



Student  
Loans Company

## CUSTOMER SERVICES

DAVID THOMSON, HEAD OF CONTACT SERVICES

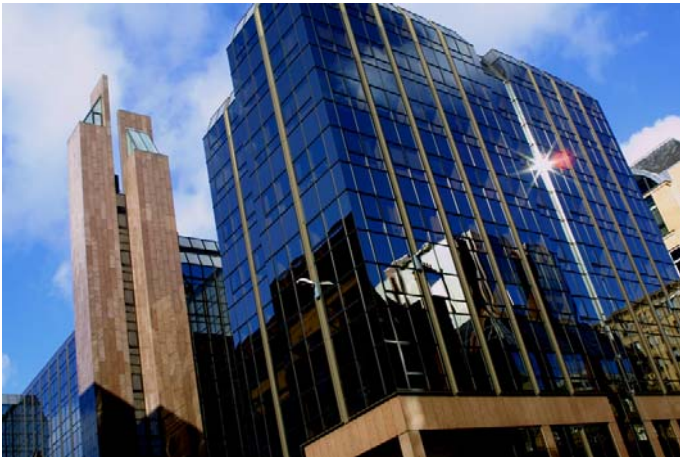
BIANCA MAYSMOR, CONTACT CENTRE MANAGER – COLWYN BAY

9-10 MARCH 2011

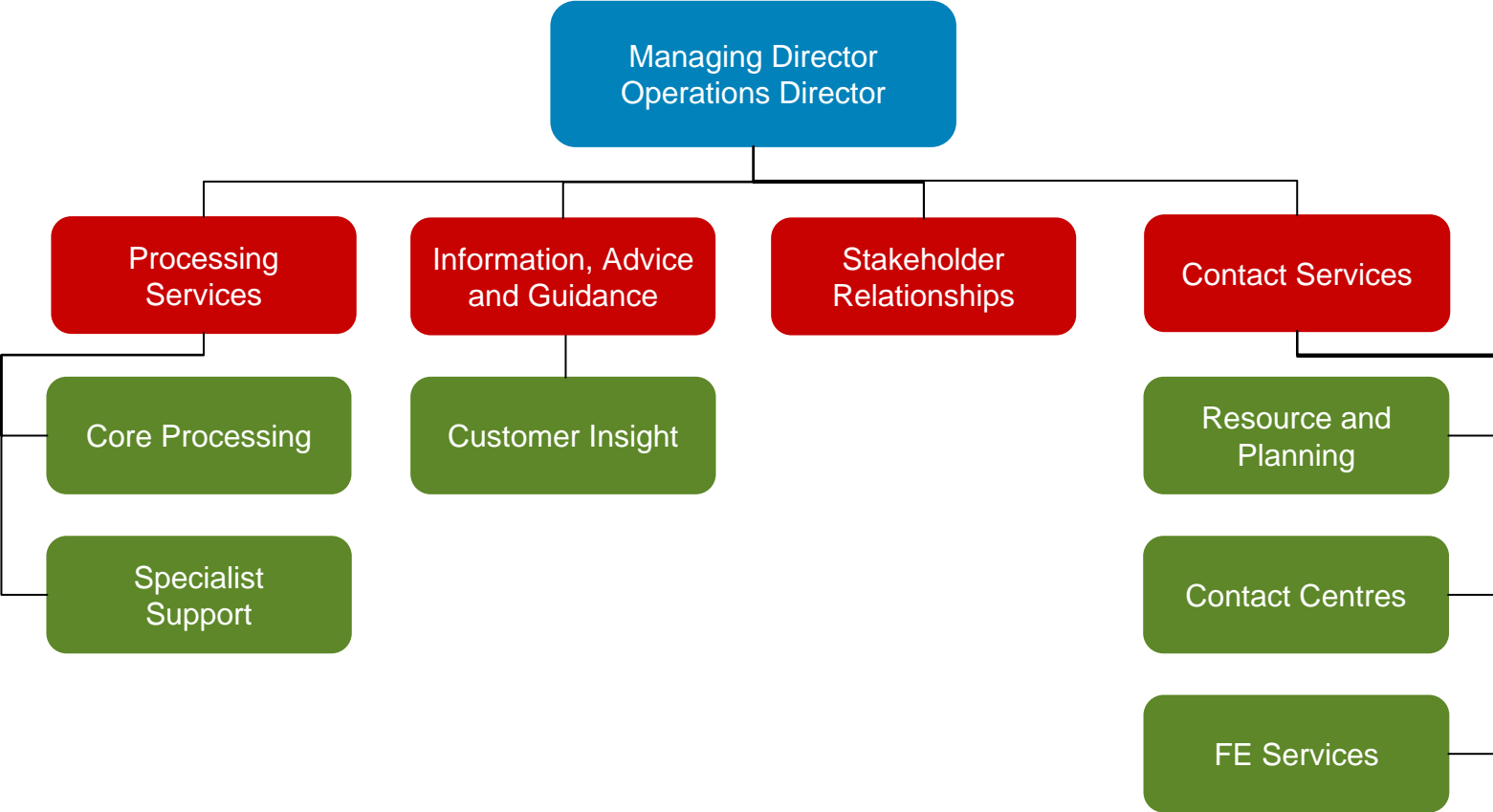
# Customer Services

- Customer services across the SLC
- Changes made for 2010/11 and their impact
- Changes planned for 2011/12 and their impact
- Customer Experience Training – the *Excel* Programme
- Questions

# SLC Customer Service Locations



# Operations Structure



# Customer Services Management

Head of  
Contact Services

Centre Manger  
Colwyn Bay

Centre Manager  
Darlington

Centre Manager  
Glasgow

Hub Services  
Manager  
Glasgow

Outsource  
Manager  
(Off-Site)

Knowledge &  
Quality Manager  
Glasgow

FE Services  
Manager  
Hillington

SFW (Inc. FE)  
Contact Team

SFE Contact  
Team

SFE & Repayment  
Contact Team

Outsourced SFE  
Contact Team

Wales & NI FE  
Contact &  
Processing Team

*Resolve* Team

Correspondence  
Team

# Contact Centre - Colwyn Bay

- Fully bilingual contact centre
- Open 08:00–20:00 Monday to Friday, 09:00–13:00 Saturday
- 22 Advisors supporting customers with queries regarding:
  - Student Finance Wales
  - Welsh Assembly Government FE products
  - Educational Maintenance Allowance
  - Assembly Learning Grant
- Work in partnership with the Local Authorities in Wales for HE
