



Real-time customer feedback

to drive continuous improvement
and organisational strategy

A case study of Swinburne Professional

Success. Mapped.

Background

Swinburne Professional, a division of Swinburne University, is one of Australia's leading professional education providers.

Swinburne Professional is an experienced industry partner, delivering learning and development solutions that empower individual skills and organisational capability. It was established as a dedicated B2B entity for professional and organisational development and to provide flexible, practical and agile ways for professionals to learn via short courses, certificates and diplomas as well as pathways to master level study.



Swinburne Professional delivers 80 workshops every month to over 600 participants. To ensure an exceptional experience for participants, Swinburne gathers feedback after every workshop. Previously, the easiest way to gather feedback was via a paper survey distributed to participants at the end of each workshop. This process had many challenges including a lack of consistency in the design of the survey (between the public program and consulting arms), scepticism about the validity of the feedback (as the process was administered by the facilitator, also the course assessor) and the inability to easily collate feedback across multiple workshops, courses and facilitators. There was also no easy way to follow up individuals to address specific concerns raised through the feedback process, with the resulting risk that participants may be leaving the workshop or course feeling unsatisfied.

While the paper-based survey was the most practical approach at the time, the process was soon found to be inefficient and ineffective in delivering what Swinburne Professional needed. The feedback was useful at a tactical level but could not be easily consolidated for management oversight and therefore could not be easily used to inform business decisions and to drive systematic change and continuous improvement.

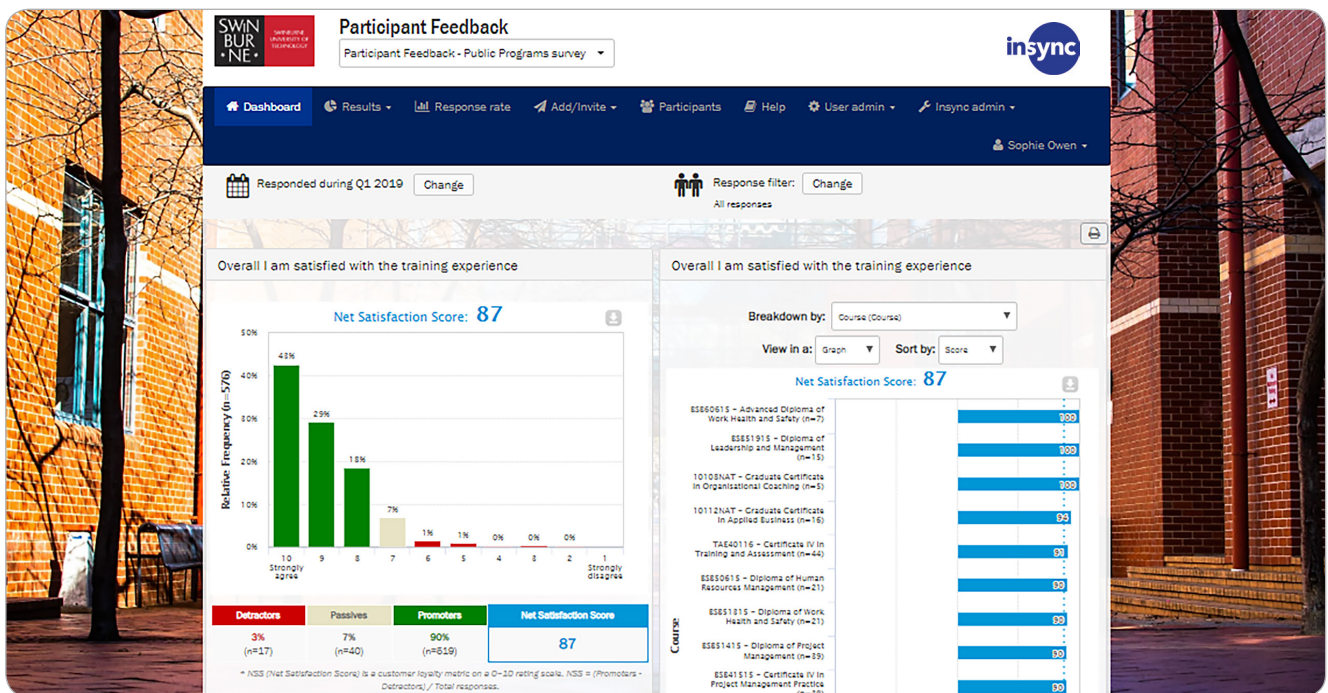
The drive for change

It was these challenges, and the desire to better identify and address the gaps in service delivery, that drove Swinburne Professional to look for an alternative feedback solution.

