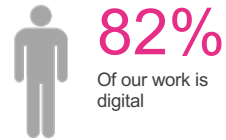
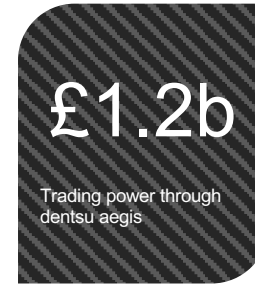
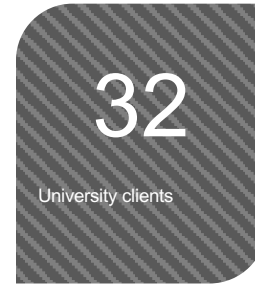
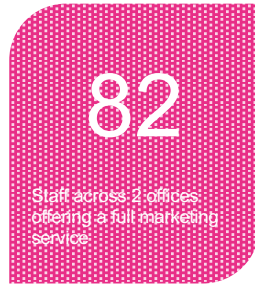


# MAKING THE MOST OF THE MOMENTS THAT MATTER

HELOA, 16 JANUARY 2020



## SMRS IN NUMBERS

We operate out of offices in London and Manchester

# WHAT WE DO

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## DELIVER

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- Campaign strategy, research, planning, buying and implementation
- Content and Conversion Marketing
- Across all media channels – Bought, Earned, Owned
- Channel and audience insight
- Measurement, analysis, tracking & reporting
- Creative services
- Web Development

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## ADVISE

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- Who? – Understand target audiences (customers!) – data analysis, segmentation, persona development
- What? – Portfolio Development and competitor analysis
- Where? – Identify market opportunities, BEO analytics, customer journey mapping, outreach and CRM strategies
- How? - Brand definition and development, content marketing

# TODAY'S SESSION

## Introduction

- What is customer experience?
- Why is it important?
- Where to start?

## Workshop

- Get to know your persona
- Plot their journey

## Institution case study

- University of Wolverhampton

## Questions?



WHAT IS  
CUSTOMER  
EXPERIENCE?

THE CUSTOMER'S PERCEPTIONS AND RELATED FEELINGS  
CAUSED BY THE ONE-OFF AND CUMULATIVE EFFECT  
OF INTERACTIONS WITH A UNIVERSITY'S  
STAFF, STUDENTS, SYSTEMS, CHANNELS OR PRODUCTS.

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# WHAT IS CUSTOMER EXPERIENCE?

---

## P E R C E P T I O N S

---

- Reputation
- Rankings
- Third parties and influencers
- Advertising
- Press

At different phases of the student journey

---

## I N T E R A C T I O N S

---

- Digital, web, CRM
- Offline
- Direct contact
- Third party
- Rational / irrational decision-making

At different phases of the student journey



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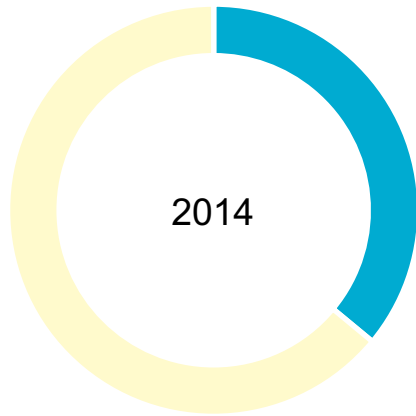
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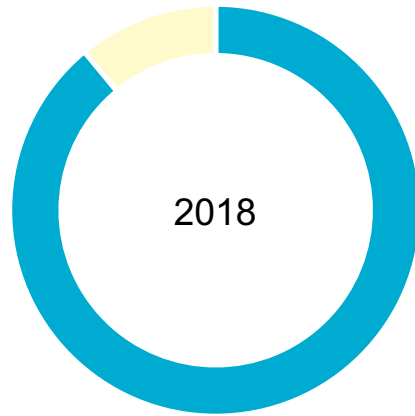
**CUSTOMER EXPERIENCE MANAGEMENT HAS TO  
FOCUS ON ALL OF THESE**

WHY IS IT  
IMPORTANT?

# WHY IS CX IMPORTANT?



2014



2018

89% OF COMPANIES  
EXPECT TO COMPETE  
MOSTLY ON THE BASIS  
OF CUSTOMER  
EXPERIENCE, VS 36%  
FOUR YEARS AGO

# WHY IS CX IMPORTANT?

ENGAGED AND LOYAL CUSTOMERS ARE...

5x

MORE  
LIKELY

to re-purchase

7x

MORE  
LIKELY

to try a new offering

4x

MORE  
LIKELY

to refer

# REVIEWS MATTER

92%

Told UCAS that reviews were important to their firm reply choice.