- Work with the FE Services team in Hillington for FE

# Contact Centre - Darlington

- Open 08:00-20:00 Monday to Friday, 09:00-17:30 Saturday/Sunday
- 177 Advisors supporting customers with queries regarding:
  - Student Finance England
  - Disabled Student Allowance
  - EU Applications
- Specialist *Resolve* Team in partnership with Processing Services
- Outbound calling teams to pro-actively contact customers
- Team handling the processing of changes to courses and fees
- Support calls escalated from our outsource partners

# Contact Centre - Glasgow

- Open 08:00-20:00 Monday to Friday, 09:00-17:30 Saturday/Sunday
- 195 Advisors supporting customers queries regarding:
  - Student Finance England
  - Student Finance NI
  - Payment queries for SAAS (Scotland)
  - ICR repayment (all domiciles)
  - Mortgage style loans (all domiciles)
  - HEBSS (all domiciles)
- Correspondence teams handling letters from customers

## FE Services - Hillington

- Process applications for:
  - Educational Maintenance Allowance (Wales & Northern Ireland)
  - Assembly Learning Grant (Wales)
  - Pathways to Apprenticeship (Wales)
- Customer contact with support from Welsh contact centre
- Operational relationship with the Learning Centres
- 33 processing/contact staff
- Process 44,000 applications annually, together with:
  - 69,000 evidence documents
  - 28,787 items of correspondence
  - 115,450 calls (assisted by Colwyn Bay)

