




Prospective students as the customer

Best practice in service delivery

Melissa Banks

Jeffrey Smart



***"The value of a man should be seen
in what he gives and not in what
he is able to receive. Only a life
lived for others is a life worth
living"***

Albert Einstein

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The age of the e-customer

Shifting expectations:

- Customer-led revolution
- Internet
 - Fast
 - Free
 - 24/7
- Experiential learning

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Customer service in context

- Customer
- Client
- Psychology
- People
- Process
- Technology
- Best practice

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Challenges

- Delivery of product
- Large complex institutions
- Cross institutional integration
- Long term relationship lifecycle
- Technology
- Staff
- Management

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Role of technology

- Enabling, driving and supporting
- Online marketing strategies
 - Institutional websites
 - E-brochures
 - Online enquiry forms
 - CRM
 - Interfaces
 - Campaign management technology
 - E-communications
 - E-commerce
- Process re-engineering

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Role of staff

- The living brand
- On-brand service delivery

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The Nordstrom approach

“Hire the smile

Train the skill”

(McCarthy and Spector 2005)

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***“There are two things people
want more than sex and
money... Recognition and
praise”***

(Mary Kay Ash, founder of Mary Kay Cosmetics)

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Potential benefits

- Improved knowledge
- Repeat purchase
- Improved relationships with business partners
- Positive word of mouth referral
- Improved focus
- Happier staff
- Reduced costs

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The truth economy

“Your most disenchanted customer must be tracked as closely as your most loyal ones because tomorrow could be the day a single dissatisfied customer lets the world know”

(Siegel 1999)

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Adopting a customer centred approach

- Build customer intelligence
- Segment and target
- Track customer interactions
- Longitudinal engagement
- Loyalty marketing
- Wholesale commitment

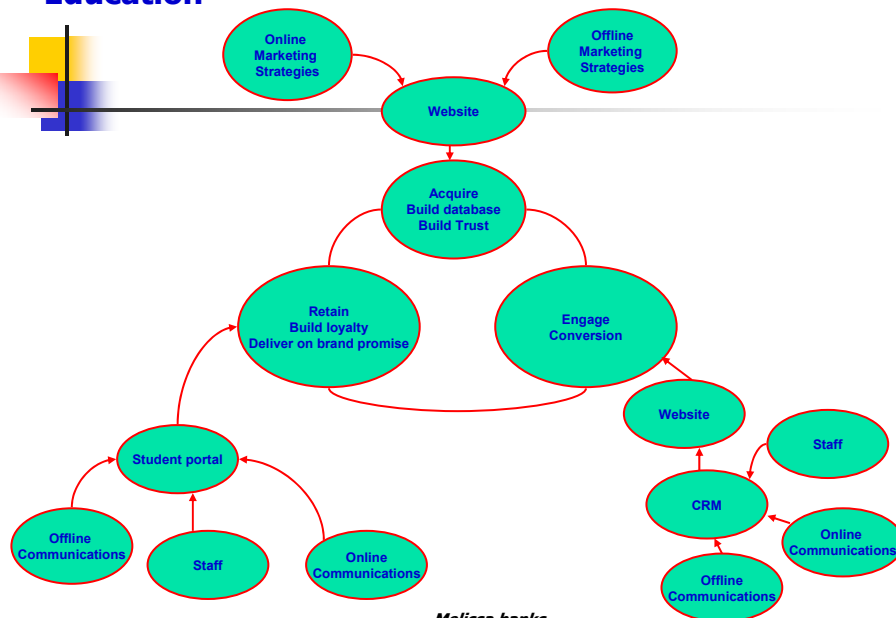
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Relationship lifecycle marketing

- Acquire
- Engage
- Retain

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Relationship Lifecycle Marketing in International Education



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Implementing a customer centred approach

- Invest in your living brand
- Build intelligence
- Invest in e-business
- Re-engineer processes
- Re-configure structural and functional relationships
- Adopt a long term vision

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Implementing a customer centred approach

- Gain institution wide buy in
- Manage change
- Elicit feedback
- Commit to continuous improvement

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Thankyou

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