

Using Service Design to Improve the Student Experience

Jean Mutton

Student Experience Project Manager

SROC - April 2011

DERBI Project

- Service design & enhancement techniques
- Early stage of the student lifecycle: from application to starting their course – focussing on ‘enrolment & registration’
- Project ran for 10 months: July to April 2010
- Research methodology
- Are students ‘customers’?

JISC

Project Team – Jean, Sue and Rachel



“As a student on work placement, I felt I could offer an honest and clear perspective on what enrolment is like for students....I have thoroughly enjoyed watching this project progress and unfold and I am eager to see the changes being put into place for when I go back to enrol as a student.”

Rachel Crane
Student Placement/Project Administrative Assistant

Right place, right time...

- JISC project offered focus and opportunity
- Shift from component process reviews to holistic student experience (breaking down the silos)
- Built on existing student feedback about a stage in the student lifecycle

An appetite for change

- Link to Student Experience Strategy (part of Corporate Plan) and efficiency and effectiveness review
- University values: student focus, valuing people, quality
- *Used blueprinting as an aid to understanding interoperability*



Making the 'As Is' Map

- Workshops on theory of service design
- Invited key stakeholders:
 - Student records and fees
 - Systems support
 - Finance
 - Admissions
 - Faculties (admin and academic staff)
- Students: focus groups/surveys/mystery shoppers (written reports and videos)

