



HOW TO GO FROM GOOD TO GREAT.

THE SERVICE EXCELLENCE JOURNEY AT THE UNIVERSITY OF
HERTFORDSHIRE

KEY LEARNING POINTS

By the end of the session you should be able to:

- Start a Service Excellence conversations with others
- Put yourself into the customers shoes (colleagues and students)
- Reflect on the UH journey, see how the barriers were overcome and the successes gained.

WHAT IS SERVICE EXCELLENCE?



Service is the extent to which our behaviours, actions, processes, and systems deliver the service we provide to others.

Excellence is when we surpass the expectations they have and they feel they received that unexpected extra from us.



WHAT IS SERVICE EXCELLENCE?

Service Excellence is our commitment at UH to providing the best possible experience to all those we come in to contact with whilst working and studying at the University.



WHY

Service Excellence brings positive changes for staff and students.

Happy staff = happy students

- The service our people deliver defines us, builds our reputation builds our brand
- Improve the consistency and level of service provided across the institution
- Make a real, tangible, long-term difference to the results we all achieve

ACTIVITY

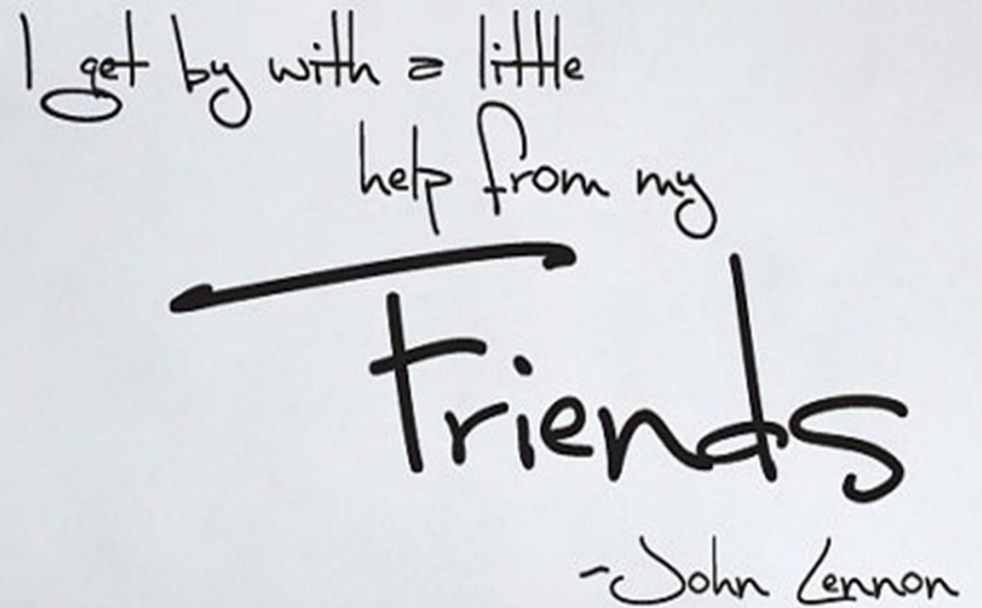
Improving services to deliver excellence can be a lot of work so what are the benefits to:

- a) You
- b) Your colleagues
- c) Your customers



UH JOURNEY - GETTING STARTED

- Call upon liked minded colleagues
- Find a senior sponsor
- Persuade senior management
- Early adopters - two professional services teams and two academic departments
- Check the language “customer”
- Find the money



I get by with a little
help from my
friends

- John Lennon

OUR REMIT:



UH focused on:

- Customer insight
- The culture of the organisation
- Information and access
- Service delivery
- Timelines and quality of service

ACTIVITY - SETTING THE STANDARD

- Identify what you want your service to look like
- What are your top 5 priorities for your service users (staff / students / visitors)?
- Who are the people in your organisation that share your vision and might be able to help you?

OUR APPROACH

1. Evidence

- Analysis of Feedback/Data
- Observations



SERVICE MEASUREMENTS

How likely are you to recommend the Student Centre to someone you know?

NET PROMOTER SCORE

A METRIC FOR RELATIONSHIPS, NOT TRANSACTIONS



$$\text{NET PROMOTER SCORE} = \% \text{PROMOTERS} - \% \text{DETRACTORS}$$

2. Engagement

- Interviews
- Focus group meetings
- Surveys
- Team meetings
- Workshops



HOW THE TEAM EMBRACED SERVICE EXCELLENCE?

 Student Centre Standards

 Student Centre SLA

 Service Excellence on HertsHub

University of Hertfordshire **UH** Student Centre

INTERNAL USE ONLY
Version 2 | July 2018

Student Centre Standards

Overview

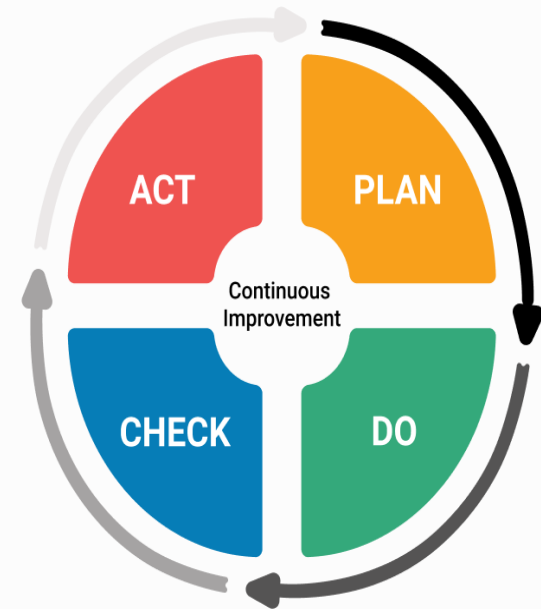
We are committed to consistently delivering an excellent service in a culture of continuous improvement, enhancing both the student and staff experience in a way that contributes to the Strategic Plan.

