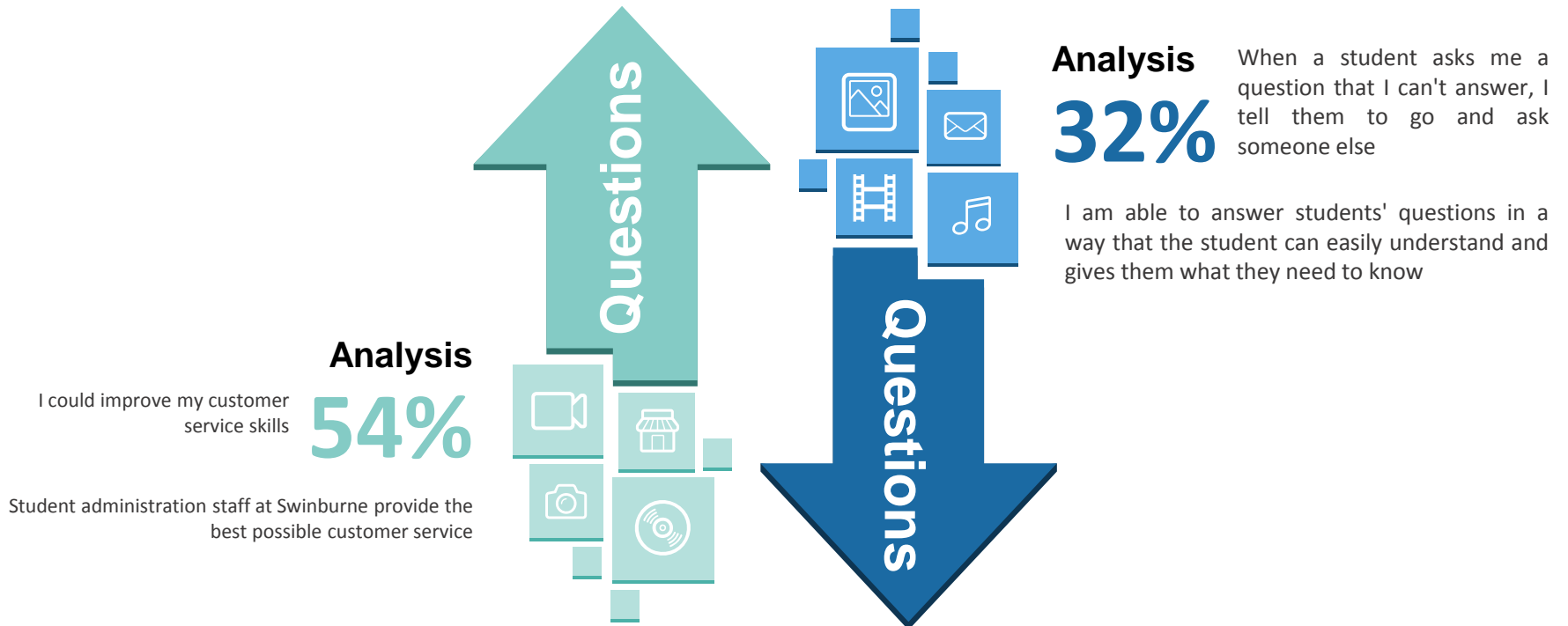
# What the research says



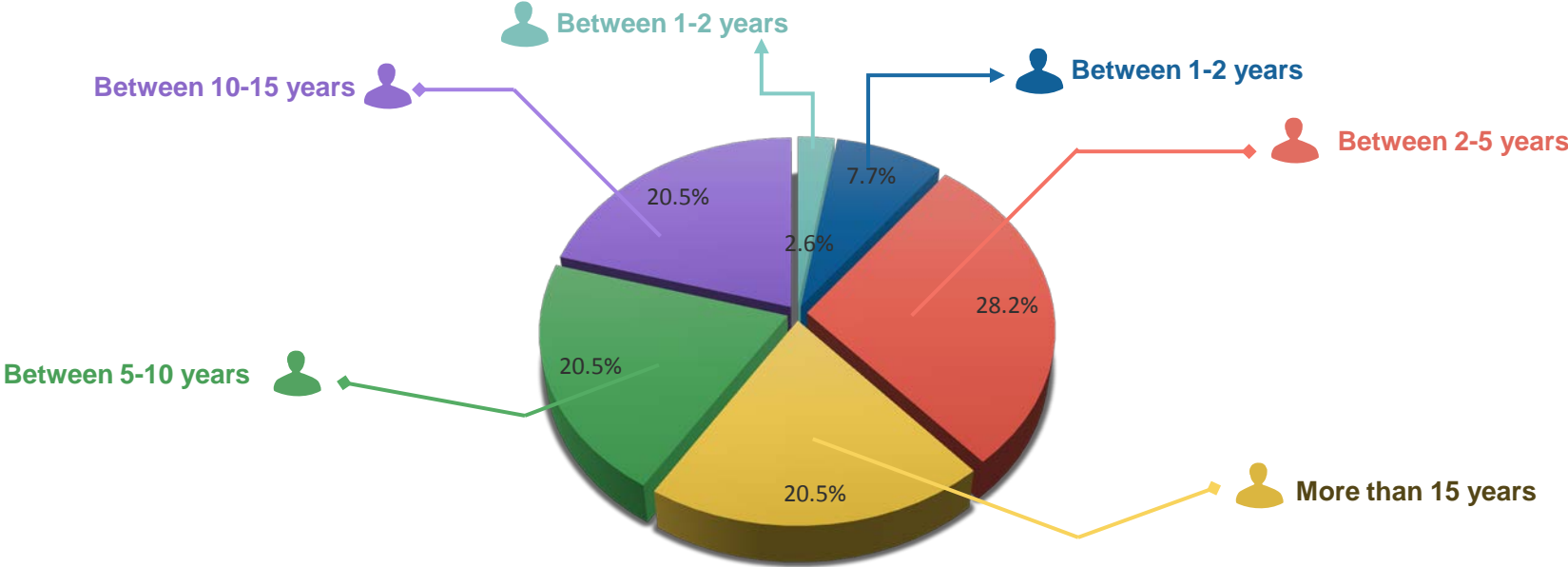