Front Stage

Stage

Target Time

Participants

Tangible/
Intangible evidence

Back Stage

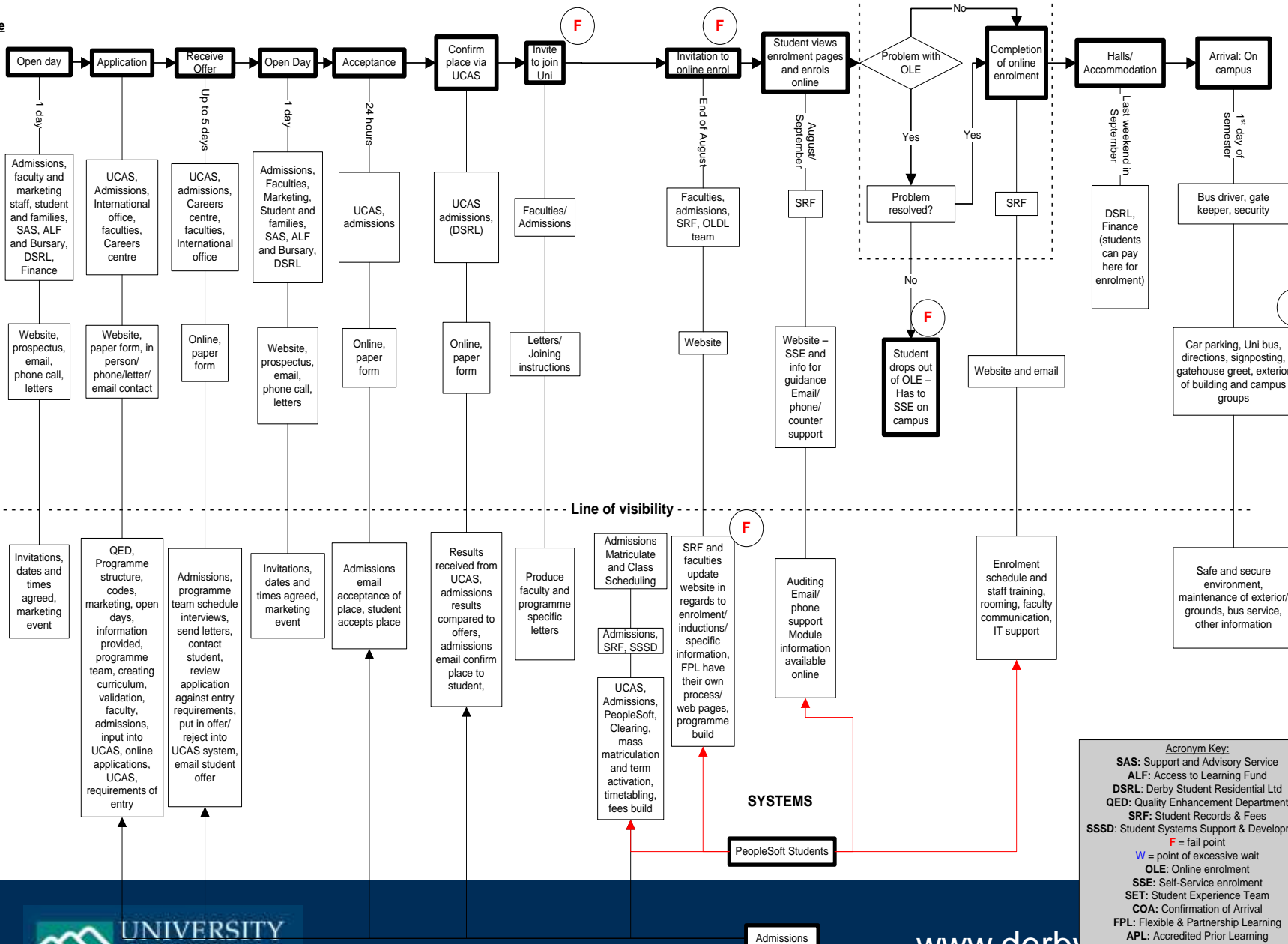
Line of visibility

SYSTEMS

Admissions

www.derby

CHANGE MANAGEMENT



Your turn...

You are buying a cup of tea in a café. Working in your groups, draw out your blueprint.

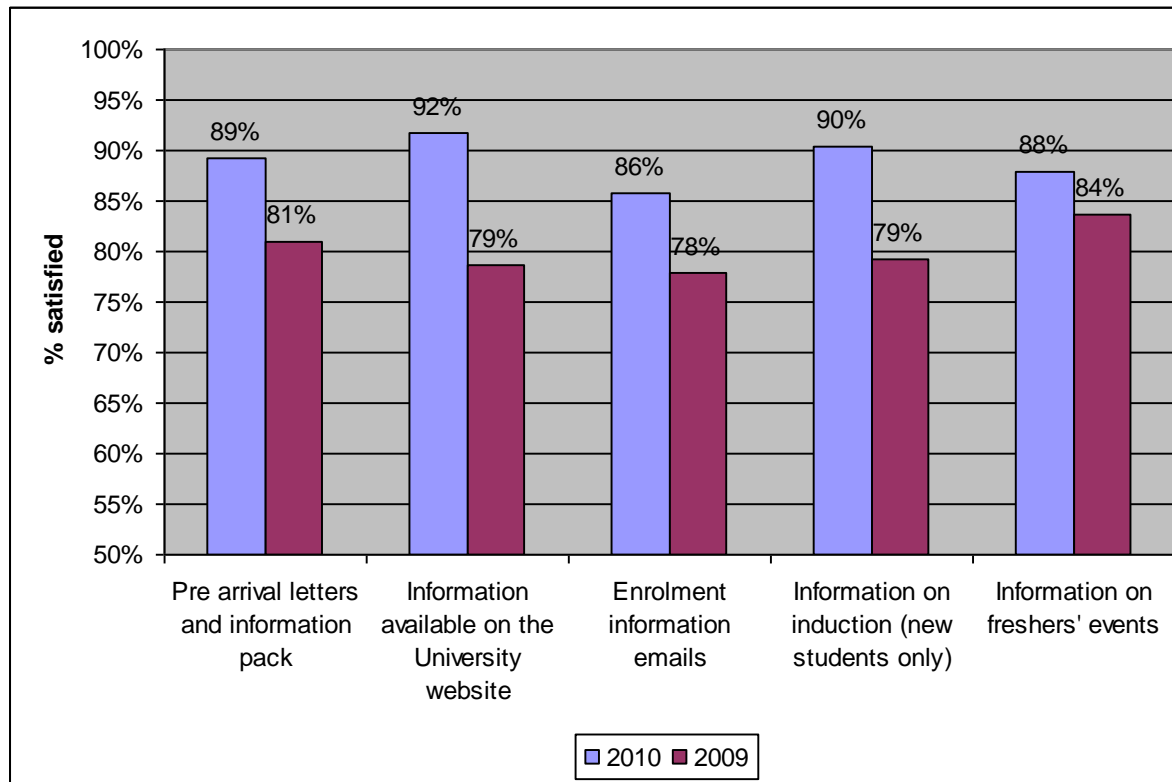
- Write activities on Post-it notes.
- Stick them to the flip chart paper.
- Move Post-its around until activities have been properly sequenced.
- Add other map components: front-stage/back-stage, actors, evidence, resource, etc.
- Run through process checking for accuracy.

