

CASE STUDY: DEPAUL UNIVERSITY

Touchpoint Associates Helps DePaul University Discover and Improve its Students' Experiences



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BACKGROUND

DePaul University, located in Chicago, Illinois, is the largest Catholic university in the U.S. and serves over 23,000 students and 4,000 faculty and staff.

BUSINESS CHALLENGE

DePaul's Information Services was tasked with examining how students view the various university services and identify a solution to improve customer service levels and the overall student experience. The university had already taken strides to track and improve service to its students, faculty and administration through advanced technology solutions, however, it needed a method for identifying and prioritizing additional improvements.

SOLUTION

Touchpoint's Customer Experience Management (CEM) model is designed to help organizations understand their key customer experiences and identify specific ROI-driven projects that deliver value to both the customer and the client. CEM provided DePaul with a framework to discover and organize its students' experiences and identify a set of solutions that would improve service levels and critical experiences.

"When we began looking at our service issues it was difficult for us to know where to start," said Vince Kellen, Vice President, Information Services at DePaul University. "Even in an educational setting it's difficult to gain an outside/in perspective. The CEM model helped us prioritize our initiatives and provided a methodology our staff could get excited about."

Touchpoint worked with DePaul to identify and define current web, phone and in-person experiences through the eyes of its students. Following a series of interview and focus groups to gather qualitative data, an online satisfaction survey was used to gather quantitative data and provide validation.

Touchpoint analyzed the data and created *Touch Point Maps* and *Pain Point Matrices* to detail and illustrate the critical steps of student engagement and the areas of dissatisfaction within these key experiences. The CEM model revealed that students were very satisfied with the classroom experience but asked for additional help in managing their financial and academic affairs.

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Touchpoint next lead the DePaul team through a series of workshops to identify a set of solutions that would have the greatest impact on improving student satisfaction. Through this process the team identified and prioritized over 150 solutions to implement over the next three years.

RESULTS

Based on the rich information gathered from the CEM model, the university has begun work on over 100 new initiatives, including basic process changes and development of new applications and systems to support the overall student experience.

In addition, DePaul continues to use the CEM model, which is now internally called the Experience Analysis and Design (EAD) process, to understand, track and measure key experiences of its students, faculty and administration. EAD is also used to prioritize projects based on the importance and impact they will have on those experiences. The Information Systems department uses the model to inform and shape how it builds and maintains systems that directly touch all DePaul customers (their students, staff and faculty).

ABOUT TOUCHPOINT ASSOCIATES

Touchpoint Associates, Inc. helps companies understand and improve their customers' experiences. We are more than just consultants with ideas; everyone has deep experience implementing change within companies. We work closely with you to improve how your employees serve customers and to energize your entire organization. Our strategic consulting, training and mentoring programs are adaptive and targeted and have made a difference at some of the top companies in the world. We can do the same for yours.

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