# Contact Centre – Outsource Partners

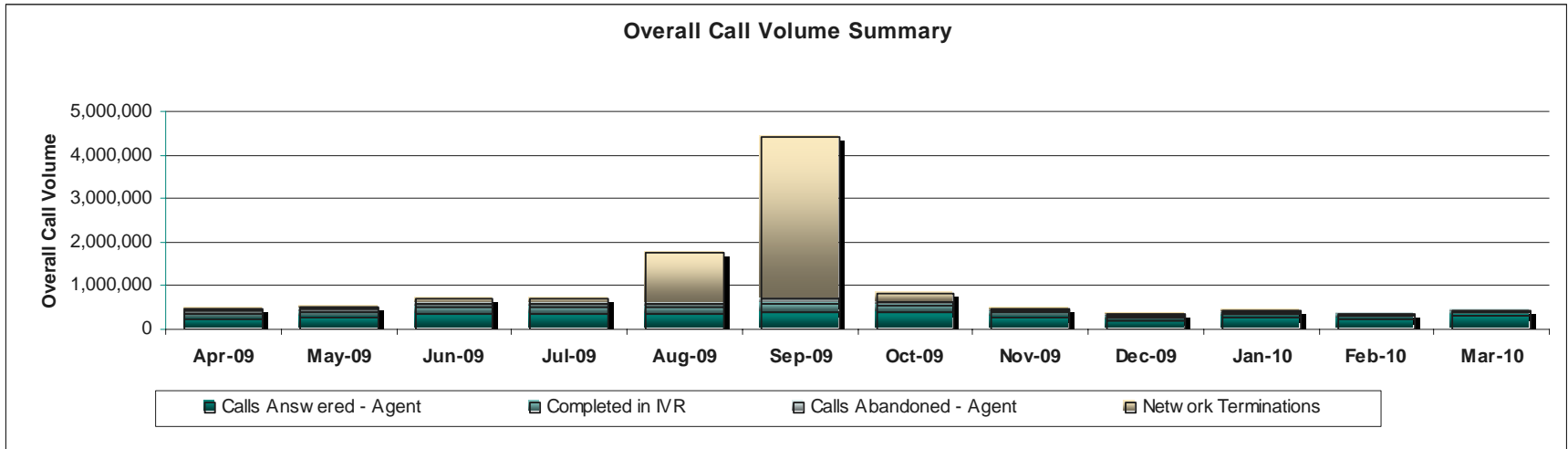
- External companies providing flexible staff to cover peak demand
- Varies between 40 and 580 staff over the year
- From March 2011 two separate partners:
  - Teleperformance based in Gateshead and Erskine (near Glasgow)
  - Response based in Glasgow
- Both companies provide 50% of the require resource
- Consistent training across outsourced advisors
- Service credit framework to ensure call handling quality is maintained

