

Instant Servicing

Keeping up with the Millennials

Angi Gallupe, Manager, Student Client Services, University
of Guelph

Student Client Services

- University of Guelph – a mid-size, comprehensive university with approximately 18,000 undergrad and grad students.
- Spring 2005- make Academic Records the new One Stop Shopping Experience, called Student Client Services.
- Amalgamate 3 front counters into one and fuse all the responsibilities into one location.
- This was fiscally responsible and made the experience for our students more user friendly and more efficient....especially with the types of students we see, the new Millennial.

The Millennial

The children of Helicopter parents – 90% “get along with their parents”

This generation was the first to use, from an early age:

- The internet, DVDs, Cell phones, digital cameras

They experienced and were influenced by events like:

- The 1st Gulf War, the death of Princess Di, the Lewinsky Scandal, West Nile Virus and Bird Flu and Wayne Gretzky never played for Edmonton.
- Customer Service is an expectation not an exception
- Technology is assumed to be part of the natural environment
- Multi-tasking is a way of life

Mandate

- One Stop Shopping Service – provide all services at one counter
- All Staff cross-trained in multiple tasks
- 3-5 minute transactions
- Maximum 25 minute wait in peak times

Our 3 Phases of Transformation

- Expect the Unexpected – be prepared to be blind-sided.
- Major Challenges and Obstacles – what and how to overcome
- Goals – How we achieved them

Current Front Counter Transactions

1. Add and drop classes
2. Distribute OSAP
3. Accept financial aid supporting documents
4. Assist student in applying for financial aid
5. Book financial aid appointments
6. Receive and balance student payments
7. Receive and balance student payments – US
8. Assist students with general inquiries
9. Process transcript requests and distribute transcripts
10. Accept Conf of Enrolment letter requests and distribute requested letteres
11. Accept RESP and CPP forms for verification
12. ID Cards – new and replacements
13. Address changes
14. Name changes
15. Cancellations and Withdrawals
16. Schedule of Studies Change Requests
17. Request for Academic Consideration
18. Letter of Permission

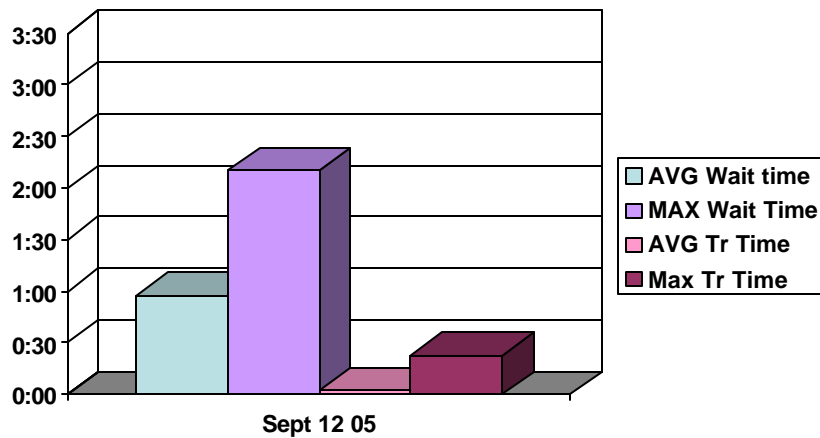
Expect the Unexpected

- We were not prepared to be blind-sided
- Increased responsibilities
- Long Wait times and high volume
- Effectiveness of training? Or lack of confidence?

Sept 05 Stats – Sept 6-16

Total # of customers	5290
Average # of customers/day	588
Max # of customers/day	757
*****8	
Average Transaction Time	00:3:08
Average Maximum TrT	00:15:00
*****8	
Average Wait Time	00:32:00
Maximum Wait Time	3:16:46
Average Maximum Wait Time	1:33:00

First Day of Class, September 12, 2005



Sept 12

1110 Tickets Taken

757 Customers Served

353 no shows (increase in P.M.)

