

School of Management and Marketing.

Customer Service Standards

Our Service Charter

We are a dedicated team committed to supporting all stakeholders in the education of students, who will be competitive in meeting the present and changing needs of society, commerce and industry.

Our Mission

We are committed to providing excellent service to all our stakeholders (internal and external), underpinned by a strong service culture.

Who are our Stakeholders

Internal

Students (including domestic, international
cross-institutional and partner)
Academics (permanent and sessional)
Administration Team
School Office Manager
Head of School
Dean and Faculty Staff
Partners (e.g. Study Centre)
Other Divisions

External

Alumni
Parents
Employers
Wider community e.g. schools and councils
Withdrawn students
Prospective students
Career Markets e.g. Expos

Service Values

- To be responsive to the needs of all stakeholders
- To provide reliable and accurate information in a timely manner
- To offer appropriate services
- To aspire to achieve the School/Faculty/University objectives by continuous improvement.

Our Service Objectives¹

We will strive to:

- Provide friendly and professional communications, focused on developing and strengthening relationships with stakeholders and respect the confidentiality of information;
- Provide accurate and timely information to our stakeholders through demonstrating resourcefulness and showing initiative to ensure we meet deadlines and follow tasks through to completion;
- Continually improve our processes and procedures by implementing quality into our daily work through constantly reviewing, asking questions and seeking advice, being analytical and objective. Always asking ourselves “How can we do it better?”;
- Keep up-to-date with organisational direction and change through participation in training and professional development activities and effective networking to ensure that our standards and work practices continue to align with those of the University and meet the needs and expectations of the our stakeholders;
- Support team members in the achievement of performance objectives and professional development goals through providing an ongoing friendly, supportive, cohesive, inclusive and approachable team environment.

Our Service Standards

We will achieve this by:

- Responding to your call in a timely manner

If you phone during normal working hours, (Monday to Friday, 9am -5pm), your call will be answered if we are available if the call is not answered it will go to message bank.

- All calls will be answered in a courteous manner (with a smile).
- All incoming external calls will be answered in a consistent manner which includes a greeting; name of School; and name of person answering.
- If a message is left, we will acknowledge your call by the close of business the next working day.

We will listen and understand the nature of your request. If your request should be directed to another division or school, before transferring your call: we will inform you to whom you are being transferred and provide you with a

- telephone number and division of the person to whom you are being transferred.

- Responding to your written correspondence (includes, letters, memorandums, E-mails and faxes)
 - In University standard format.
 - Ensuring information regarding your inquiries is complete, accurate and precise.
 - By acknowledging your E-mails within 3 working days. In peak periods an automated response will be set up to acknowledge that your E-mail has been received and will be responded to as soon as possible.
 - E-mails sent to a group of students will be blind copied to ensure confidentiality.
- Acknowledging during peak work-load periods there are times when the needs of one stakeholder is greater and more urgent than another and we need to work uninterrupted. On these occasions another staff member will assist.
- Where an answer will take longer to obtain than 3 working days will inform you of the steps being taken to respond to your enquiry.
- Resolving 70% of enquires at the first point of contact and escalate a maximum of 30% of enquiries for specialist assistance.
- Providing quality, consistent, appropriate services in a sensitive and confidential manner.
- Continuously improving our services and welcoming feedback from all stakeholders.
 - We will acknowledge feedback within 3 working days and treat it in a confidential manner.
- Meeting the School's objectives by continuous improvement. We will do this by:
 - Holding regular meetings to discuss ways to improve processes and procedures.
 - Identifying what we are doing well and what we can improve.
 - Updating our School's procedure manuals to reflect these improvements.