15 minutes.....then feed back to the group

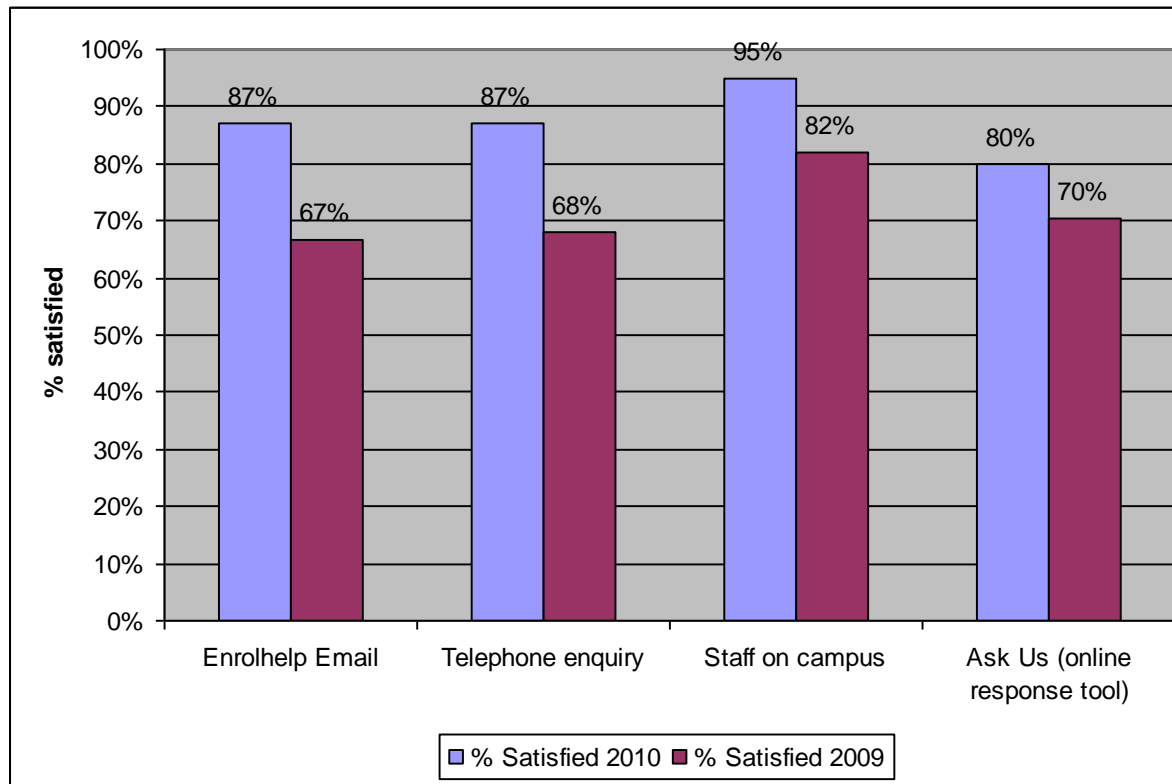
Short-term wins from the DERBI project

- 40 point service improvement plan, eg
 - Signage
 - Holistic induction planning
 - Enrolment guide
 - Jargon busting
 - T shirts
 - Staff Training

