

Contact Service Centre Customer Satisfaction Survey 2010 Results Summary

Customer Service Benchmarking Australia (CSBA) contacted 50 enquirers who had recently requested information from the UWS Contact Service Centre (CSC) and conducted a phone survey to determine ratings of the customers' experiences. This survey is conducted on an annual basis.

Key findings include:

- Staff continue to provide a high level of service to customers, which is consistent with the results from three previous surveys, achieving increased performances across most measures in 2010
- Information pack via mail received within three days - 98% (up 22%)
- Information pack adequately met customers' needs - 92% (up 2%)
- Information pack via email received same day - 86%
- Customers' enquiry adequately resolved - 96% (up 12%)
- Customers' requiring a follow up phone call - 4% (down 12%)
- Customers' ratings of agent skills (percentage scores based on customers who gave a rating of eight or more on a ten point scale):
 - Courteous and friendly - 100% (up 10%)
 - Showing sincere interest - 98% (up 16%)
 - Knowledgeable - 92% (up 8%)
 - Taking time to understand - 96% (up 8%)
 - Providing comprehensive response - 90% (up 12%)
- Customers' had a slightly lower impression of UWS prior to their interaction (mean of 7.14, 0.86 points below 2009 and 0.47 below 2008 survey results)
- Customers' impression of the University after post-call jumped 1.88 points to a mean score of 9.02, which was greater than the post-call results from 2009 (mean 8.8) and 2008 (mean 8.69)
- The majority of customers said that the service was good, helpful and professional and could not offer any suggestions for further improvements.

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