

Releasing Potential



National Quality & Customer Experience Conference 2017

29th November 2017

Chesford Grange, Warwickshire

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Project Awards Finalist Presentation

Quality and Knowledge Team
Student Loans Company

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- William Currie
- Lee Mitchell

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Introduction to SLC



Quality Refurbishment

- Previous Quality model
- Rationale for Change
 - Quality scores plateauing
 - Feedback that 'non-value add' areas are being scored
 - Industry successfully moving away from traditional 'tick box' monitoring
 - Feedback from our customers
 - Previous internal focus on refurbishment
- Research into change
- Forum Challenge Workshop & Support

“They’re so, “*we can certainly help you with*”, so unnatural – the conversation, it’s a really bizarre experience, it’s almost like talking to a machine isn’t it? Until at the end they suddenly become sort of, human, they’ve obviously gone through their little list of things to say and then they can go and they can sound like they’re normal”

Our Insight

- Engage with internal customers
- Advice from specialists
- Support from Forum Members

“...Really misses the point about what quality should be about. It feels like its aimed at just ticking boxes, rather than making sure the customer gets the best service possible...”

“...You can get a bad call mark even when you're given all the info correctly and the customer leaves happy...”

“...Sometimes the way its marked is frustrating. Does it matter if the online steps are given before WIIFM...”

Customer Insight

- 4 face to face focus groups
- Engage with customers directly
- Different customer types
- Varying levels of contact

"...you have to speak to someone reading from a script..."

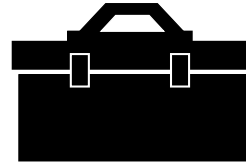
"...sound less scripted. If you're reading the script, you're not being passionate, you're being robotic..."

kind going the extra mile
making me feel valued
proactive helpful ease of getting through
honest/transparent going above and beyond
being listened to understanding of circumstances
providing email for further contact respect
feeling of progress/getting somewhere quick
take responsibility for mistakes understanding
resolve issues/fix immediately consistent advice
keeping you informed rang back when promised
taking time/don't rush professional
consistent friendly

Your Call

THE BASICS

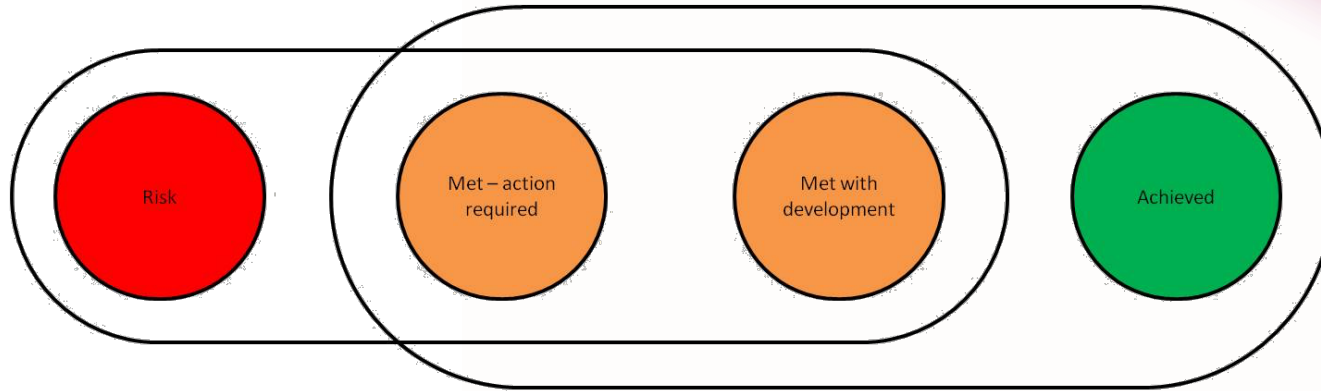
Provide a Welcome	Acknowledge the Offload
Use of Name & Provide Yours	Provide a Goodbye
Correct Knowledge	Completed Authentication
Respectful & Professional	Access the account



ADVISOR TOOLKIT

Hold	Knowledgebase
Questioning	Customer Benefit
Any Other Help?	Self Serve (can you do it yourself next time)
Language	Listening
Clear Explanation	

Your Call



- Incorrect Outcome or Advice
- DPA breach/ process fail
- Being rude or argumentative.
- Not keeping promises or completing follow up actions
- No account access or attempt to access. Attempt must be made.

- Techniques or tools not used where required
- Advisor not engaged
- Notes not left/inaccurate
- Referred to incorrect department
- Tailoring style – customer impact
- Internal Process not advised/ followed
- Bypassed primary DPA (but customer passed secondary)
- Password re-set not offered/ completed

- Techniques or tools used where required but can be developed further
- Greeting or goodbye not used
- Tailoring style with no customer impact.
- Note requires development

Delivery

- Pilot
 - The right teams
 - Comms & Calibrations
 - Develop coaching plans
 - Feedback (teams and customers)
- Targets
- Rollout
- Post Delivery
 - Monitoring – customer insight
 - Continuous development

Outcomes

- Positive feedback
- Reduce risk
- Customer Focused
- More engagement in coaching & calibrating
- Stronger relationships with the operational colleagues
- Stakeholder buy-in to us as a function

“They were friendly and treated me with respect while talking to me in a very calm way. I felt like they valued me and understood that I was nervous about phoning them..”

“Friendly, straightforward if you are not sure of something, they don't mind going through it again. I had a very good experience”

“The call delivered the information I required quickly, efficiently and with friendly service, I felt a valued customer“

Thank you

Quality Project of the Year

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