

**EVERY
CONNECTION
COUNTS.**



Customer Service Experts
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SUCCESS STUDY



UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

University of Maryland University College (UMUC) is a public virtual university that employs more than 3,600 individuals and serves over 90,000 students worldwide. UMUC has earned a global reputation for excellence for its broad range of career-relevant classes that focus on the educational and professional development needs of adult students.

Fast Stat.

73.3%

UMUC Mystery Shop score increase over the course of engagement with CSE from August 2009 to April 2010.



What's the problem?

UMUC has a great reputation for its course offerings and adult-focused curriculum. That's good. They're starting with a solid foundation.

However, UMUC's superior product and reputation was being challenged by inconsistent customer service experiences across the various product groups within their Office of Enrollment Management. Their unique population of adult learners—professionals and servicemembers located around globe—made it challenging for them to deliver consistent, excellent service.

To further complicate matters, UMUC's Office of Enrollment Management team of approximately 400 employees and 50 managers were working without a clear set of service standards or expectations.

CSE's solution

We determined that *improving* the customer experience started with *understanding* the customers' experiences. To do this, we utilized a mystery shopping program to engage the Office of Enrollment Management's call centers.

For example, students' needs are very diverse and often require them to speak with several departments within UMUC. However, each department had their own set of rules. Essentially, any time a student was

transferred to a different department, it was as if they were being transferred to a different company.

Our mystery shops identified the inconsistencies within the department and helped UMUC create and implement a uniform guideline for service principles.

The mystery shops also identified areas of opportunity that helped us chart a path for improvement and provided valuable information that enabled UMUC to make smarter decisions for allocating resources (e.g., spending to fix actual problems versus perceived issues).

The Result...

Since partnering with CSE, UMUC has improved their overall customer satisfaction scores from the CSE mystery shopping program. Mystery shop scores increased by as much as 73.3% over the course of our work with UMUC. With the engagement of the service culture, baseline scores climbed from 52.17% in August 2009 to 90.41% in April of 2010.

The results of the mystery shopping program were proof positive that no organization can afford to work in a vacuum. With the help of CSE, the Office of Enrollment Management recognized the need for consistency and was able to shape a culture of service that extends beyond their department and is embraced throughout the university.



CSE

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