Service Level Agreement: We will adhere to the published Service Level Agreement and ensure that this is kept up to date and measured using agreed methods.

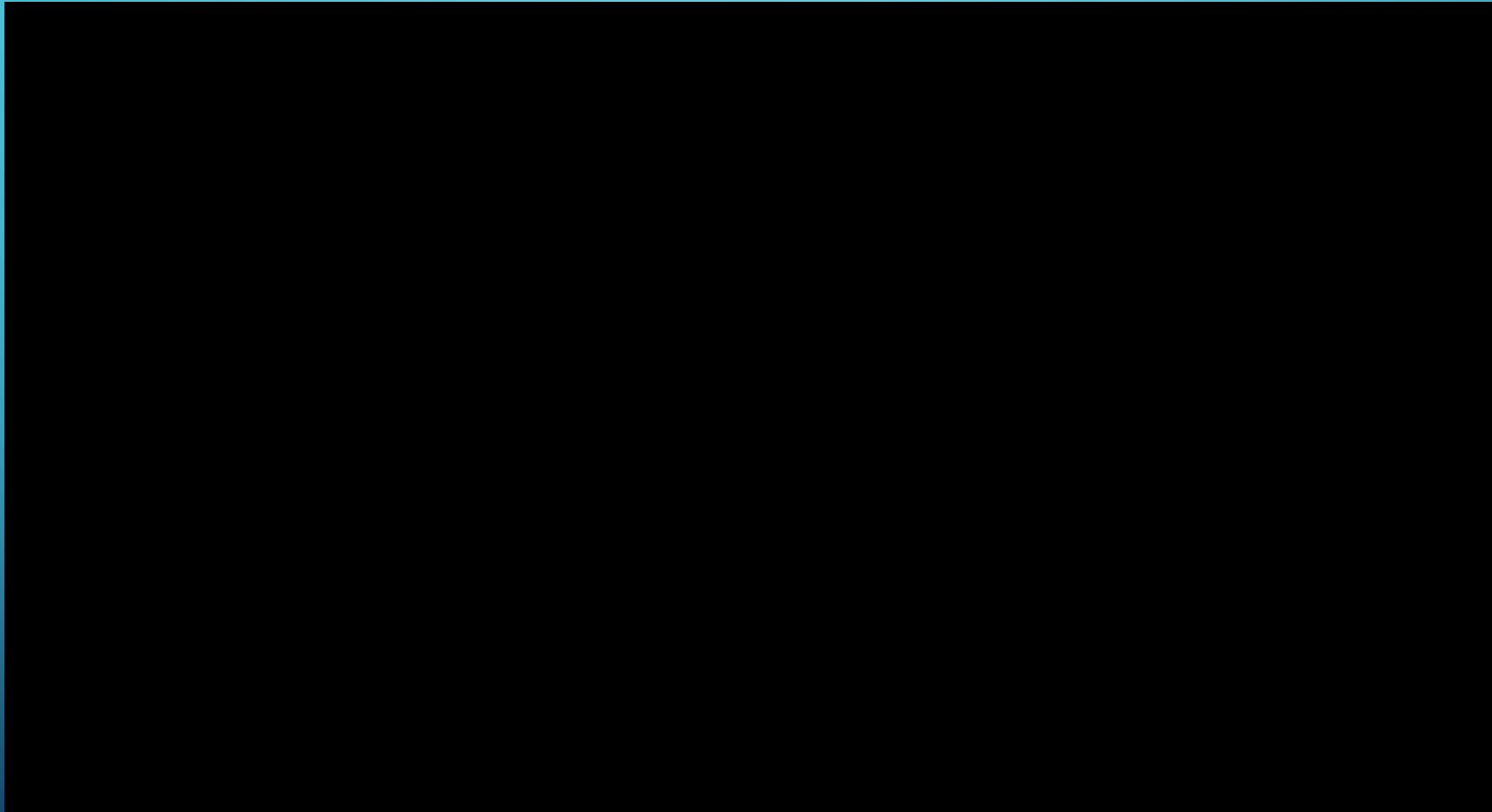
Approach *(How We Will Treat Our Customers and Colleagues)*

3. Continuous improvement

- Development activities
- Feedback and monitoring mechanisms
- Calling out inconsistent behaviour
- Celebration of success



ACHIEVEMENTS





ACHIEVEMENTS

In summary our big wins are:

- Recruitment
- Standards
- Behaviours



THANK YOU
ANY QUESTIONS?