# Approach



# Survey



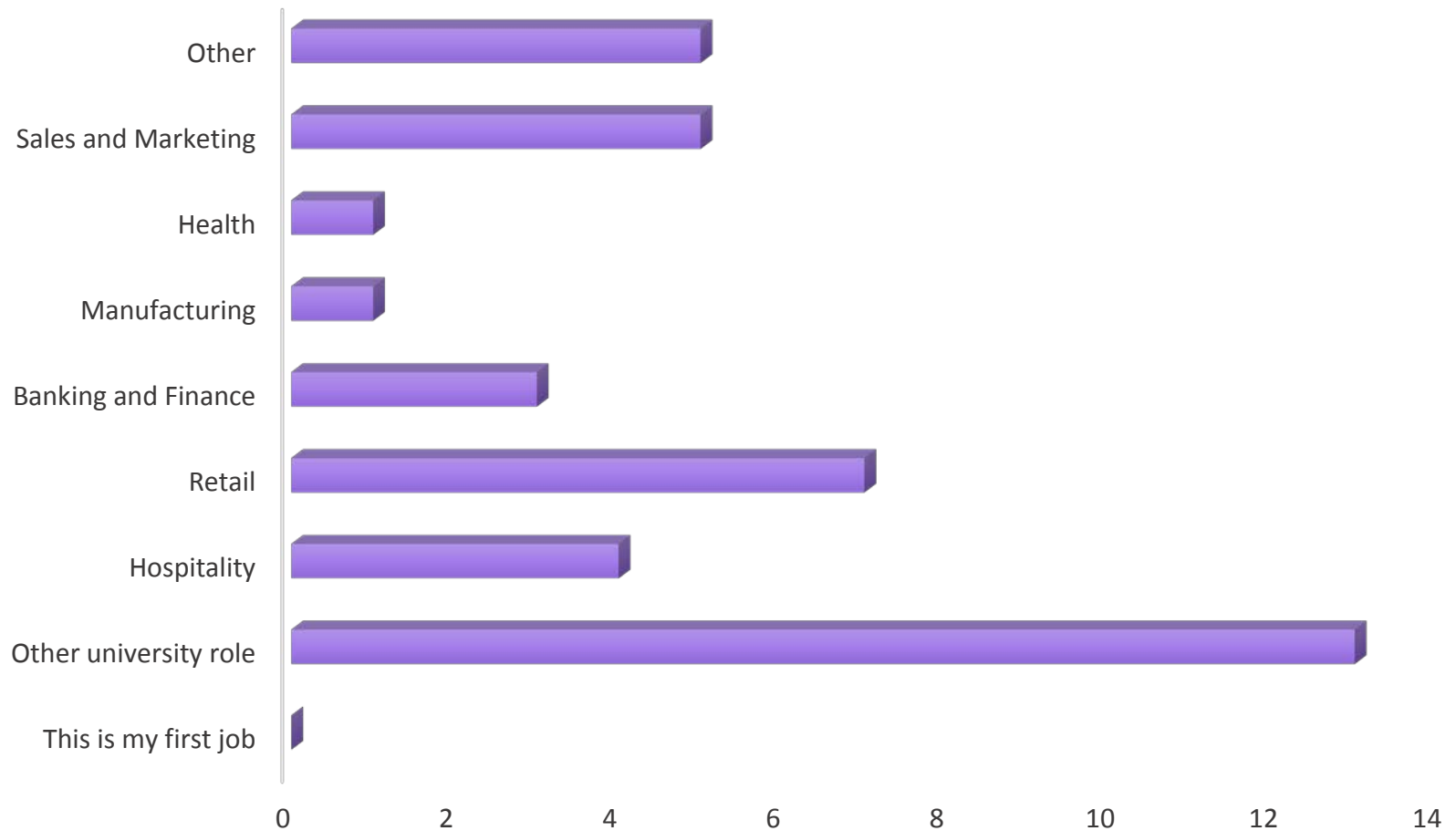
# How many years have you worked in Student Administration?