# Change In 2010/11

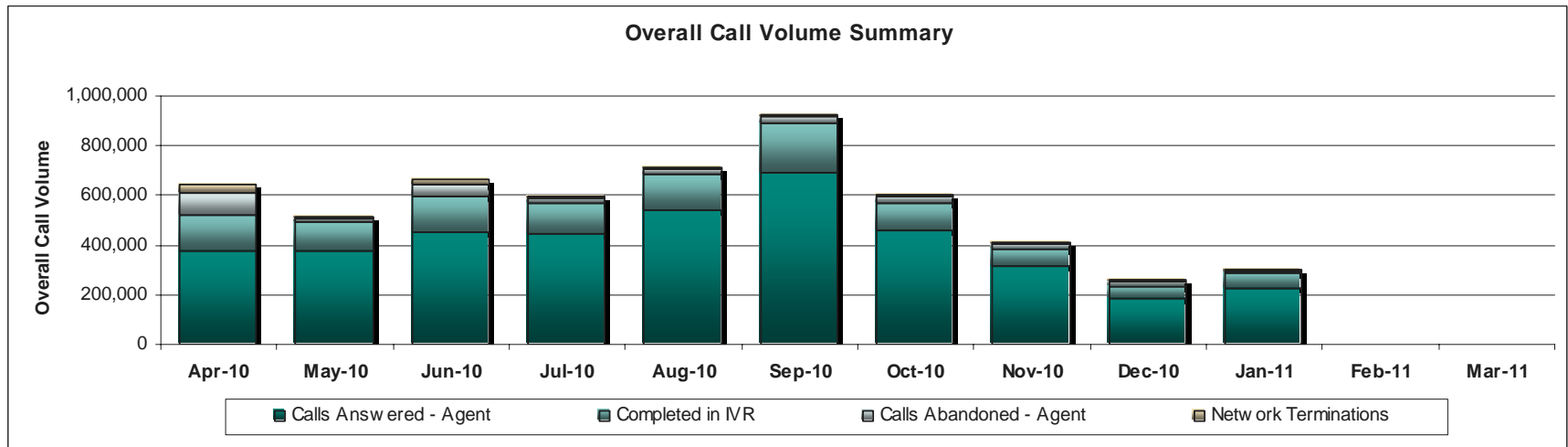
- Increase resources to ensure 90% of forecast calls can be answered
- Deliver a 5 day training course product knowledge to all advisors
- Implement a new 4 week “blended” induction for SLC advisors
- Increase outsource training from 1 week to 2 weeks
- Ensure advisors have access to all the required information
- Implement new customer focussed call handling techniques
- Manage a dynamic and responsive communications plan, making the best use of websites, IVR, social networking and partner organisations
- Maximise the automating in application processing
- Ensure all mail is handled, scanned and indexed in Darlington