- AVG Wait Time – 00:57:52
- MAX Wait Time – 2:10:00 (at 2pm)
- AVG Tr Time – 00:2:16
- MAX Tr Time – 00:23:38

3rd week – 2nd week of class

Add Period over, OSAP in office, payments due

- Still seeing >600 students/day
- > 5 min Transaction times Increase due to nature of transactions
 - OSAP pick up
 - payment of fees
 - (by debit HUGE problem)
- Pick up of documents requested week prior ? volume

Major Challenges and Obstacles to Overcome

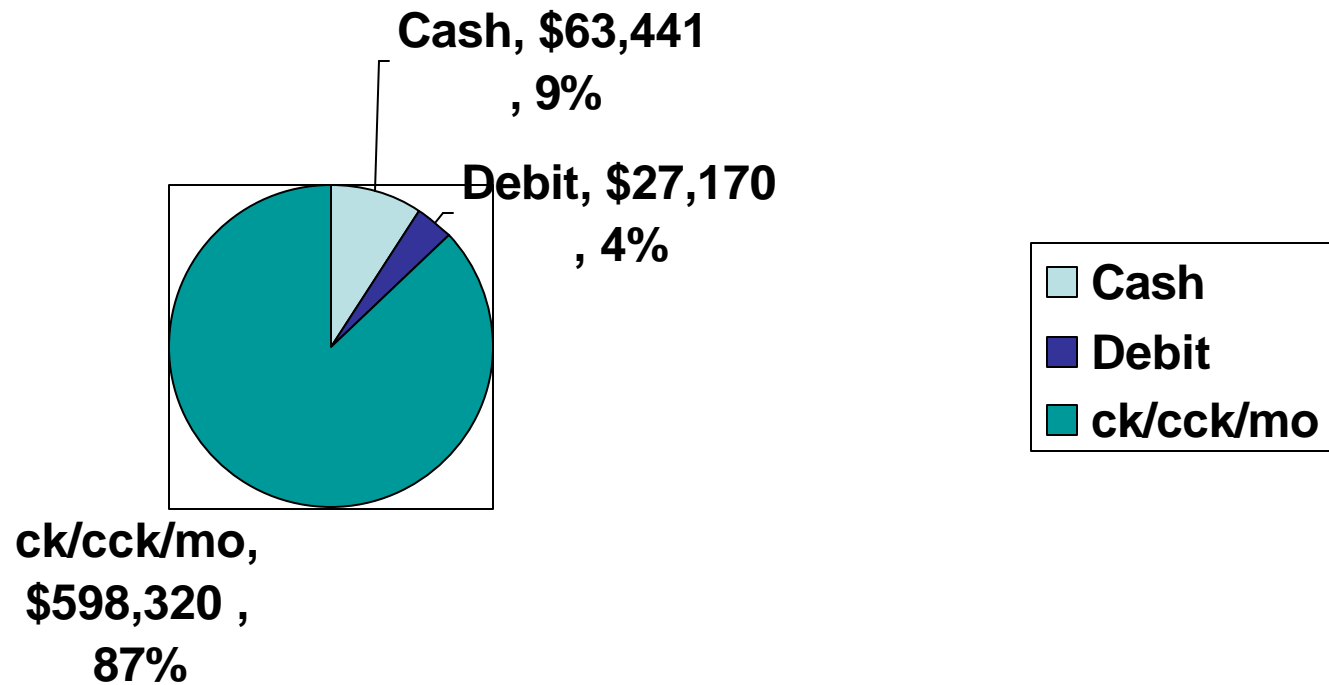
- Confidence and effectiveness of training – go hand in hand.
- Eliminate and relieve high volume, long wait times –types of transactions
- Poor use of resources – reassess

Instill Confidence

- Relay positive feedback
- Recognize successes
- Produced hard numbers
 - proof served 700+ people
 - Kept to the 3-5 minute transaction
 - How many documents we processed

