



YOUR VIEWS UPDATE 2007/2008

This is the fourth update from our feedback site since we opened the Saltire in February 2006. This has been our first full term since moving here, due to technical difficulties in 2006/2007.

As you can see above, Yourviews is getting a makeover. After some great design work from France Stelmaszuk from the International Student Support team, and in consultation with the Services Group, the top left hand design, 'Fridge magnets!' was chosen as the new face of Yourviews. The others will appear in our web pages as part of the redesign of the whole GCU website later in 2008/2009.

We also have a design which our Disabilities team thought might be easier for some students to read – 'The tree':

**YOUR
VIEWS**



The statistics are up for this period at 455 total pieces of feedback compared to 231 last year. This is a comparison of 10 months and 8 months as students have had access all year this time, but it still shows an increase in usage.

But let's think about increasing the figures even more next year. Some departments have registered no or very little feedback. As research shows (at the end of this report) being able to react in the right way to feedback is the main indication of good service. It is our chance to put things right, develop or deliver new services and find out when we do things well. So, since in this case "more is better", please can you all think about how you advertise Yourviews within your own service? As I said in the previous update, you could highlight the feedback form available from student home page, or how about putting the Yourviews address at the bottom of e-mail correspondence? For example, this is a footer from Marion Kelt's e-mail. Marion is a member of the Academic Librarian Team.

Mad, sad or glad? Tell us your views :
<http://www.gcal.ac.uk/student/feedback/feedback.php>

Anyway the scores on the doors for last session are as follows:

Statistics for 2007/2008

Figures for September– June are as follows:

Total feedback = 455
Complaints = 176
Compliments = 183
Suggestions = 96

Answered within 5 days = 279
More than 61% of feedback was answered within 5 days -a major improvement over last session. (50%)

Department	Complaint	Compliment	Suggestion	Total	Answered within 5 days
ACADEMIC REGISTRY	2	2	8	12	5
AVS	2	4	1	7	4
CALEDONIAN COURT	0	1	1	2	0
CAREERS	2	0	1	3	0
CATERING	2	1	0	3	0
DISABILITY	0	0	0	0	0
ELS	0	3	0	3	0
FACILITIES	35	2	11	48	30
FUNDING	1	0	0	1	0
ICT	0	1	2	3	0
INTERNATIONAL	4	2	2	8	6
IT	40	138	24	202	108
LIBRARY	37	10	16	63	60
MENTAL HEALTH & WELLBEING	7	0	3	10	7
N2GCU	0	0	1	1	1
OTHER	4	5	8	17	13
RESEARCH COLLECTIONS	1	0	1	2	0
THE BASE	7	7	2	16	12
THE SALTIRE CENTRE	32	7	15	54	32
TOTALS	176	183	96	455	279

Changes to this year's Yourviews section: Catering and Finance are now included and the new Mental Health and Wellbeing team have taken the place of Counselling.

Other comments this year were mainly about the Students' Association, catering (before their own box was set up) and several academic queries and issues which were passed on to the relevant schools.

'You said, we did'

In response to this year's feedback, we:

- installed water fountains in to the Saltire
- increased quiet study space
- are developing a Base phone, e-mail and possible text help point
- moved the VI (visually impaired) room into seminar room 3

Plain English

Plain English not only helps readers by making things clearer but, used properly, also promotes a friendly and positive tone which gives a good impression of the organisation. So it's very important in providing a better service!

We're still working on spreading it throughout our web pages and documents. There have been more training sessions and, thanks to supportive managers, it is taking root in key departments like Registry and Finance.

We are now trying to convince everyone that important documents can be written in plain English and still be legally watertight; once we do that, we hope we can make vital documents and forms much more helpful for students.

Lastly ...

It is not always easy to respond to feedback. But the latest research shows that customer perception is more likely to be enhanced by an organisation that listens and responds to its complaints, than one that gets it right first time! (Warwick Business School)

Complaints in themselves are not a bad thing. If people feel they are valued, and respect the organisation, they will take the time to let us know how they feel. This is an opportunity for each of us to get it right and for all of us to develop our services.

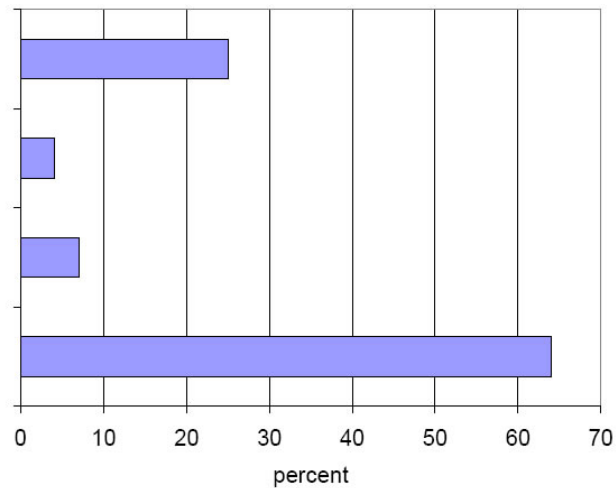
For those departments who got no or little feedback on Yourviews, do you know why? Do you have other avenues for feedback? Do you encourage the users of your service to help you develop future services? How do you know you are getting it right?

As always your feedback is much appreciated. Don't forget to use Yourviews yourself!

Looking forward to the new term, new challenges and lots of feedback!

What people say about the poor service providers!

- They don't do what they said
- They are so impersonal
- They don't make any effort
- They don't deal with the problems



UK CUSTOMER EXPERIENCE AWARDS

Source: Warwick Business School
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If you feel you don't need feedback, please watch the short film I have attached to this e-mail for some inspiration.