

## STUDENT ADMINISTRATION

What is Customer Service?

***The customer's perception of how they were dealt with*** -when interacting with an organisation, receiving a service or purchasing a product -**compared to their expectations.**

Student Administration participates in customer service benchmarking activities conducted by CSBA (Customer Service Benchmarking Australia). Activities in 2011 included Telephone Mystery Shopping and a Student Satisfaction Survey.

28 Australian tertiary Institutions participated in the Mystery Shopping activity. Only 3 institutions participated in the Student Satisfaction Survey (first offered in 2011).

### **Mystery Shopping**

Overall Griffith performed very well in this activity, with the exception of long call connect times. The activity took place between January and March 2011 when a higher than normal number of telephone calls was received as a result of the natural disasters in Brisbane and Queensland.

In Greeting Quality and Best Practice Manner (is the agent interested, warm, helpful as opposed to businesslike, disinterested or curt?) Griffith was slightly ahead of the tertiary sector. In the Enquiry Resolution Index and Service Delivery Griffith performed equally with the overall Tertiary Sector.

### **Student Satisfaction Survey**

Griffith provided 400 contact details of students with whom we had telephone interactions in January and in February 2011. CSBA called 20 undergraduate and 10 postgraduate students to measure our customer service performance and compare it to the tertiary sector.

Again, except for the long call connect times, Griffith performed quite well in this exercise. Student satisfaction levels were good overall and in line with the tertiary sector. There were no instances of dissatisfaction. Griffith achieved perfect results in five of the 11 key aspects of customer satisfaction. Being courteous and helpful, the tone of greeting and answering questions satisfactorily were the best performing attributes.