

Key findings of the 2016 HEP satisfaction survey

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Background

Purpose

- To understand main sources of satisfaction and dissatisfaction with our products and services, customer service, engagement, and communication.

Participation and respondent profile

- 198 survey responses (14% response rate).
- 70% of respondents told us they had admissions as all or some of their role, 31% IT
- Only eight respondents had senior management responsibility



Last year – HEPs said, we did

Themes of dissatisfaction	Action taken
Course Collect and Search	Rebuilt and launched new search and Collection tool as part of the redevelopment of our admissions services.
Ease of use of some services	Customer centric approach to improving processes, development of new I&A to support usage of products and services, introduction of a service catalogue, launch of a self-service technical portal, and improvements to test data availability.
Some inconsistencies in customer service	Improvements to internal staff training and briefings. Adoption of a customer centric culture.

2016 survey highlights



Overall experience highest it's ever been at 78%.



Increase in satisfaction is likely driven by IT staff.



Delivery of a successful cycle in 2016 (no one disagreed!)



Big improvements seen across all products and services.

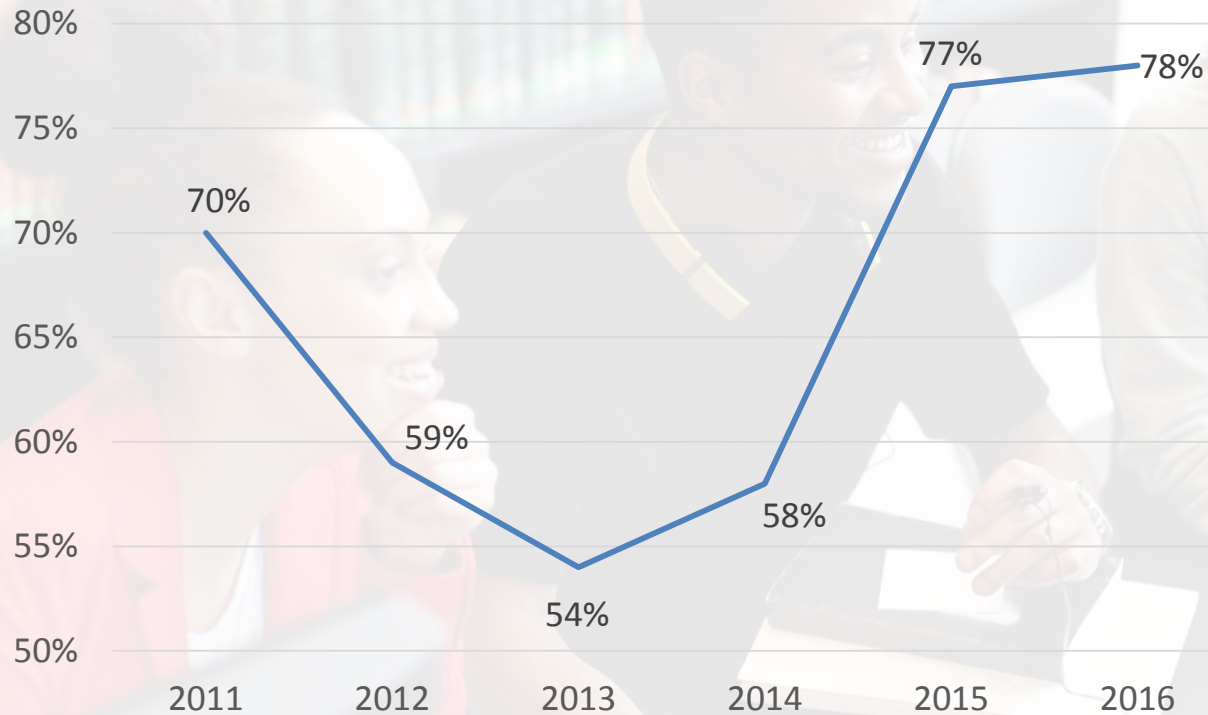


Satisfaction with our people and our levels of service remains high.



66 mentions of the offer rate calculator, but engagement scores remain stable.