# Contact Performance Comparison – Calls Answered

2009/10

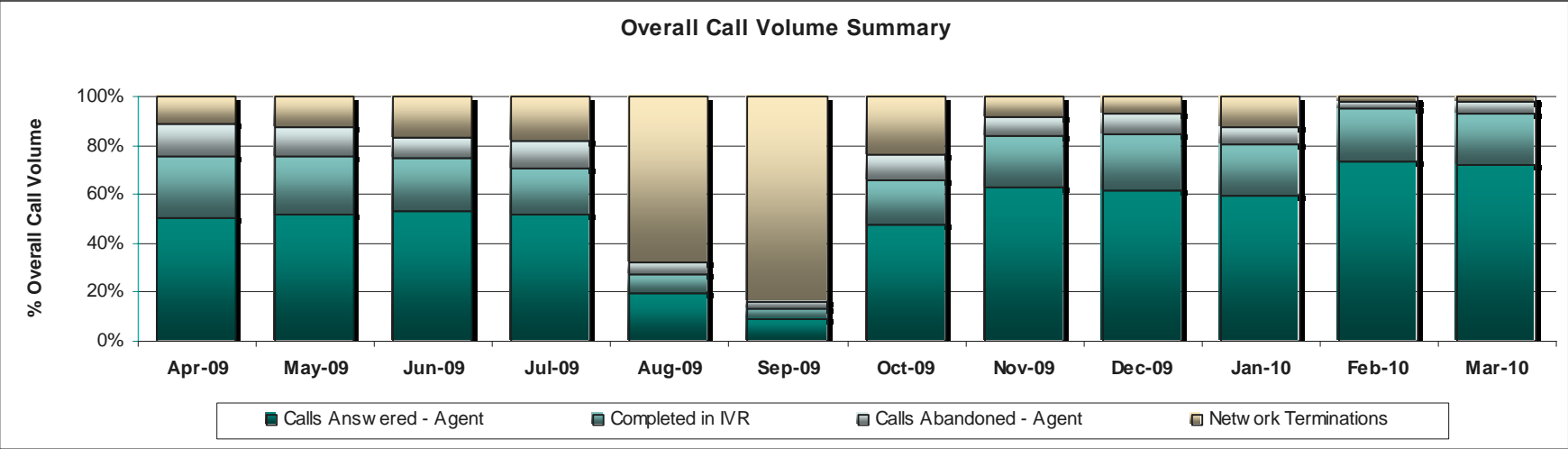


2010/11

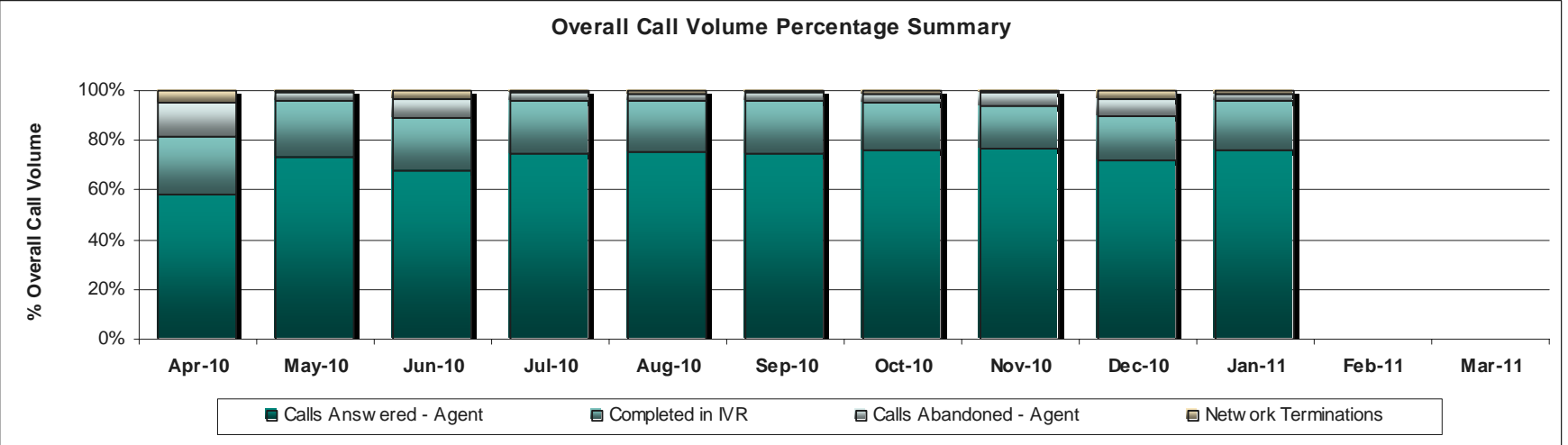


# Contact Performance Comparison – Calls Answered

2009/10

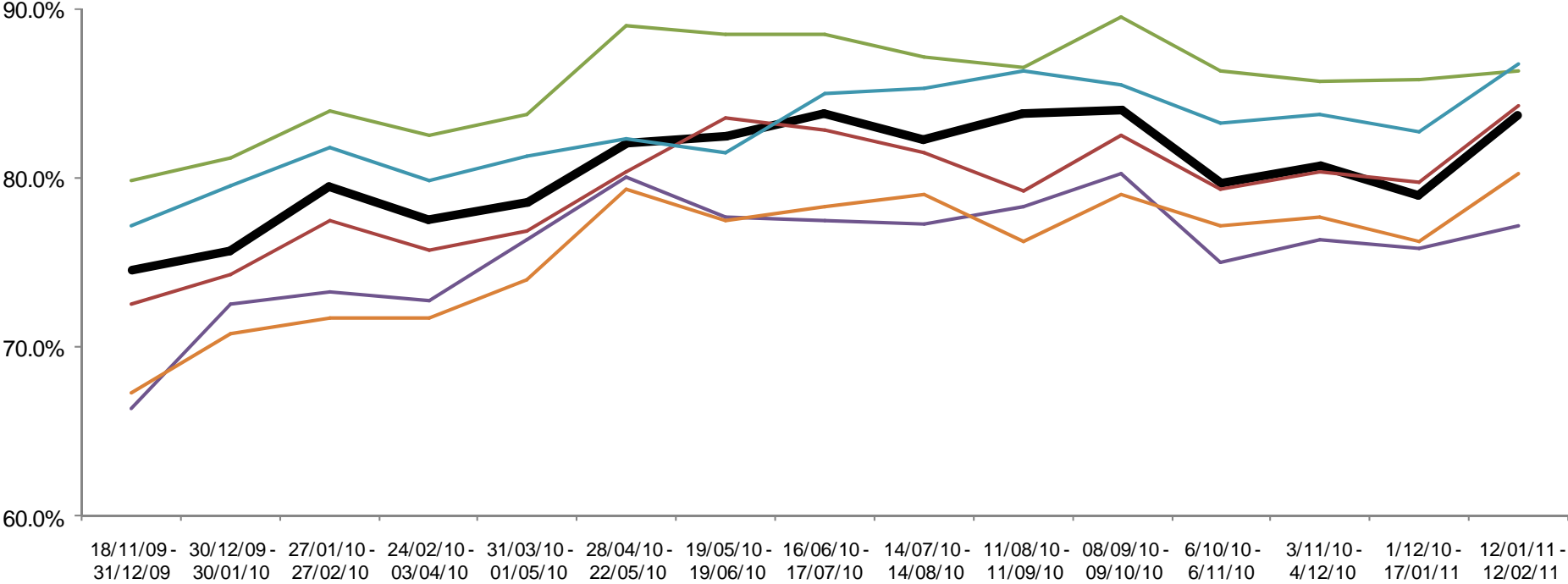


2010/11



# Contact Performance – Customer Experience

— **Advisor Overall**
— Warmth of Welcome
 — Courtesy & Politeness  
— Giving Right and Relevant Information
 — Talking in an easy to understand way
 — Genuine Interest



# Changes In 2011/12

- Continue with resource levels to answer 90% of calls
- Extend and reinforce the new call handling techniques
- Introduce a Knowledge Management solution
- Enhance quality monitoring processes
- Outbound calling to make things easier for customers
- Call routing to ensure calls are dealt with by an advisor with the most appropriate skills and experience

# Changes In 2011/12

- Verification of household income with HMRC to remove the need for documentary evidence
- Acceptance of photocopy evidence
- Improvements to the Directgov website
- “Rollover” of non-means tested returners
- Further automation of assessments
- Complete implementation of new contact centre technology...

# Customer Contact Technology

AIC Desktop Components Layer - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.contactcentre.slk.co.uk:8080/

AIC Desktop Components Layer The 9 Intense Experiences - Change Y... Search: the calling wherever you will g... AIC Desktop Components Layer

AUX Work Login

ID	work item type	work item status

My Home

Name: Mr Alan Tabern Address: STUDENT LOANS CO LTD G Email: CRN: 38002049160 Sex: M

New Search Intent: Security State: ●●○ ⓘ CTS/POA ● Suppress

Customer Profile

Update Customer CRN: 38002049160 Pref. Contact: Post

Update Address SSN: CAMB05002658P Home No: 01413062000

Update LA Alias ID: 10661517539 Work No: 01413062000

Update Bank Details NINO: NINO Status: Invalid Forma Mobile No: 078888888888

Verify Customer Suppress Reason: Admin - Other

New Secret Answer

CTS/POA Customers

CTS HEBSS/WBS Application Details

Year	Product	Status	Consent
2005	SFE	Cancelled	<input checked="" type="checkbox"/>

