

Delivering Online Student Support & Service Evaluation

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University snapshot

High-tech modern city centre, single site campus

17,000 students from over 100 countries

Wide range of high-quality undergraduate, postgraduate and part-time programmes

Provider of world-leading:

- research
- consultancy
- training services



The Saltire Centre - our learning hub



**Focus of learning
and student
services**

**40,000 students
per week**

**600 seat learning
cafe**

450 computers

**1,800 internet
connections**

**80 staff, open
plan office**

The Base ...



- One-stop student services mall located in lower Saltire Centre
- Helping with IT, library, support service and general enquires
- First point of contact for careers, librarian, international advisor, funding support and disability services
- Team of 'Expert generalists'

My challenge ...



Use technology to meet student requirements

Improve customer service

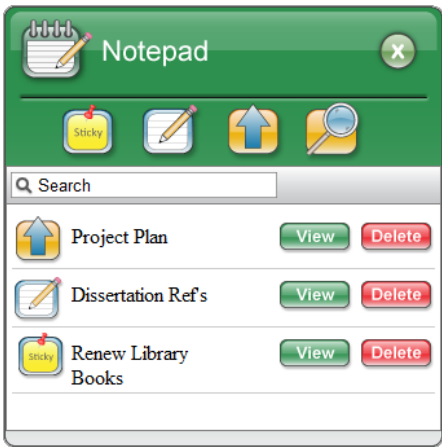
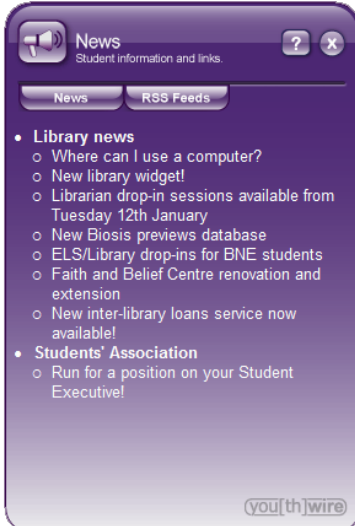
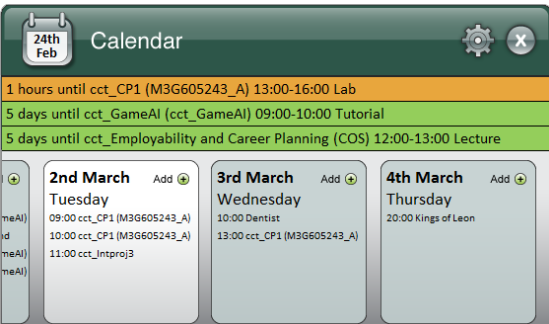
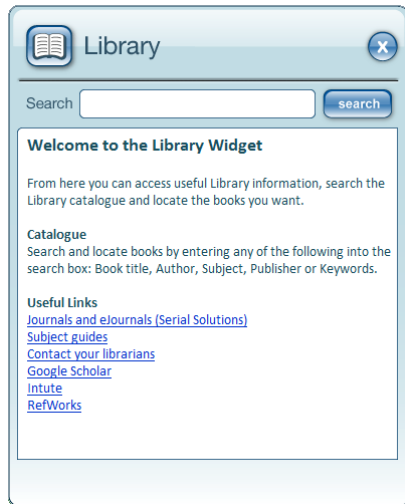
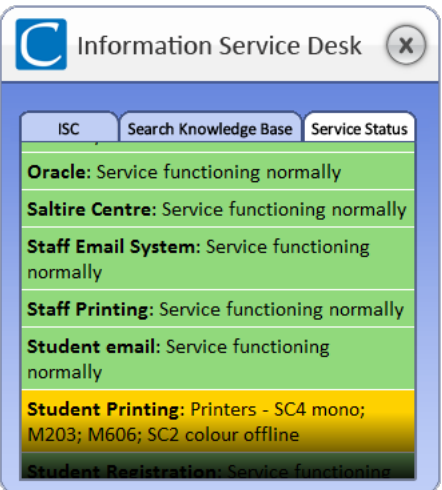
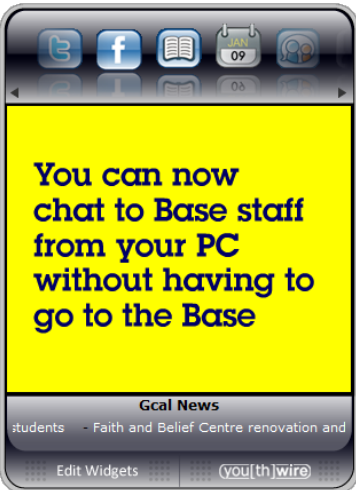
Simply and cost effectively