*Source: UCAS End of cycle survey (2017 entry)*

89%

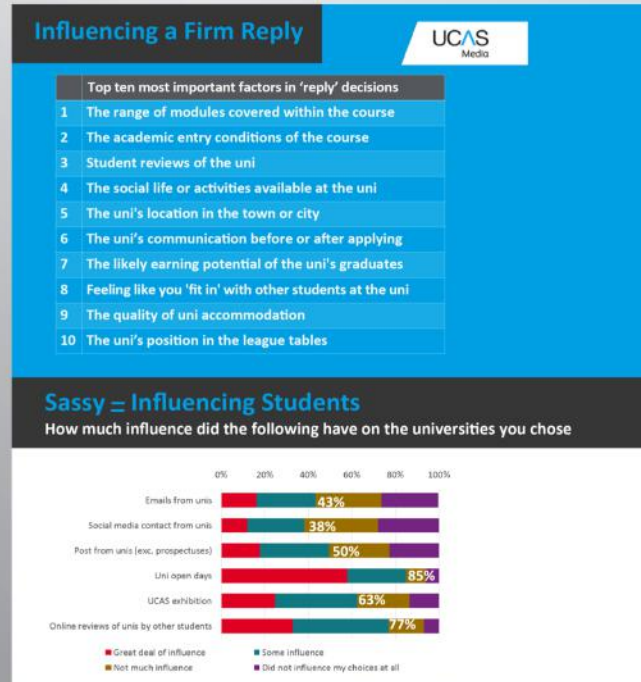
Final year students believe reviews should be important to others

