Leveraging Technology to Enhance and Inform our Business Processes and Training

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Learning Outcomes

• Utilization of data to steer training

• Using technology to enhance and not replace human warm touch experience

• Reassess team and strategize on leveraging existing staff to improve workflow and new initiatives

• Look at your existing environment with a new perspective
Pre-StudentLink Center

- Silos and red tape
- Students waited on physical lines (Little if any respect for a student’s time)
- Students were bounced from one line to another, from one building to another
- No cohesive communication
- The “We have always done it this way” mentality
- Poor quality customer service that was loudly voiced
- Average wait time was 20-25 minutes

Post StudentLink Center

- Transparency in operation and communication
- Our motto “Student Services Simplified”, ask our cross-trained staff once, let us do the rest
- Virtual queues, students know and manage wait time
- Consistent messaging across stakeholders
- Continuous reassessment of business practices to improve services
- Customer service is key, our students are important and we respect their time and need for information
- Average wait time is less than 4 minutes
• Three tiered student-centered, technologically rich model representing the student facing part of Bursar, Financial Aid, Registrar, Global Services (International Students), and Global Programs (Study Abroad)
  ❖ Tier 1: StudentLink Representatives
  ❖ Tier 2: StudentLink Counselors and Cashiers
  ❖ Tier 3: Specialist (Subject Matter Experts from our Stakeholder Group)

• Cross-trained team who promotes an efficient, seamless and consistent student experience and a culture that supports student satisfaction and success.

• Two locations: Manhattan at Washington Square and Brooklyn at the Tandon School of Engineering.
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How Does it Work from the Students’ Perspective

Student greeted by Rep at lobby desk and turnstiles.

Student leaves the Center with issues resolved and a friendly goodbye from the SL Counselor and Rep at the turnstiles as they exit.

Student is vetted by Rep and either is placed in the queue at the kiosk or is helped at the self-help stations.

Situation is resolved. SL Counselor wraps up ticket. Student receives receipt email from the ServiceLink with Qualtrics Survey link plus a thank you text from QLess with Qualtrics link to survey.

Queued students receive a text greeting them and indicating wait time.

Student states presenting problem, SL Counselor accessing ServiceLink database.

SL counselor summons student using QLess Queue Manager and a ServiceLink pop up window opens. SL Counselor greets and engaged with student.

Student leaves the Center with issues resolved and a friendly goodbye from the SL Counselor and Rep at the turnstiles as they exit.
Business Improvement: Tuition Remission

Problem

1. Students wait in 2 different queues (StudentLink and Bursar Specialist) in order to submit paperwork
2. Unnecessary run around adds to the StudentLink Center referral rate
3. Students voiced frustration via Qualtrics survey about their experiences
4. StudentLink Counselors also voiced concern that their referral rates are high during this period because they have to refer the students when paperwork is processed

Solution

1. Compiled data from Qualtrics survey comments, Qless referral rates, and ServiceLink transaction count
2. Met with Bursar Stakeholder to discuss streamlining process
3. Negotiated a new process that is more sensitive to students' experience and holds the integrity of the process for both Bursar and StudentLink Center

1. Student gets on line in the StudentLink queue
2. Student informs the Counselor that they are submitting a Tuition Remission Form
3. StudentLink Counselor scans the form and attaches it to the ServiceLink ticket to Bursar Operations to process paperwork
4. Student leaves and awaits a ServiceLink email confirming paperwork is processed
Managers emphasized qualitative and quantitative data when looking at staff performance

Quantitative: number of students seen, average service time, and referral rate

Qualitative: Spot check ServiceLink notes, review Qualtrics survey comments, and Managers’ observation

Manager and Staff Member Discussion Questions:
- How can you get to the heart of the student’s problem faster?
- What are some of the necessary data points needed to be reviewed before answering the student’s question?
- Were all of the options provided to the student?
- Are there any extra information you can advise the student?
- How can you convey the answer to the student in an understandable way?
- How can you approach the situation in a better way?

Discussion informs training needs and professional development
• Viewing your team through a holistic view

• Assess individual staff member’s strengths during observations and one-on-one meeting

• Get to know your team; their strengths and weaknesses; likes and dislikes

• Provide professional development opportunities to further develop their strengths.
  • Teaching (Train the Trainer)
  • Communications (Toastmaster)
  • Technology (IT conferences/CISCO)
  • Writing (Fred Pryor, iLearn)
  • Policy (iLearn, Academic Impressions)
  • Creativity (AMA, HootSuite, NASPA conference)

• Built our Technology, Training, and Social Media and Communications Teams

• Key in creating loyalty and for staff to feel challenged
Warm Touch = Satisfied Students/Customers

- Remember basic courtesies, *Please* and *Thank You* go a long way
- Use *Active Listening*: rephrase/restate, do not interrupt
- *Never Make Assumptions*
- Ask if they *need help*, remember it is hard to ask for help
- *Apologize*
- *Smile* and use a welcoming tone of voice because you can hear a smile

- Continuous Process Improvement
  - Customer Service Training
  - Reassessing business processes
  - Team, Stakeholder, and Student feedback
  - Team building activities
  - Professional Development: Conference, seminars, webinars