Customer Satisfaction Survey - Update

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UCAS Progress

Common Themes

We've broken down the issues highlighted in the survey into 5 areas:

- Customer Experience
- Data Reporting
- Engagement
- Information and Advice
- Usage

Each area has been assigned to a person to lead a 'Fix it' group. These groups meet on a regular basis to produce creative solutions without the need for development.

UCAS Progress

Group Leads

Customer Experience - Matthew Lannen and Emma Cole

Usage - Matthew Lannen and Angela King

Data Reporting - Matthew Lannen and Emma Cole

Information and Advice – Sarah Watkins

Engagement – David Brack

Customer Experience

- Possibility students may not visit provider and may just look online

- Complex passwords at outset/students forgetting login details

- Amending course choices

- Error messages

Usage

- Universal usage of the system

- End to end usage

- MIS import/export

- Out of date users/contacts

Data Reporting

- Data in reports can be difficult to read/sort

- Report frequency

Engagement

- Clarity of vision and strategy for UP

- Utilizing customer feedback

Information and Advice

- Resources available on the I & A pages

- Make email communications more relevant and timely

Complex Passwords

A number of people in the survey expressed concern over the complexity of the generated usernames as passwords, in particular discerning between a O and 0, which was causing students to request password resets on a regular basis.

One suggestion was to provide an alternate format which would make this clearer:

7EOLWUQ2
4ES1PKM0

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4ES1PKM0

Other ideas to come out of the initial meets were:

- Promote the 'forgotten password' section to learners
- Create an email template for users to send passwords digitally