# What area did you work in prior to student administration?

---



# How would you describe your role at Swinburne?



**17.9%** Back office administrator with frequent direct contact with students

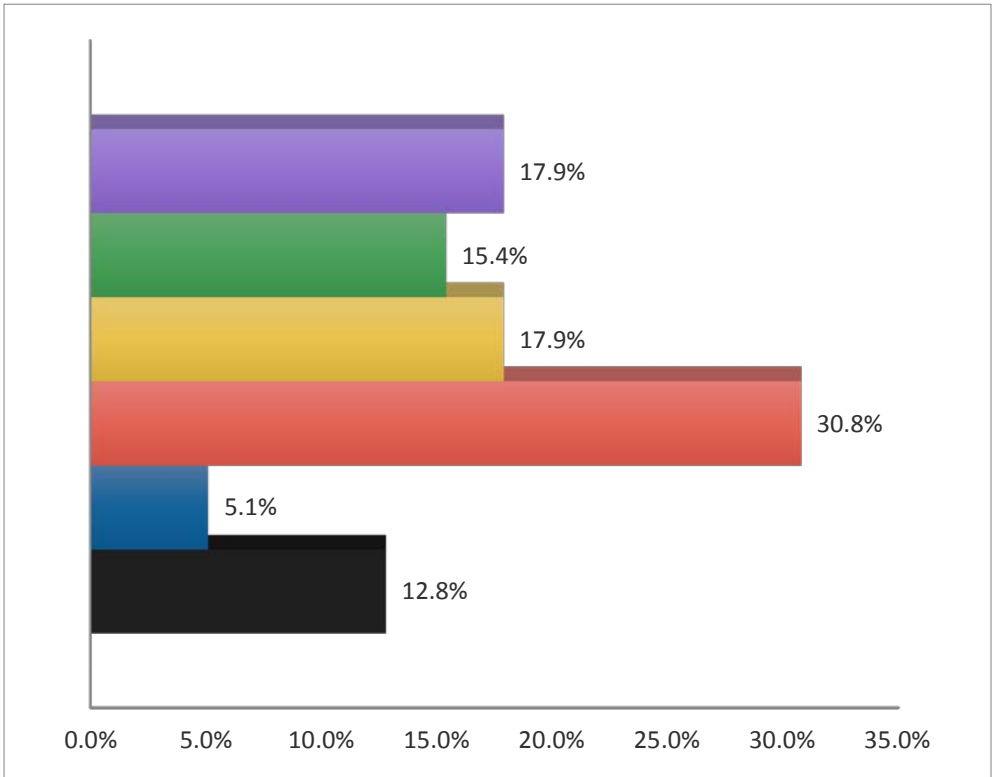
**15.4%** Front office supervisor/manager with responsibility for service areas

**17.9%** Back office administrator with frequent direct contact with students

**30.8%** Back office administrator with infrequent direct contact with students

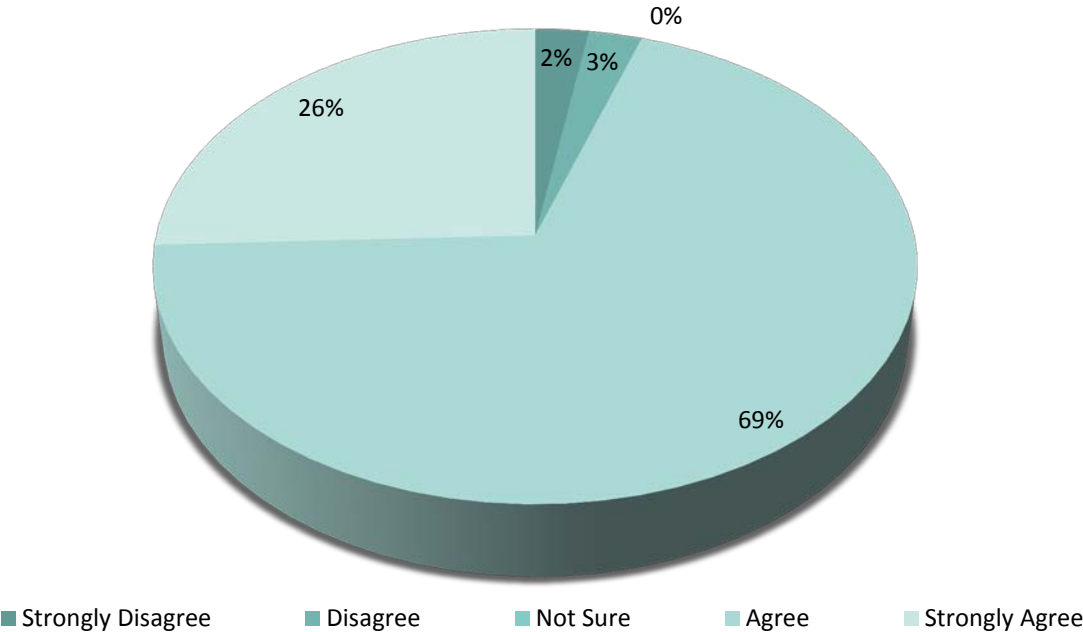
**15.4%** Front office supervisor/manager with responsibility for service areas

**12.8%** Front office administrator working primarily on a service counter



# I get a real buzz when I'm thanked by students and staff

---



# I enjoy working in Student Administration

---

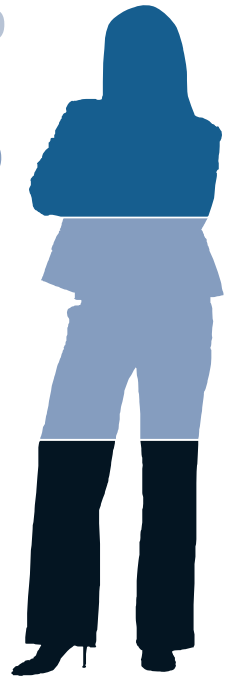
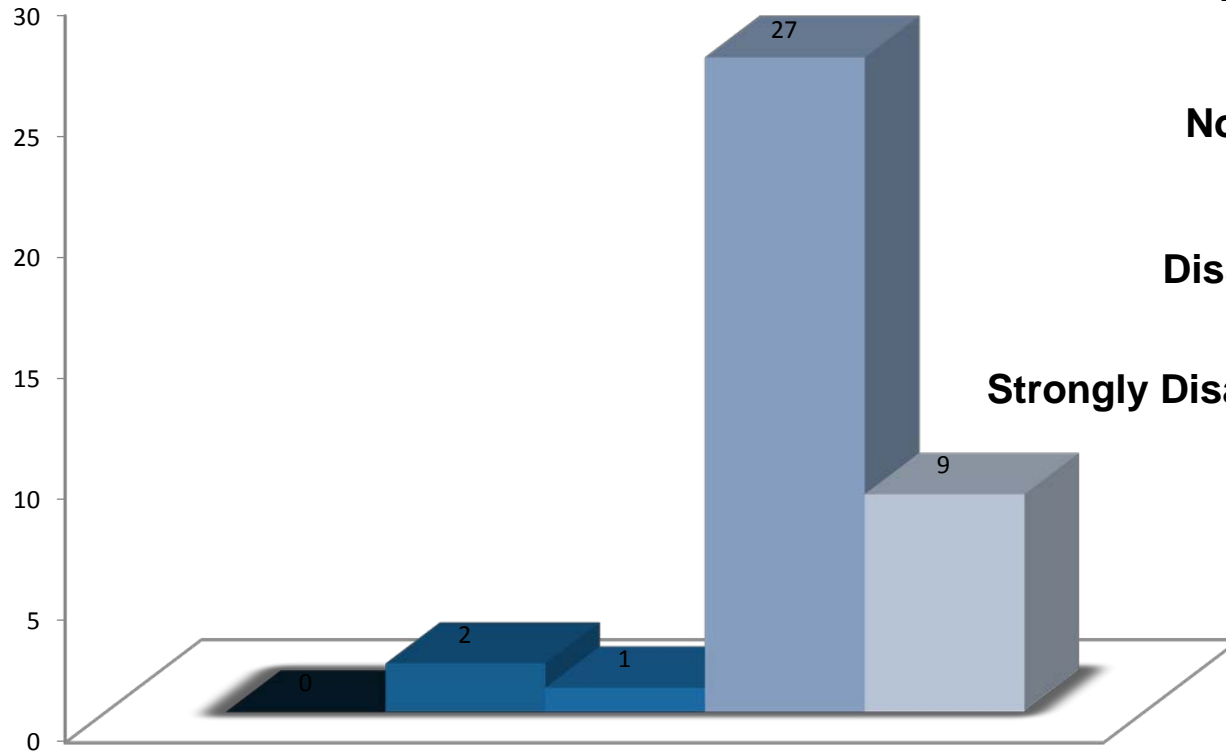
Strongly Agree 23%