Average daily payment transactions Sept 2005

2nd week of class approaching payment deadline



Goals and How We Achieved Them

- Operate smoothly with all transactions
- Reassessment and re-routing of volume
 - Triage
 - Pro-active email communication
 - Campaigns
 - Survey
 - Communication
 - Training – LIFECYCLE PROCESS MAPPING
 - Meeting twice a month

Pay online not in line Campaign

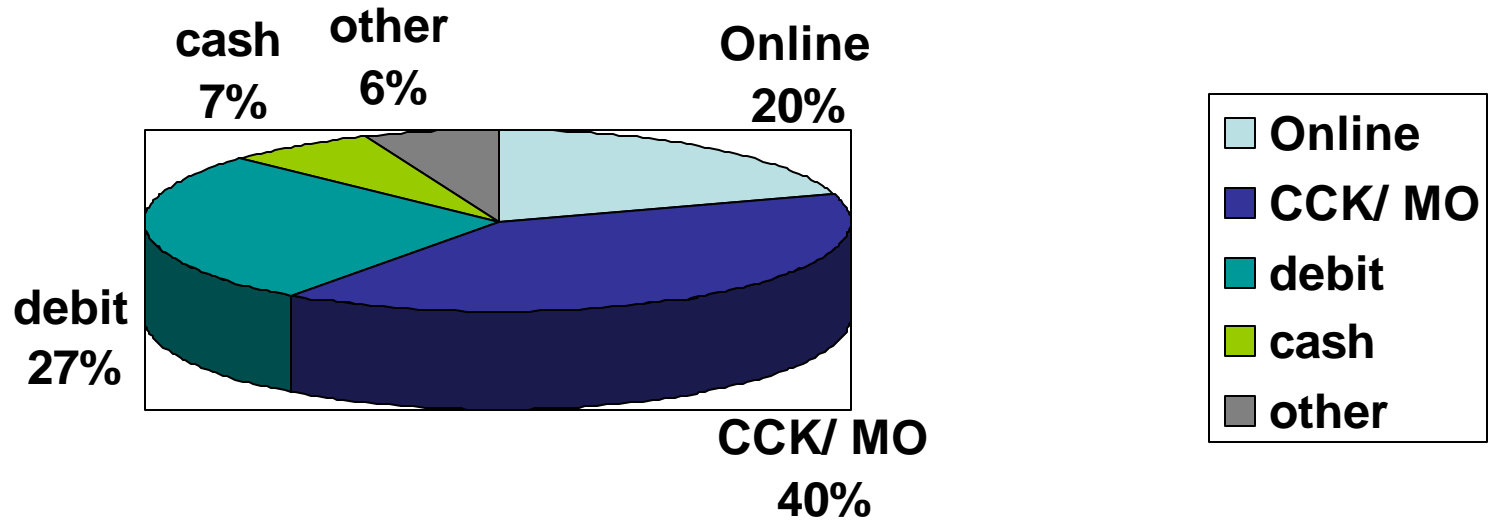
still owe money
for fall? gear up
to pay your winter
account.
online banking
is quick and easy