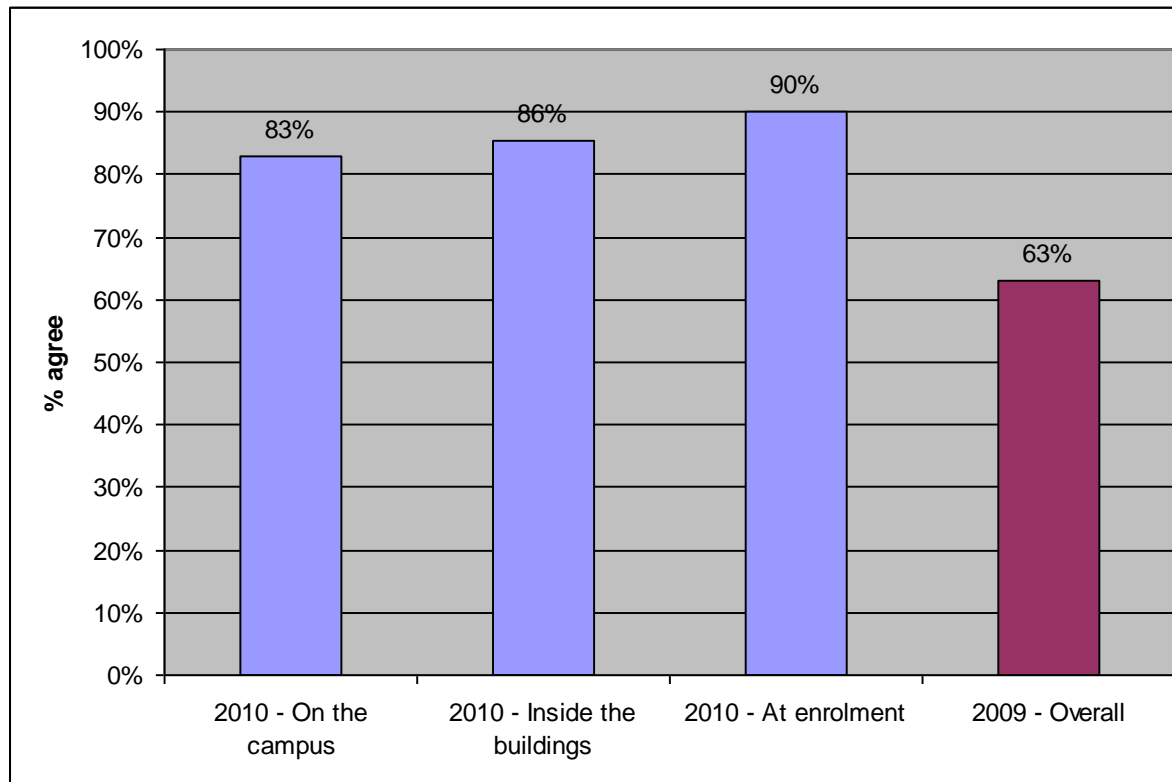
Percentage of students satisfied with the information sent to them



