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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

Motivation
- An understanding and appreciation of the impact staff contribution has.

Attitudes
- Attitude is a learned tendency

Perceptions
- We can elicit compliance and customer service behaviours by portraying behaviours and a positive light

Skills
- Effective leadership requires three skills: technical, human and conceptual
Approach

Area of interest → Research → Survey → Analyse → Document
I am able to answer students' questions in a way that the student can easily understand and gives them what they need to know.

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

Student administration staff at Swinburne provide the best possible customer service.

I could improve my customer service skills.
How many years have you worked in Student Administration?

- Between 1-2 years: 28.2%
- Between 2-5 years: 20.5%
- Between 5-10 years: 20.5%
- Between 10-15 years: 20.5%
- More than 15 years: 7.7%
What area did you work in prior to student administration?

- Other
- Sales and Marketing
- Health
- Manufacturing
- Banking and Finance
- Retail
- Hospitality
- Other university role
- This is my first job
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

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<tr>
<th>Opinion</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
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<td>1%</td>
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<td>7</td>
<td>10%</td>
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<tr>
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<td>1</td>
<td>7%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2%</td>
</tr>
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Knowing that I’m helping students is important to me

Analysis

23%

Agree that helping students is important to them.
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

- Strongly Disagree: 4
- Disagree: 6
- Not Sure: 8
- Agree: 18
- Strongly Agree: 3
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
Questions?