**pay online
not in line**

make better use
of your time

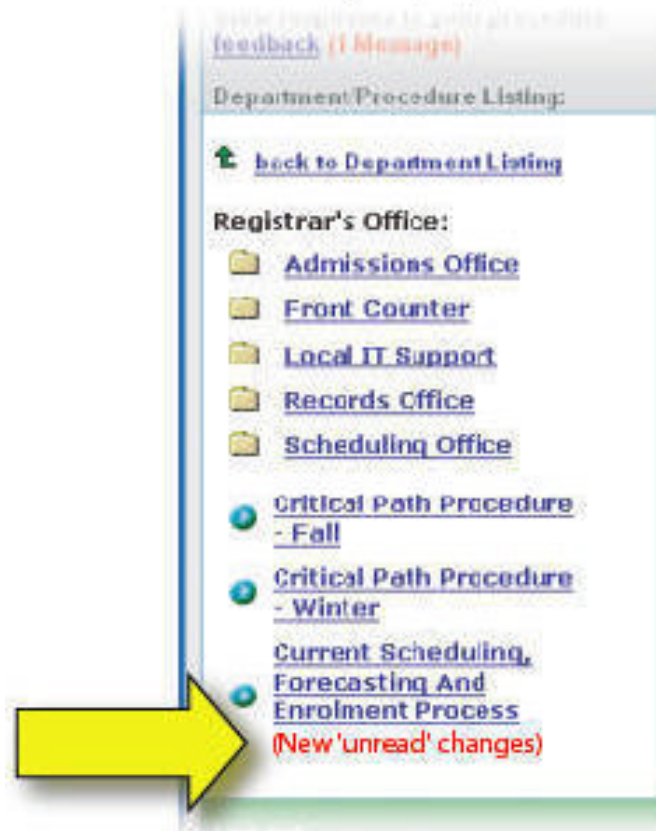
Talk to us
for more details

Which payment option did you and or your parents use to pay all or the largest portion of your tuition?



LIFECYCLE PROCESS MAPPING

(Step 5)



feedback (1 Message)

Department Procedure Listing:

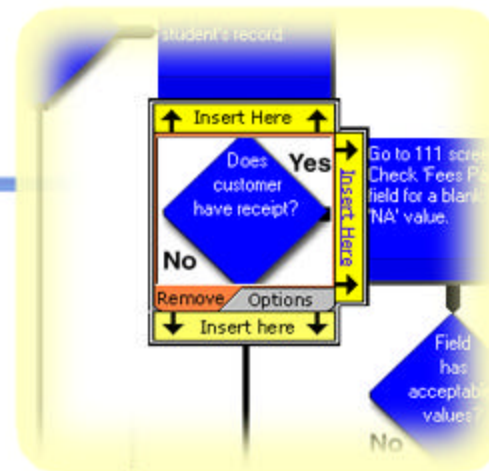
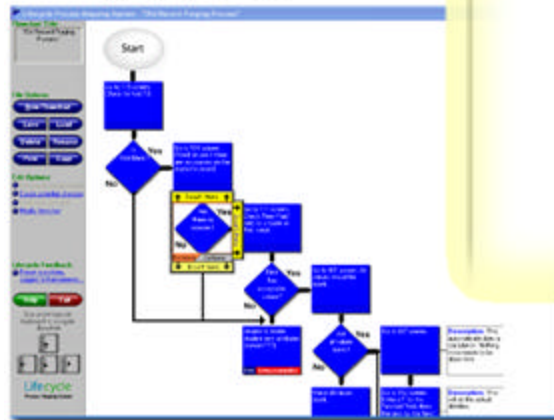
[back to Department Listing](#)

Registrar's Office:

- [Admissions Office](#)
- [Front Counter](#)
- [Local IT Support](#)
- [Records Office](#)
- [Scheduling Office](#)
- [Critical Path Procedure - Fall](#)
- [Critical Path Procedure - Winter](#)
- [Current Scheduling, Forecasting And Enrolment Process](#)
(New 'unread' changes)

LIFECYCLE PROCESS MAPPING

Modify procedures
QUICKLY and
EASILY ...



AskGryph – powered by IR

IntelliResponse Performance Report

- Timeframe: Sep 10, 2006 12:00 AM to Sep 16, 2006 11:59 PM
- User interface: Main Interface