Correspondence

Tasks

Launch Portal

Launch CLASS

Applications Assessments Evidence Items Field Validation Loans & Grants Other Awards

Application and Institute Details

Institution: COLLEGE OF WEST ANG

Received Date: 06-09-2005 Address: College of West Anglia 1

Submitted Date: KING'S LYNN

Telephone No: PE30 2QW

Local Authority: CAMBRIDGESHIRE County: Norfolk

Previous Authority: Country: GB

LEA Entered: Y Type: Full-Time Application

Status: Cancelled Eligibility Complete: Y

Auto Rollover:

Course Details

Application No: 4328287 University Code: W35

Course Type: Full-time Course Code: C890

Qualification: BA HONS Campus Code:

Subjects: BEHAVIOURAL STUDIES Course Length: 3 years

Course Duration: 01-09-2005 to 01-06-2008 Tuition Fee Amount: £0.00

Which Year: First Year Details:

Study Loc. Term 1: College Living Loc. Term 1: Elsewhere or own home

Study Loc. Term 2: College Living Loc. Term 2: Elsewhere or own home

Study Loc. Term 3: College Living Loc. Term 3: Elsewhere or own home

FT ITT Study: 0 weeks EU National:

FT ITT Teaching: 0 weeks Paid Placement:

Placement Name: External Clinical Training:

Contact History Interactions Notes

Contact History

- YOUNGS 04-03-2011 16:16:27
- MACLACC6 04-03-2011 10:12:16
- MURRAYP5 25-02-2011 12:33:43 ⓘ
- MCBREAAS 25-02-2011 12:24:36 ⓘ
- MCBREAANS 25-02-2011 12:16:42 ⓘ
- HODGKIT5 24-02-2011 16:08:25 ⓘ
- HODGKIT5 24-02-2011 15:55:59 ⓘ
- HODGKIT5 24-02-2011 15:40:35 ⓘ
- STEPHEG5 24-02-2011 10:52:38 ⓘ
- PENNYCIS 24-02-2011 10:32:20 ⓘ
- MCCLAUS 22-02-2011 15:20:56 ⓘ

Done

0.300s 22.2 MB / 64 MB : Not Loaded Yet

Start Auto NMT Returnin... AIC Desktop Compo... New Memo - IBM Lo... Stewart Traquair/S... Angela Davidson/SL... CR's Spreadsheet ALL Testing Logons... 16:17



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## CUSTOMER SERVICE – The *Excel* Programme

BIANCA MAYSMOR, CONTACT CENTRE MANAGER – COLWYN BAY

9-10 MARCH 2011

# Cultural Change Programme - *Excel*

- A step-change in performance of advisors and the management teams
- Extensive training programmes for managers and advisors
- For managers:
  - Focus on their people - not processes, policies and procedures
  - Coaching and development their key activity
  - Encourage clear and constructive feedback and communication
- For advisors:
  - Focus on the customer – not processes, policies and procedures
  - Employ progressive call handling techniques to manage the call
  - Increase first call resolution through building customer confidence

# Cultural Change Objective

## MAKE IT EASY FOR OUR CUSTOMERS

### **Our Customers tell us we provide a seamless experience**

- We reassure our customers
- We know what our customers want by building trust & having natural, positive conversations
- We relate to our customers by personalising our dialogue to each situation
- We resolve customers issues in a simple and straightforward way, making it clear what the impact of our solutions are
- Where we cant give an answer at the first point of contact, we provide a seamless service to our Customers that gets them the help they need