Agree 69%

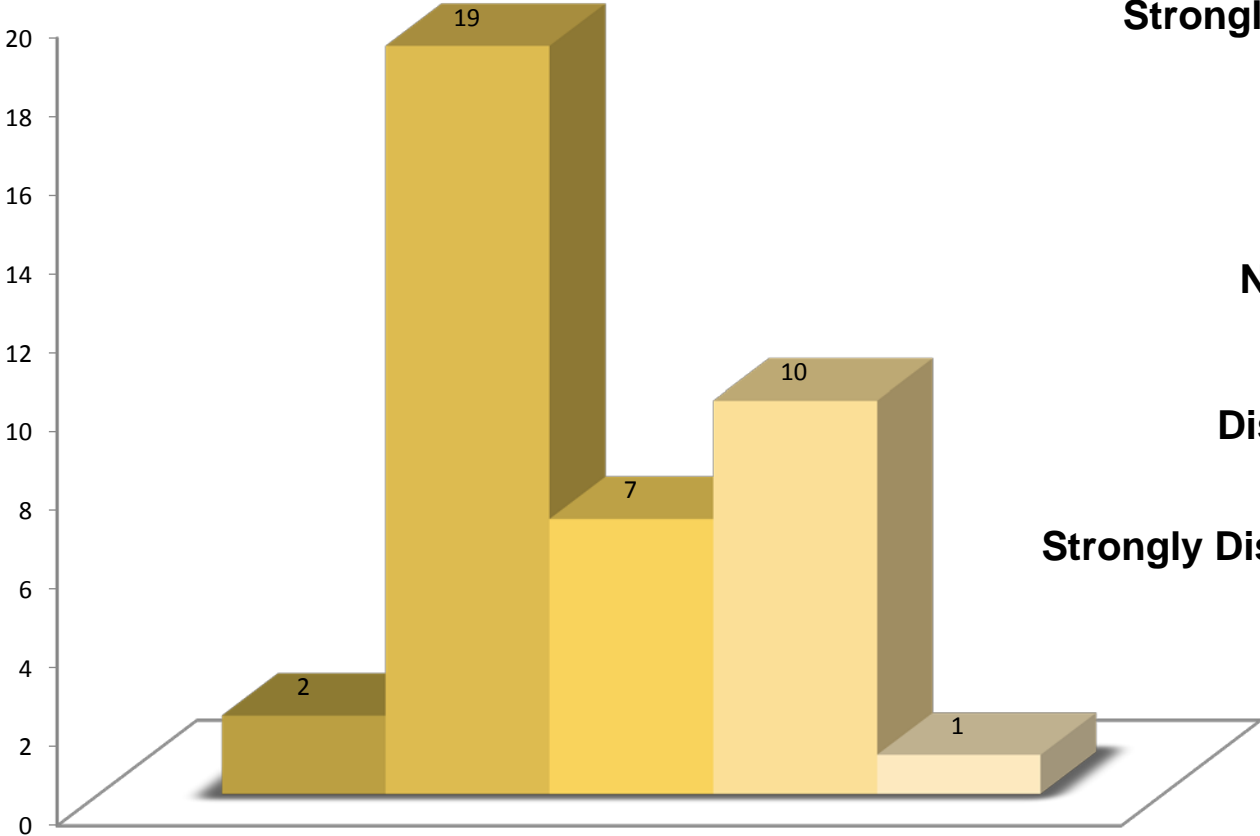
Not Sure 0%

Disagree 5%

Strongly Disagree 3%



# Getting paid is the most important aspect of my job to me



**Strongly Agree** 