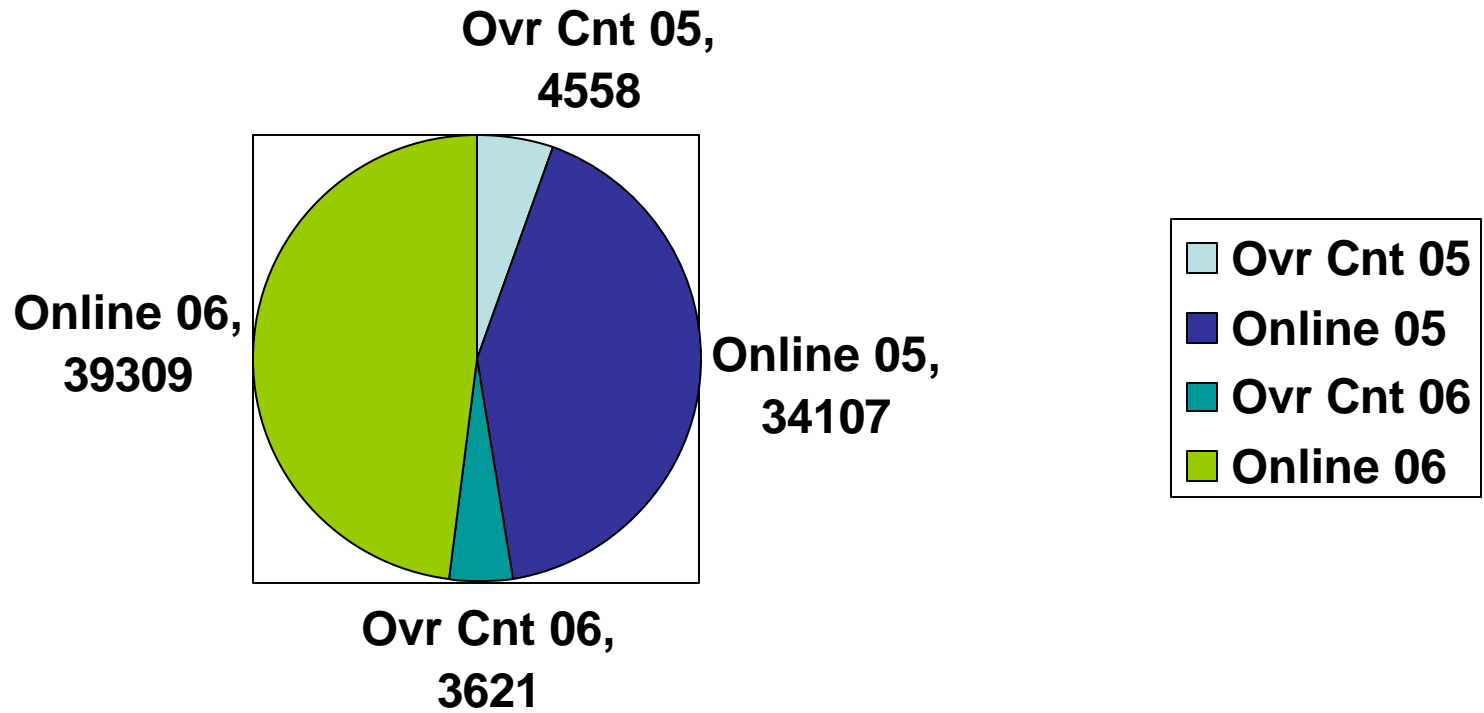
TOTALS

- **Total Questions Asked 5712**
- --> Total Manual Entry 2005
- --> Total "Related" 97
- --> Total "Suggested" 595
- --> Total Top Questions 3015
- --> Total Undetermined 0
- **Total Answered 4901**
- **Total Not Answered 811**
- **Total Emails Received 52**
- --> **Total External Emails 13**
- --> **Total Web Emails 39**
- **SYSTEM HEALTH**
- **Auto-Response Rate 85.8%**
- Manual Auto-Response Rate 62.34%
- Inquiry Escalation Rate 0.68%
- **AVERAGES & MAXIMUMS**
- **Average Questions Per Day 816**
- Average Emails Per Day 7
- **Day With Most Questions Sep 11, 2006**
- Most Common Response ID 251
- **USER STATISTICS**
- Distinct Users 3391
- New Registered Users 41