The specifics ...

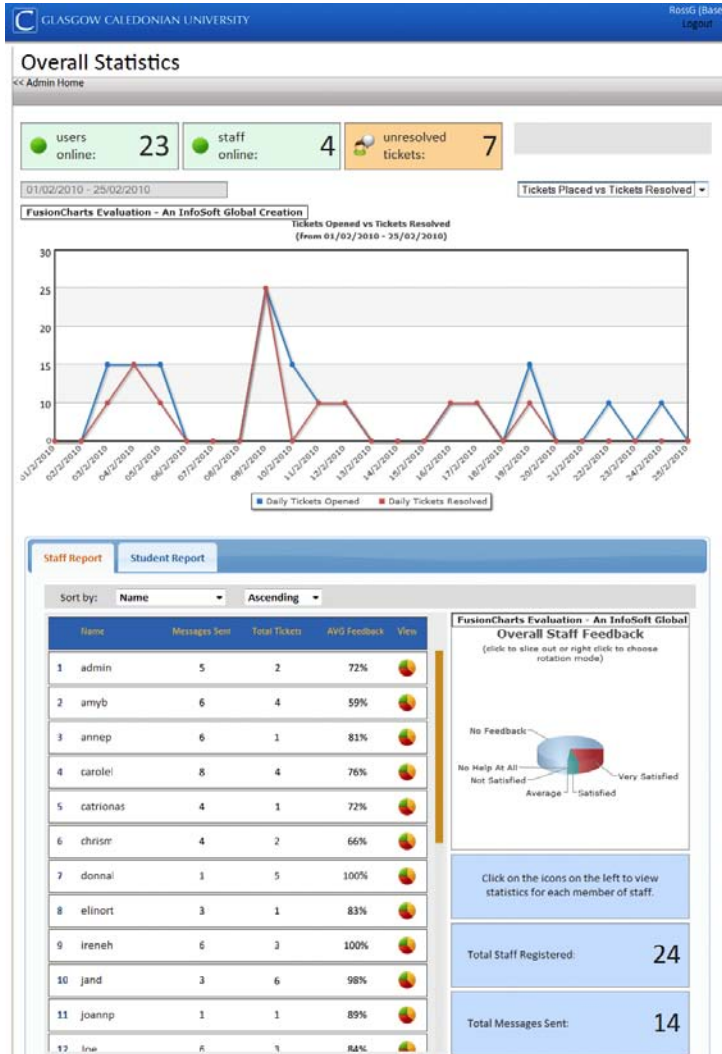


- Requirement to provide 24/7 services
- No online support facility for students to contact the Base
- Increasing demands from students and staff
- Supporting the needs of placement and part time students
- Developing library services in a global recession
- Efficiency savings vs need for increased service delivery

