Exploiting customer relationship management analytics to improve the student experience.

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Exploiting customer relationship management analytics to improve the student experience

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The Open University (in Stats)

- 173,000
- 33%
- 22,000
- 180 & 600
- 31%
- 48
The Open University Library

• Team of 83 colleagues
• Over 600,000 books, 65% electronic
• Over 98,000 serials, 100% electronic
• 87% of modules have embedded Digital & Information Literacy Skills & Library content
Library Enquiry Service

- 24/7 Virtual Library Helpdesk
- Training not answering culture
- Over 16,500 enquires annually
- Decreasing student numbers / increasing number of enquiries
Annual Enquiries by Source

- Telephone: 2,570 (15%)
- Email: 7,789 (47%)
- Webchat: 5,052 (30%)
- Other: 1,381 (8%)
Students feel like a failure when they have to ask a librarian.
Strategic Shifts

- Empowered Independent Learners
- Proactive Support
- Resource Realignment
Institutional CRM
Phased approach

- Resource Requirements
- Data Capture Improvement
- Data Exploitation
Resource Requirements

• Working with history data
• Data deep dive
• Time estimates for each source
• Daily prediction modelling
• Leeway
• Staff time reapportioned
Staff Time Required for Enquiries

Minutes

Month

1 2 3 4 5 6 7 8 9 10 11 12
Data capture improvement

• Requirements
• Capabilities
• Consistency
• Simplification
If you’re not going to do anything with the data, stop counting.
Service Monitoring

Data
• Busyness
• Trend Analysis
• Benchmarking

Exploitation
• Staffing levels
• Strategic monitoring
• Trigger alerts
Proactive Support

Data
- Top enquiries each month
- Comparisons to previous years

Exploitation
- Push communications
- One-to-many training
- System improvements
Visualisations
If you’re not going to communicate your results, don’t bother doing assessment

Megan Oakleaf
Learning Design

Data
- Module enquiries by category
- Module enquiries by time

Exploitation
- Improved learning design
- Embedded live tuition
Advocacy

Data
- School enquiries by category
- Modules with high enquiries

Exploitation
- School annual reports
- Action planning
Lessons Learnt

• Do your research
• Get your requirements right
• Bring people on the journey
• Invest in development
• Capture the knowledge
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Thank you!

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