## EXCEL AT EVERYTHING WE DO

### **Our funders recognise we are efficient and joined up**

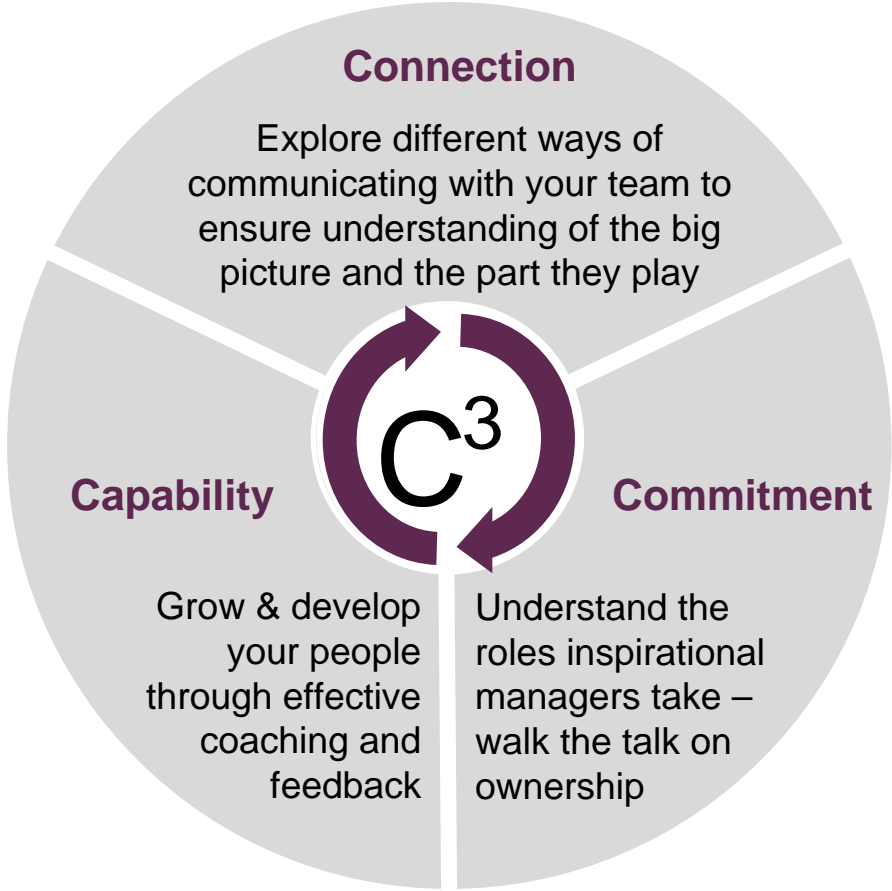
- We understand the bigger picture and check every decision against it
- We're ahead of the game finding issues and communicating solutions
- All change is governed by what the customer wants
- We regularly give motivational and formative feedback to each other

## GREAT PLACE TO WORK

### **Our people are engaged and this is reflected in our best companies results**

- We work in an open and honest way
- We all take ownership and accountability
- We talk to each other rather than send email
- We work as one team
- Our support areas make it easier for our front line to deliver

# Effective People



# Improved Customer Experience



# What do our people think?



“My call time is more constructive. Reducing customer tension means that I’m able to gain more information from customer And then able to do more for them”  
- Gavin Spence, Advisor, Glasgow

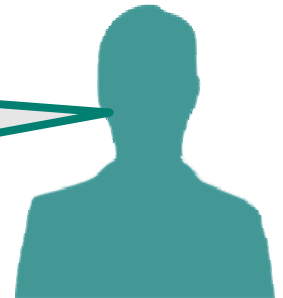
“It has given me the tools to give the same information in a Way that it much easier for the customer to understand. Our approach is more customer oriented now”  
- Claire Kerr, Advisor, Glasgow



“It has been a really busy and difficult time for advisors In general with customer complaints but since I have used the call structure and training techniques from the Excel Training I have had a personal recommendation from a customer and 2 other customer compliments in the space of just 3 days”  
- Rhonda Robinson, Advisor, Glasgow



“In terms of the difference it has made to my call handling, I feel empowered, professional, and no longer have calls ending with a negative experience by both myself and the customer, even when the news is not good”  
- Andrew Breckhill, Darlington







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David Thomson

Head of Contact Services

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