Swinburne sought a solution that featured:

- Consistency in the survey tools used
- An online methodology, to remove the need for paper
- An ability to leverage the captive audience, with participants to receive the survey during the workshop
- Assurance of participant confidentiality
- Ability to consolidate and interrogate feedback and trends across various workshops/courses/facilitators
- Greater visibility of results for facilitators, project managers and management

Swinburne Professional ultimately sought a solution that offered the features and functionality required with in-built flexibility to be customised and tailored to meet its specific needs.



The solution

Over the past two years Insync has been working closely with Swinburne Professional to develop a customer feedback solution.

Insync's solution provides:

- Research and project management expertise to guide the setup and execution of the ongoing project
- A flexible survey and reporting platform, customised to the specific needs of Swinburne Professional
- A mixed method online approach, with invites and reminders being sent via SMS and/or email
- The functionality for Swinburne Professional project managers to schedule the survey invitations to be sent at specific times
- Consolidation of all Swinburne Professional feedback surveys, including participant, facilitator and assessment surveys
- Centralised and unlimited access to all surveys to manage distribution, monitor responses and review feedback received
- The ability to self-analyse aggregate feedback via filters, cross-tabs and other data analysis functions
- Automated alerts to prompt follow-up with unhappy participants
- Biannual strategic review of results to summarise consolidated feedback

The outcomes

The feedback solution has been in place for 18 months. In that time, Public Programs has seen an improvement in its Net Satisfaction Score from +60 to +90.

This has evolved not only due to internal process improvement and specific changes to course and workshop delivery, but also due to the evolving culture of Swinburne Professional.

With the move to online, there has been a reduction in time spent on inefficient processes and an increase in time spend on value-add activities.

To best facilitate this, Swinburne Professional set up an Evaluation Committee. The Evaluation Committee meet monthly to review the feedback, identify systematic issues and address process and system improvement requirements. The group have identified specific areas to enhance the experience of participants and facilitators including:

- Changing the setup of the workshop rooms to better facilitate participant engagement and discussion
- Changes to the content communicated to participants prior to and during the workshops, to ensure clarity
- Changes to the content communicated to clients prior to and during the workshops, to help to better manage expectations
- The appointment of a new Learning & Engagement Manager and a dedicated Facilitator Manager

There has also been a stronger focus on closing the loop with participants and facilitators.

Any lower scoring participants/facilitators are followed up by one of the Swinburne Professional project managers to work through their concerns. The consensus is that this process has helped to reinforce a positive feedback cycle, creating a sense that 'we are hearing you'. It provides the opportunity for concerns to be identified and addressed soon after the event, increasing satisfaction and a greater sense of customer loyalty.

While all the operational changes have been important, the most pleasing and unexpected outcome of the new process has been the impact it's had on the working culture of Swinburne Professional.

The process has brought about a renewed energy from the team, a clear performance focus and a greater sense of individual and team accountability.

There is a sense of confidence in the process, the data captured, and the decisions implemented; decisions are made based on data, instead of gut feel or proposition (or the loudest person).

With this confidence also comes the ability to set and monitor key performance indicators for staff, bringing greater clarity of expectations and required performance standards. There has also been a positive shift towards a culture of feedback and learning, with staff more open to receiving constructive

comments, and not shying away from it. This has resulted in continuous improvement becoming more a part of day-to-day operations and the way staff collaborate internally. As a university of technology, there is also a sense of confidence in the fact that Swinburne Professional is 'walking the talk', using leading edge technology to capture and respond to feedback. Staff are embracing the change and improvements and enjoying being a part of a team with a clear focus on good practice.

As with the outcomes of the program, the feedback solution continues to change and evolve, with enhancements being continually made. Swinburne Professional has found the new process has ultimately meant time, energy and money can be better spent on aspects that will continue to enhance the Swinburne Professional offering, feeding the cycle of continuous improvement to drive organisational performance.



Contact Insync to chat further about the benefits of technology to gather, measure and action real-time customer feedback.

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