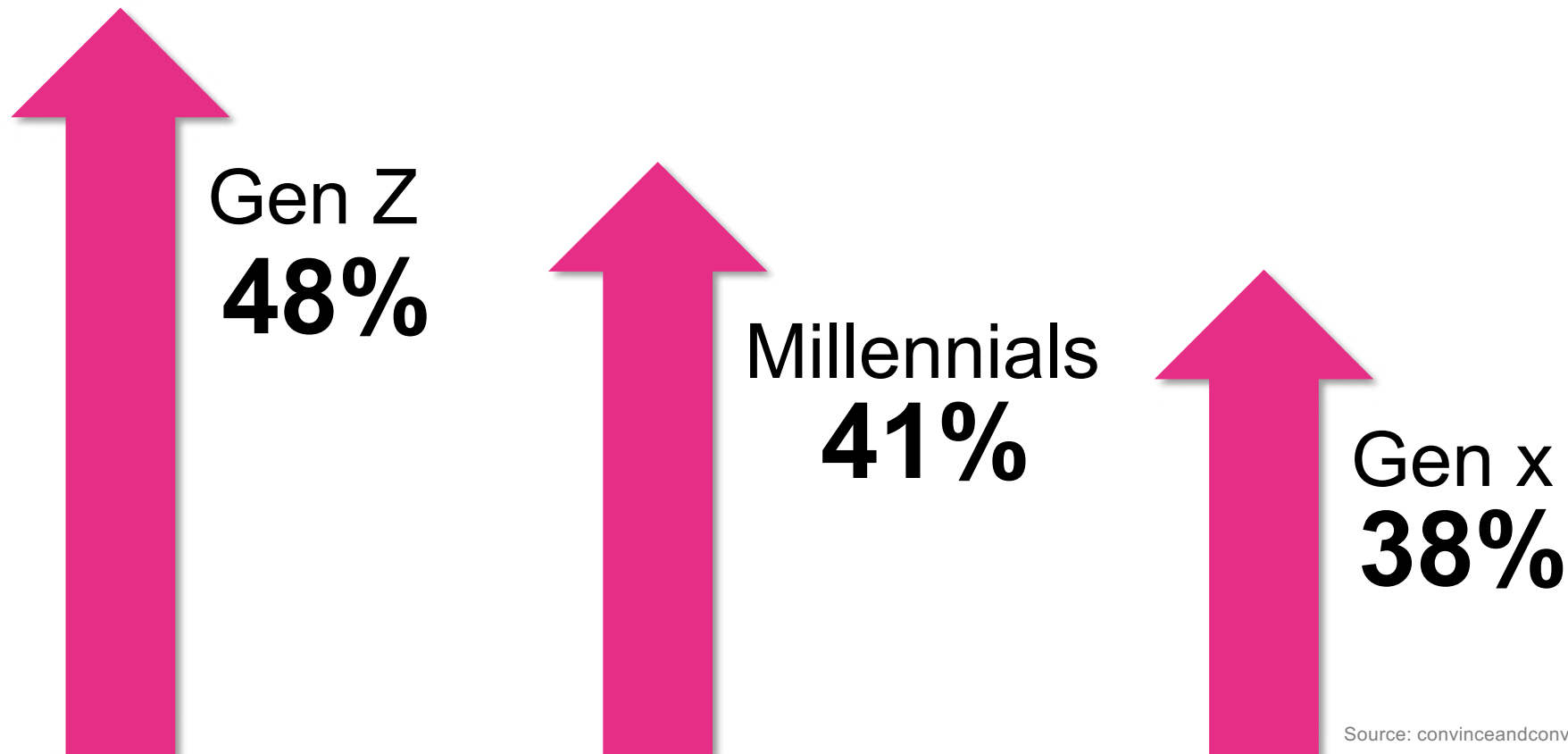
*UCAS Finalist survey 2017*

3rd

Most important factor in 'reply' decision

*UCAS Track survey (2017 entry)*





Source: [convinceandconvert.com](http://convinceandconvert.com)

**SECOND PERSON WORD OF MOUTH**

WHERE  
TO START?

# HOW TO UNDERSTAND CUSTOMER EXPERIENCE

Four important aspects to understand:

- **Touchpoints** applicants have with you
- **Importance** of each touchpoint on applicant decision-making
- Applicants **expectations** at each touchpoint
- Applicants **experience** at each touchpoint

All from the customer's perspective.



WORKSHOP

PERSONAS

## PROSPECT FOCUSED PROGRESSOR UNDERGRADUATE

**MATT**  
19 years old - British

Applied from: UK  
Subject area: Matt and students like him tend to choose courses such as Business and Marketing  
Background: Before applying to University, Matt had completed further education at his local sixth form  
Motivations: Improve employment prospects and it felt like a natural progression for Matt

### DESCRIPTION

To save some money, Matt took a year out and did a part-time job after completing his A Levels, whilst deciding what to do next. University had felt like a natural progression, but the year out in a job with limited prospects reinforced this, convincing Matt that this was his best option into a good, long term career.

He wasn't motivated to move too far away from home, so was happy to listen to the advice of family and friends in making his decision as to where to apply to.

### REASONS FOR CHOOSING MONSTERS UNIVERSITY

- Career prospects
- Course content
- Links with industry and prospective employers
- Reputation
- Location

### CHALLENGES

- Cost
- Personal circumstances

### COMMS PREFERENCES

- Wants to receive fortnightly emails before application and weekly emails after applying
- More likely to contact the University via email than any other channel
- Uses Snapchat, Facebook and Instagram at least once a day
- Regularly visits news websites to keep up to date with current affairs

### CONTACT

- University had been into his school to present to students
- Requested a prospectus
- Submitted an application for a scholarship
- Emailed staff to answer questions he had about University

### ATTITUDINAL STATEMENTS

- I usually keep my feelings to myself
- My career is an important part of my life
- I look to my friends for inspiration
- I never feel the need to show off
- I am always concerned what others think of me

# EXAMPLE PERSONAS

- Profile
- Description
- Reasons for choosing University
- Challenges
- Comms Preferences
- Contact
- Attitudinal statements

# GETTING TO KNOW YOUR PERSONAS

In your groups, spend 5 minutes:

- Reviewing the persona you have been given
  - Consider their attributes
  - What is their back story?
  - What type of person are they?
  - What are their challenges and worries?
  - What are their motivations to study?
  - Which touchpoints did they experience in the journey and how do you think they may have felt at these moments?

[illegible]

# PLOT THE JOURNEY

On your journey map, spend 10 minutes:

- Considering the experience from your persona's perspective
- Chart the journey with dots on each touchpoint
- Where are the high and low points
- Identify the key moments that matter

All from the student's perspective.

**Come together as a wider group to feedback on findings.**

CUSTOMER  
EXPERIENCE  
PROJECTS





# EXAMPLE JOURNEY MAP

[illegible]

- Experience
- Importance
- Story
- Net negative and positive ratings
- Quotes
- Moments that matter
- Processes, people, systems, needs

CASE STUDY

# THE UNIVERSITY OF WOLVERHAMPTON

## THE CHALLENGES

- A diverse student body
- Lots of activity, in lots of areas
- No activity, in lots of areas
- Knowledge of our students was largely data driven, and patchy
- Little joined up analysis throughout the whole student journey
- What are we doing well, what are we doing wrong, what are we not doing?
- Where to grow.

## THE PROCESS

- Data (so much data)
- Segmentation of our student body-developing our personas
- Surveys and feedback
- Segmentation workshop with key stakeholders
- Focus groups and open days
- The report
- Segmentation and propensity mapping

## THE PLAN

### LET'S DO BETTER:

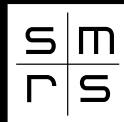
- Stop, start and grow
- Persona segmentation (comms, events, activities).

### ROOM TO GROW:

- Propensity data vs university objectives. Where do we go from here?
- Saying 'no' and this is why.

QUESTIONS?

# THANK YOU



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