Overall experience at 78%

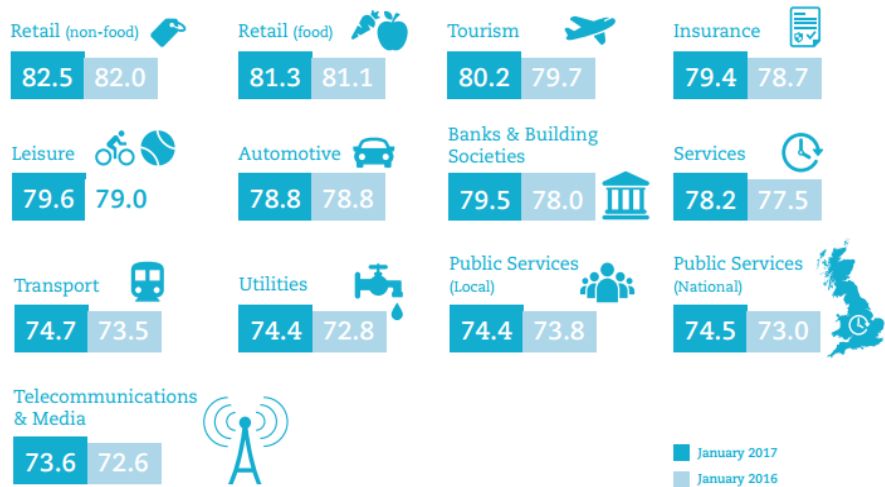


How do we compare to other industries?

Customer Satisfaction in the UK – January 2017

A snapshot view

Overall customer satisfaction by sector



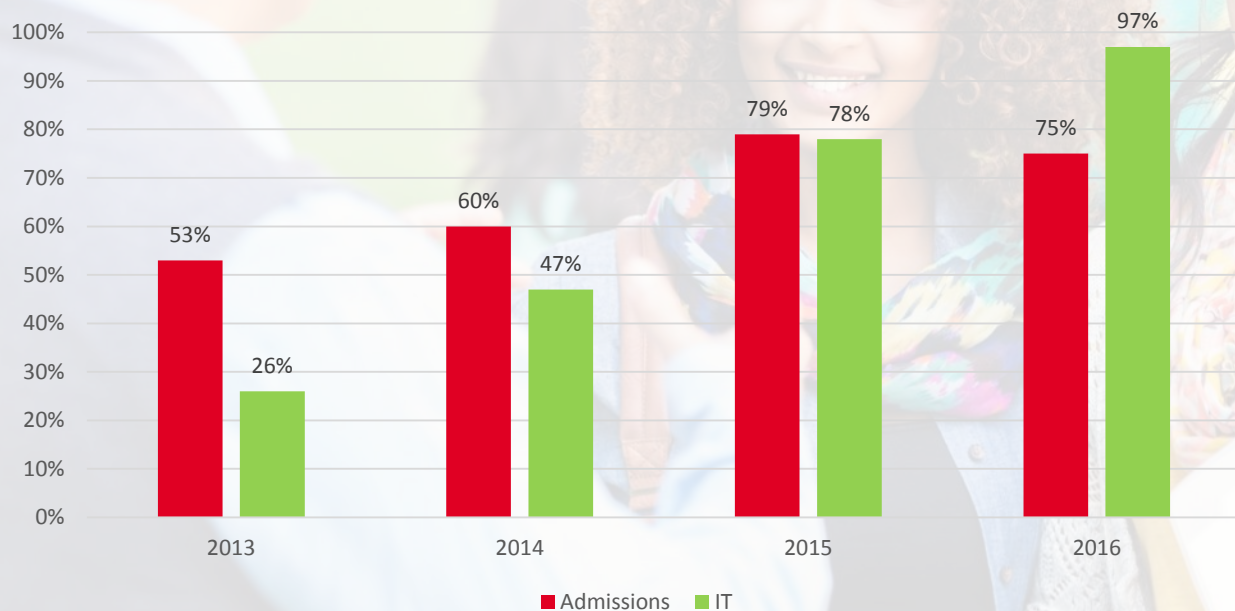
Change in customer satisfaction over time

This is the fourth consecutive survey in which customer satisfaction has risen.