ASK GRYPH

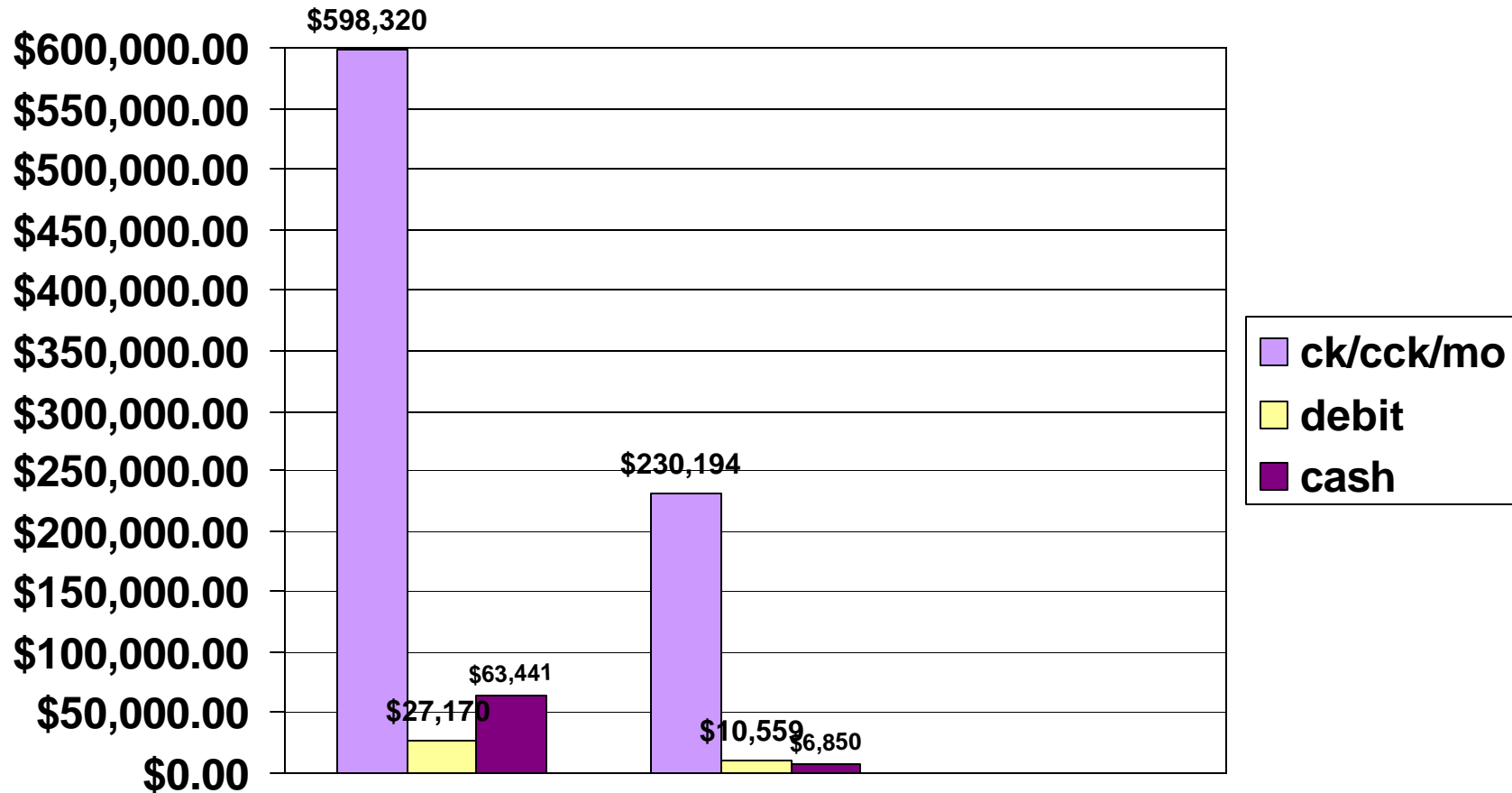


Over the counter payments versus Online payments F05 and F06



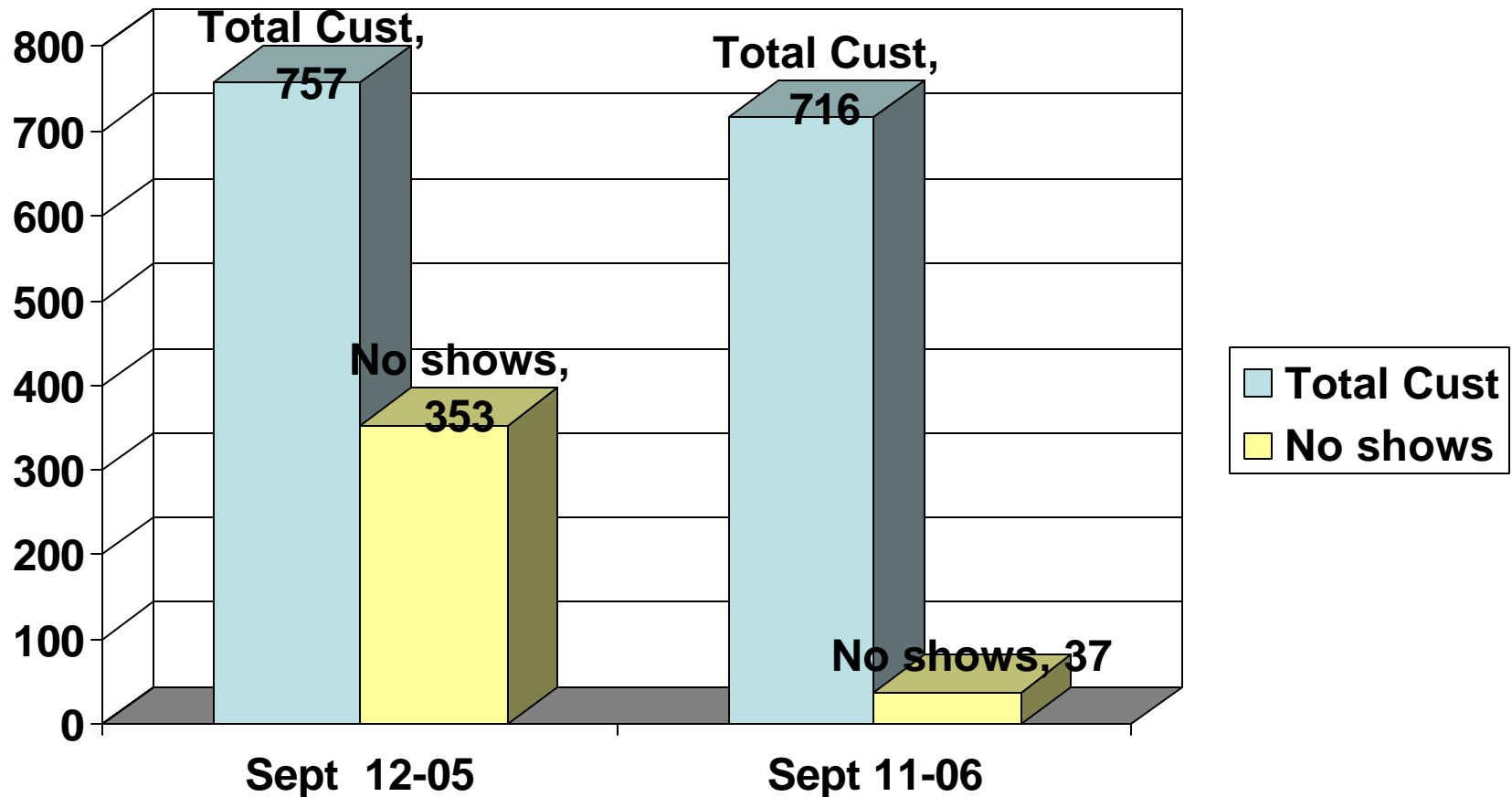
2005 vs 2006

Average daily payment transactions



Customers/day 05 vs 06

Sept 12 and 11 = 1st day of class



Wait Times F05 vs F06

Sept 12 and 11 = 1st day of class