1%

**Agree** 10%

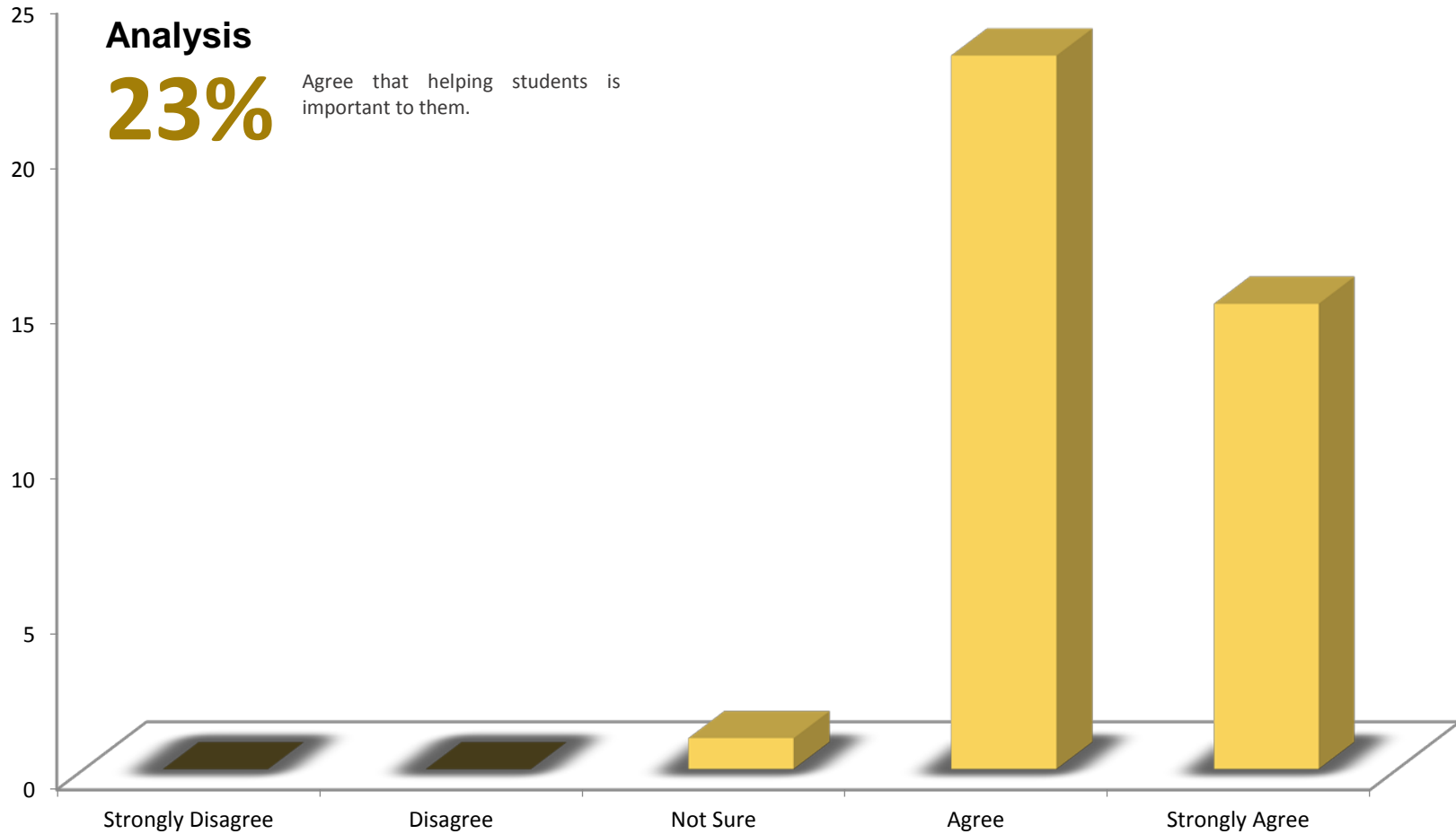
**Not Sure** 7%

**Disagree** 19%

**Strongly Disagree** 2%

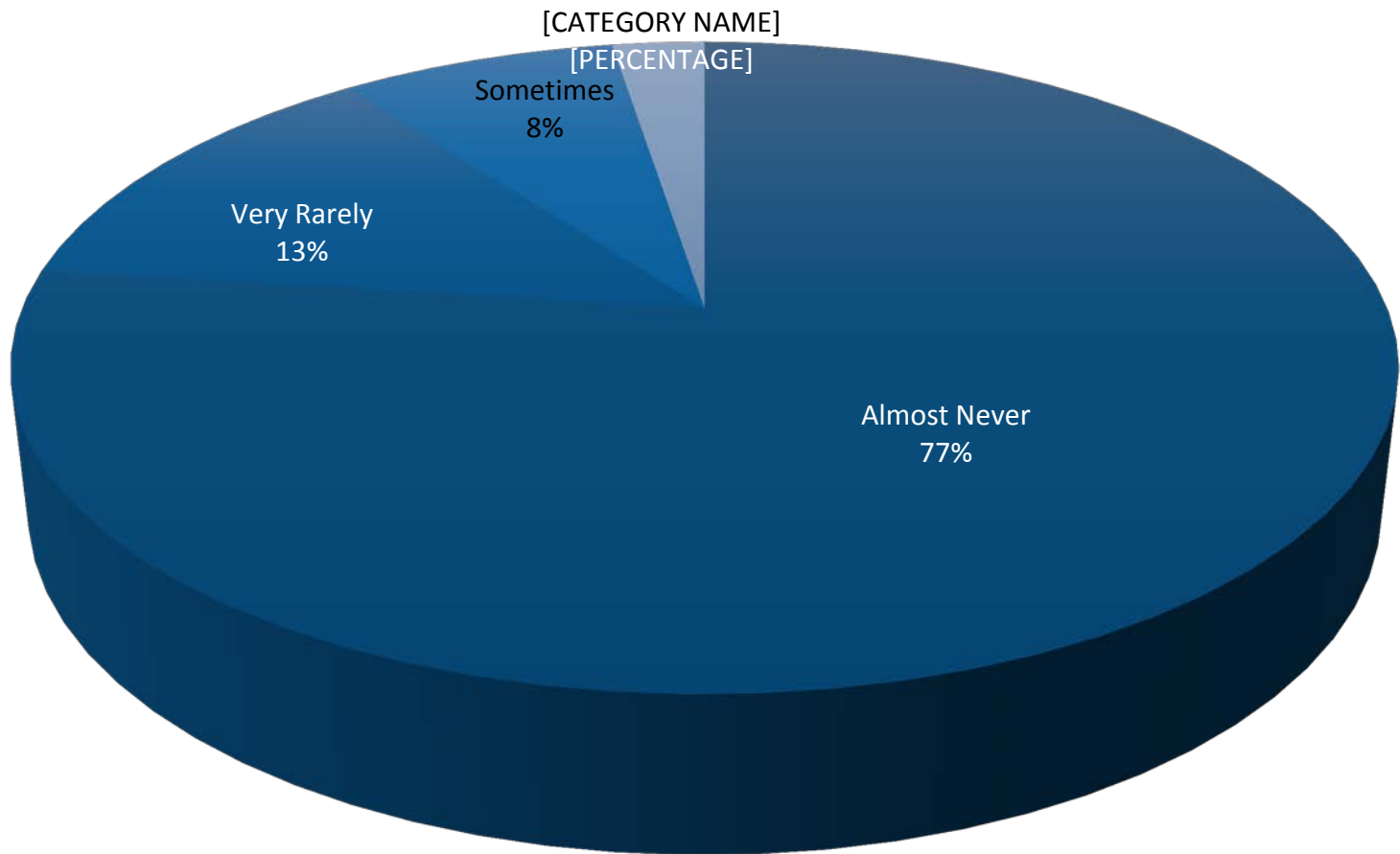