The solution ... YouthWire desktop apps

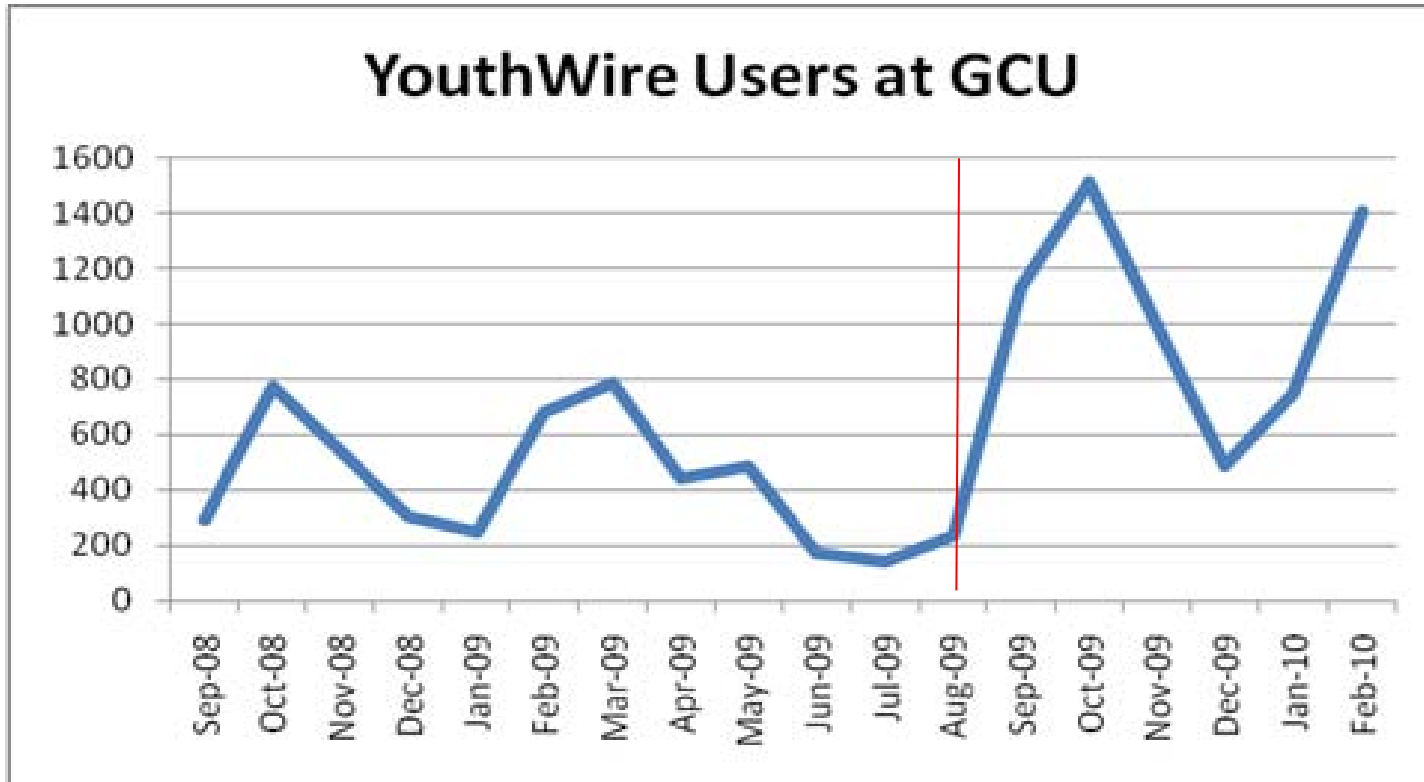


YouthWire @ GCU



- 1400 PCs across GCU campus
- Students can chat to Base support staff
- Service feedback ratings
- Faculty staff can use the platform
- Students can connect with each other
- Technical support and training from Youth Group

Early results are encouraging ... for ALL of us



Students ... Support Staff ... IT Team ...