Percentage of students satisfied with enrolment help services



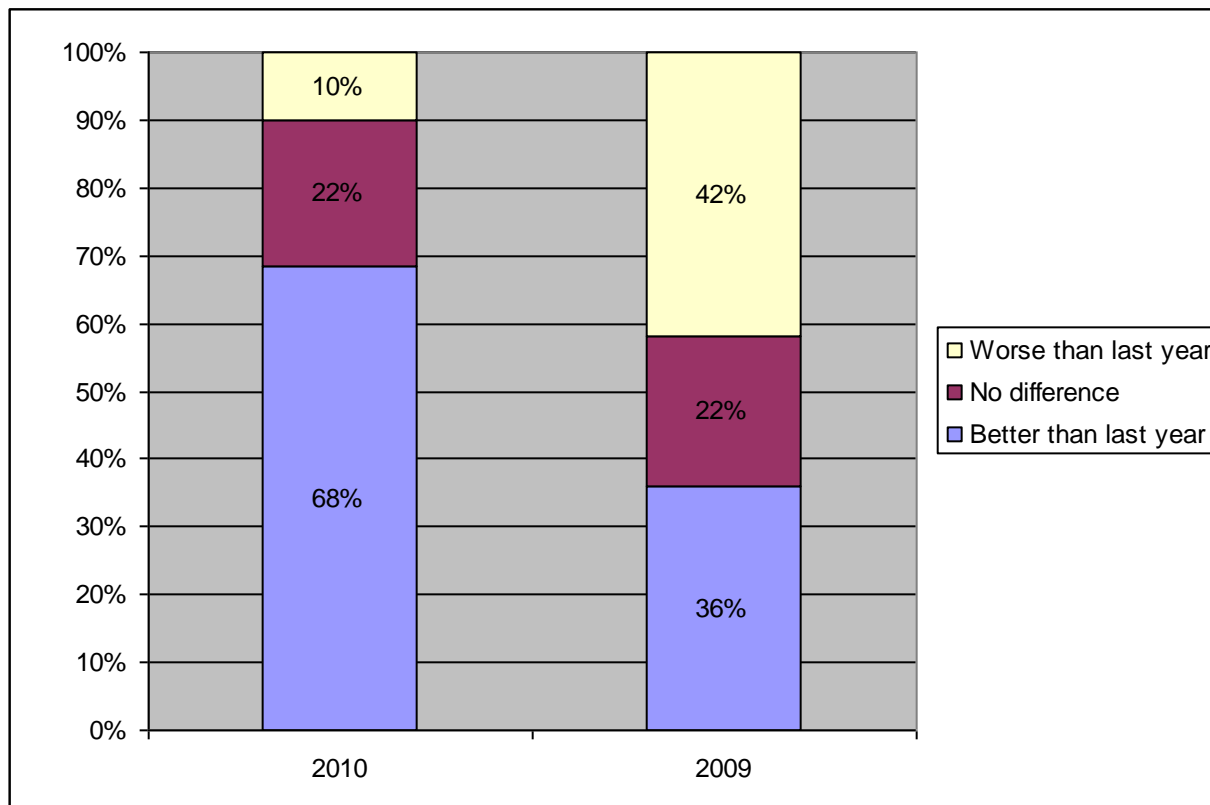
Percentage of students who felt there were enough signs to direct them to their enrolment locations



Quotes from Students

- “It just seemed much easier and quicker this year. I spent a long time queuing to complete enrolment last year.”
- “Enrolment was spot on in terms of speed and reliability”
- “Smoothness and quickness was remarkably better than last year, last year I spent an hour in enrolment and this year was only about 5mins”

Responses to “How do you rate your overall enrolment experience compared to last year?”



Other headlines

- 96% of students who received it found the 'Guide to Enrolment' useful
- 38% drop in demand for re-issue of passwords
- % of students who would recommend on-line enrolment up to 80% in 2010 from 60% in 2009

Unexpected benefits

- Staff stress levels during full-time enrolment week
- Greater credence given to service design as an approach across the institution after results became apparent
- Cross-sector engagement/interest in SD
- Interacting with SD professionals from other areas, both public and private sector

More still to do....

- Servicescape – plasma screens did not work out – why?
- New enrolment screens to be road-tested with students
- Passwords – need to determine best approach
- Tailor the Guides to meet differing needs
- Had to fight to the bitter end for some of the interventions – tenacity won out

Next steps

- New JISC project - next stage in the student lifecycle: retention, progression and achievement
- Project runs from 1 March 2011 to 31 August 2012
- Service Design is a new but growing discipline
- Consultancy – Queens University, Belfast
- In conversation with SD practitioners around the world (via Twitter)
- AUA 'Perspectives' article due out soon

www.derby.ac.uk/experience/JISC-enrolment-project

<http://twitter.com/myderbi>