Overall experience of UCAS

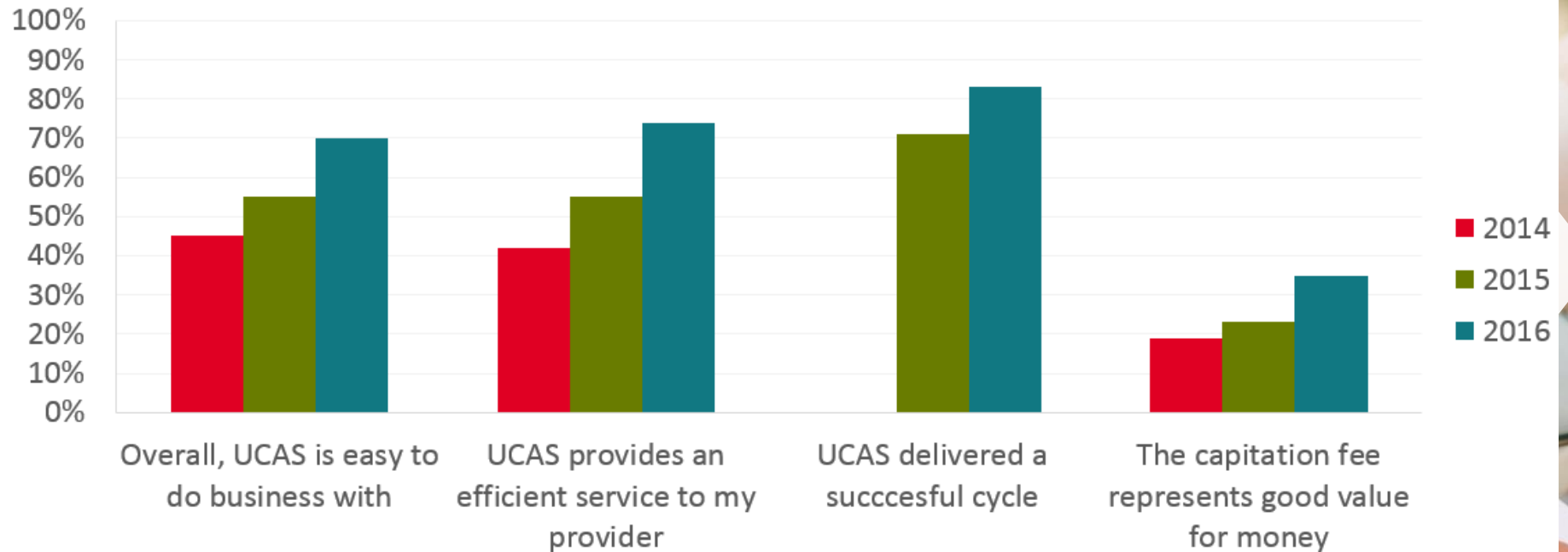
How would you rate your overall experience of UCAS in the last year? (% stating Great or Good)