# Knowing that I'm helping students is important to me

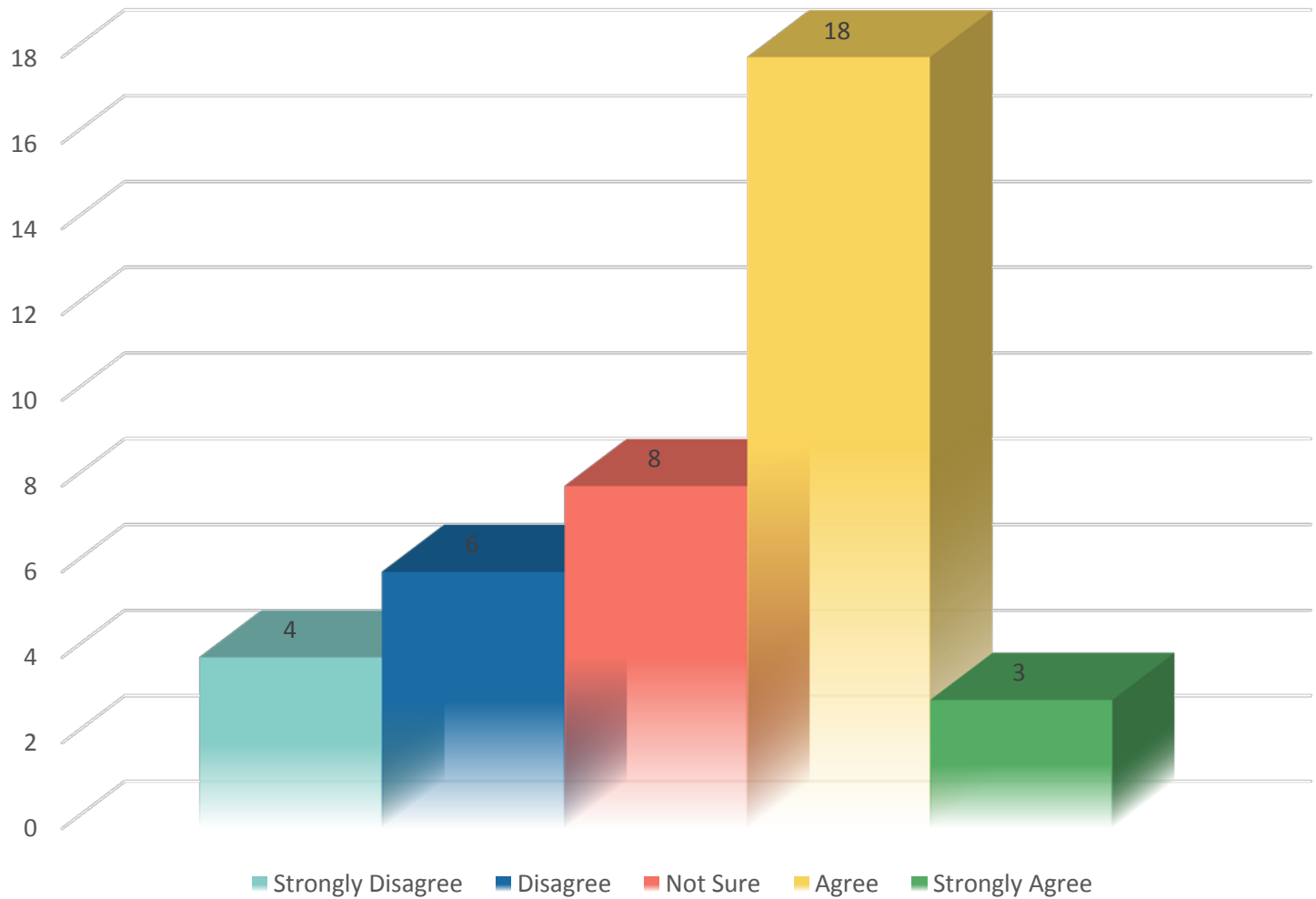


When a student asks me a question that I can't answer,  
I tell them to go and ask someone else