Academic Staff ... Students Association

Digital interaction - UP



Queuing - **DOWN**



Noise - DOWN



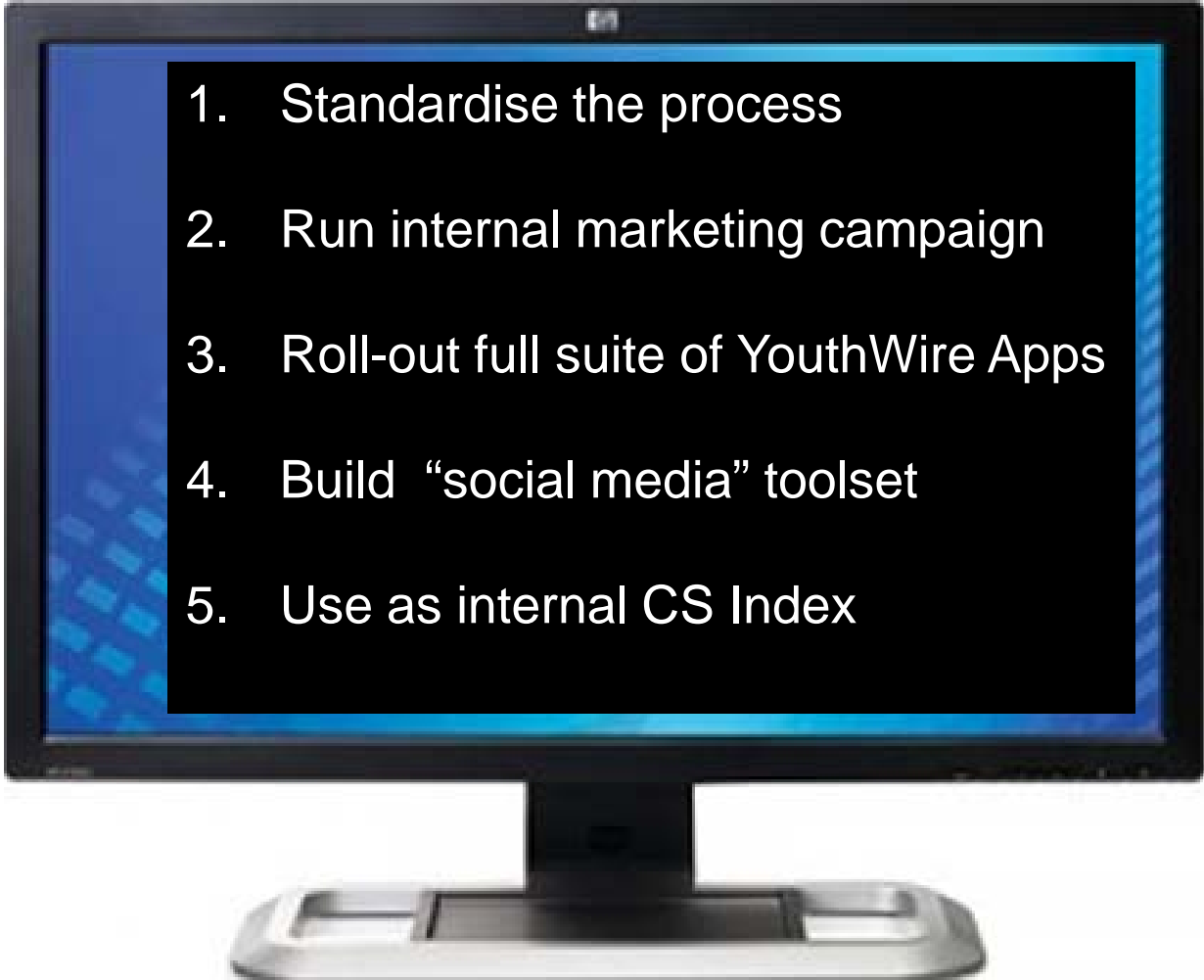
Customer Satisfaction - UP



Cost Effective



Next steps ... how do we bring it all together and in one place ?

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- A computer monitor with a black frame and a silver base. The screen is black with a blue border and displays a list of five steps in white text. The steps are: 1. Standardise the process, 2. Run internal marketing campaign, 3. Roll-out full suite of YouthWire Apps, 4. Build "social media" toolset, and 5. Use as internal CS Index.
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