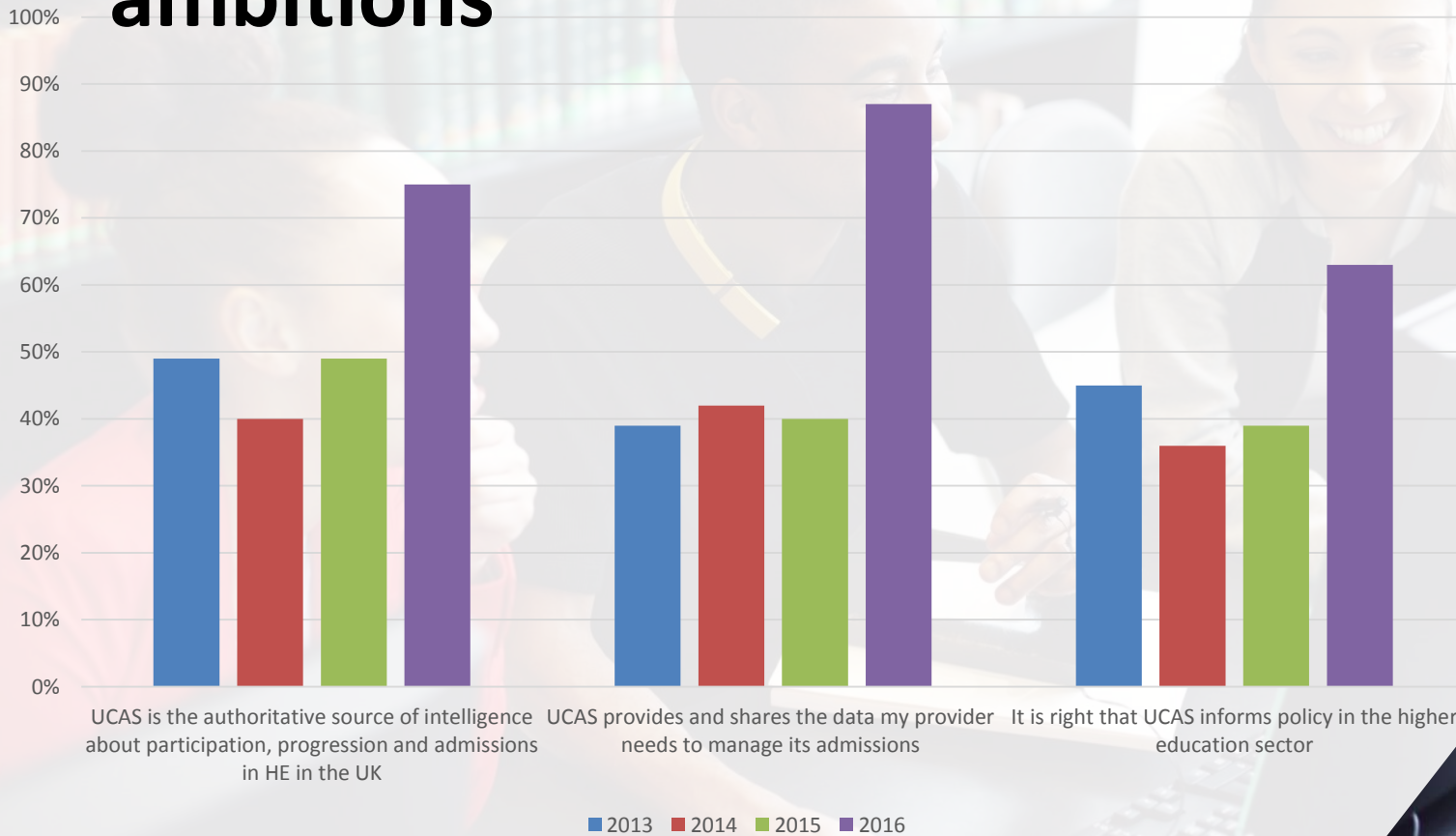
Support from our RM is great, we feel very connected and our concerns listened to.

Having a TRM available has really improved the working relationship.

Upward trend of satisfaction



Big improvements with our corporate ambitions



Satisfaction with our people and our levels of service remain high, with the majority of teams receiving satisfaction scores of over 80%



Relationship managers, technology relationship managers, and HEP team all see continual improvement.

Customer service is great. I wish more companies dealt with things like UCAS do!



Increases for Fraud and Verification and Data Collection teams.



While overwhelmingly positive, there is no room for complacency. We need to focus on ensuring consistency and becoming more joined up internally.

Last year saw improvements needed to lots of our products and services

- Search
- Published data and analysis
- ucas.com
- Test services and environments
- Course Collect

2016 saw big improvements in some areas



Size of bubble indicates the number of users responding in the survey.

Providers – key themes

Areas of satisfaction

- Delivery of a successful cycle
- Customer service
- Confirmation and Clearing
- IT services
- Communication
- Ease of doing business

Areas of dissatisfaction

- Consultation – offer rate calculator
- ucas.com
- MOVEit
- Extending beyond core business
- Data services
- Course Collect

What do respondents want us to do to improve their customer experience?

Consult with the sector on all our changes and developments

22%

Clearer and better targeted communications

19%

IT services (test environments, MOVEit)

18%

Improve Course Collect

15%

Focus on 'core'

13%

Data (accessibility, pricing, rounding, etc.)

Website navigation

Customer service (respond faster, dedicated HEP team contact)

Quals

Addressing themes of dissatisfaction

Themes of dissatisfaction	Action to be taken
Consultation	Consistent utilisation of all engagement channels.
ucas.com	Work with HEPs to gain a deeper understanding of website usage to inform improvements, with a focus on improving the search capability.
MOVEit	Improve customer experience – ease of use and understanding.
Extending beyond core business	Continue to share rationale and benefits of UCAS' strategic ambitions.
Data services	Promotion of current offering and how to access. Work with HEPs to inform future requirements.
Personalised communication	Development of more concise information, less repetition messaging, targeted to a wider and more relevant audience.



Thank you