---

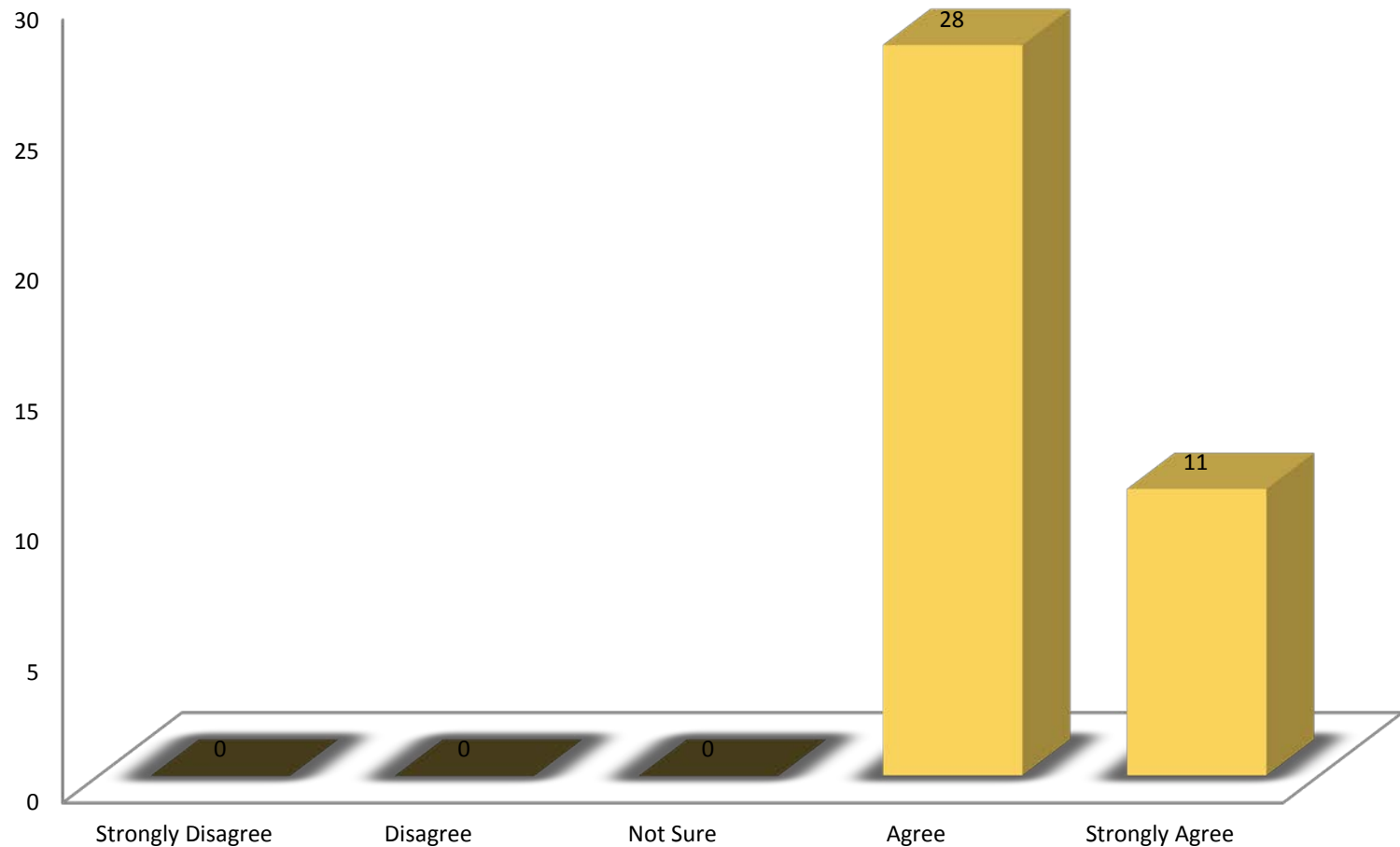


# I could improve my customer service skills

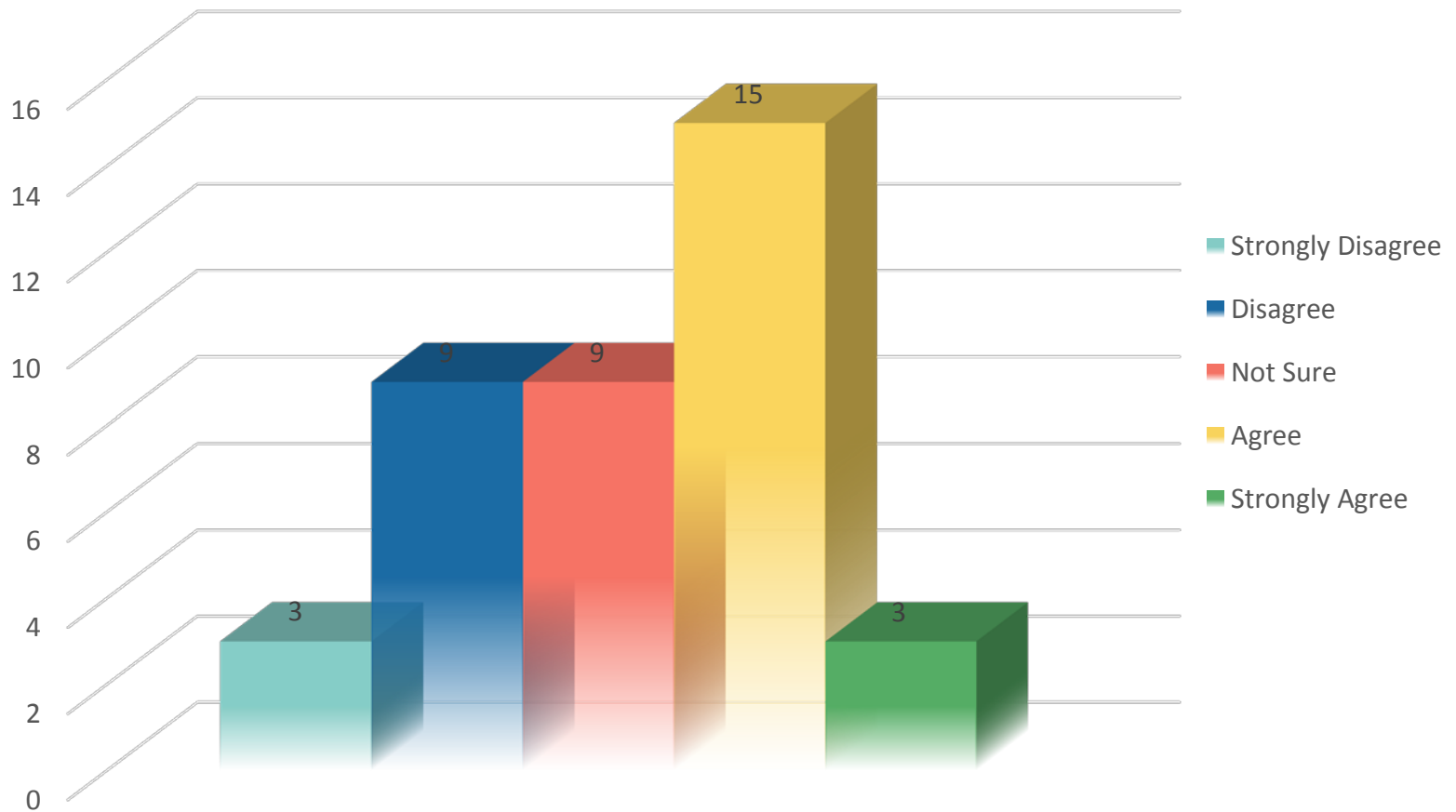




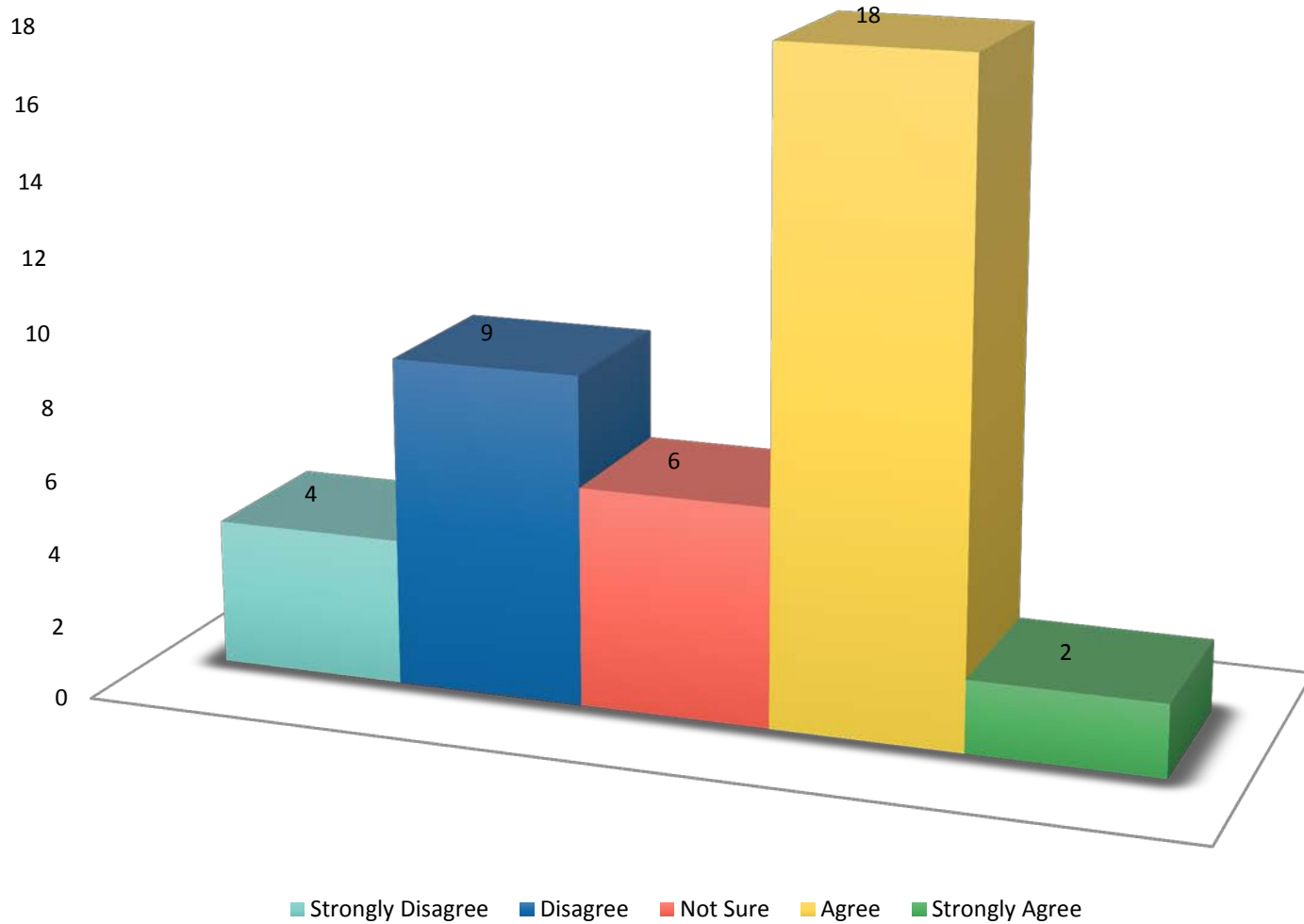
I am able to answer students' questions in a way that the student can easily understand and gives them what they need



# I get sufficient professional development to enable me to do my job well



# I have the resources to do my job well



# Conclusions





Questions?