



AVETRA Conference 2016


The New Breed of Customers in Industry and Consumer Engagement



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Unlock your potential. **It starts here.**

Introduction

1. The customer of today & expectations
 2. The customer first world & drivers
 3. The research we conducted
 4. Three factors; the customer journey, archetype and educational delivery models
 5. Customer strategies, and experience analytics.
 6. How can you respond to?
- 

The customers of today

OUR STORIES

Baby Boomers, Generation X Y Z,
Millennials, Alpha
Coming soon **Gen Materialistic!**



Gen considerations

Characteristics – Influencers – Attributes - Work ethics - preferred work environments - Career desires - Personal development - Communication Feedback – Mentoring – rewards - Work life and balance



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The customer first world

- Googlism, Instagram, Facebook,
- Online reviews and opinions, sharing experiences
- Power of networking (LinkedIn)
- People aspire through the experiences of others
- People are willing to pay for value and the experience
- Industry seeking integrated ROI

A person TODAY is 100% connected to:

- Social aspects
- Work tasks
- Games
- Reviews
- News

Customers now have more power to;

- Use their voice across multiple channels

Organisations be mindful of;

- A customers experience (good or bad)
- The power that customers have



Customer educational drivers

Educational Customer Drivers

- Employment outcome
- Pathway
- Influencer (Parent)
- Convenience
- Flexibility
- Personal growth
- A good experience

Educational Business drivers

- Skills and knowledge deficits
- Strong return on investment
- Compliance changes
- The rising need for skill sets
- Structure changes
- Boost productivity & profitability
- Increase staffing needs



The Research Project

References;

Primary

Brand strategy (LeGrice Research, 2012)

TAFE NSW Brand (Project Zebra, 2005)

Northern Sydney Institute Industry Training Profile (NSI ITP 2013)

Northern Sydney Region and outer LGA research (LeGrice, 2012)

Northern Sydney Region demographics (ABS, 2012)

Current customer analytics (NPS, 2016)

Northern Sydney Institute Employer survey (2012)

Secondary

Carl Jung Archetypes

Multi-generational learning in the workplace 2009 (Saba Research)

Generation Y as Hospitality Industry Employees 2012 (University of Queensland)

Bridging the Generation Gap 2006 (Gravett & Throckmorton)

Childcare and Mature Age Statistics (ABS, 2012)

Mccrindle Generation map 2011



Why?

- New funding landscape
- Customer service vs. experience
- Increased competitiveness
- Developing a unique selling proposition CX
- Customer behavioural changes

Research objectives

- Brand perception
- Educational relevance
- Competitor Analysis
- Educational drivers and decision making factors (Both self and offspring)
- Education purchasing decisions
- Future educational needs
- Learning type and delivery mode importance



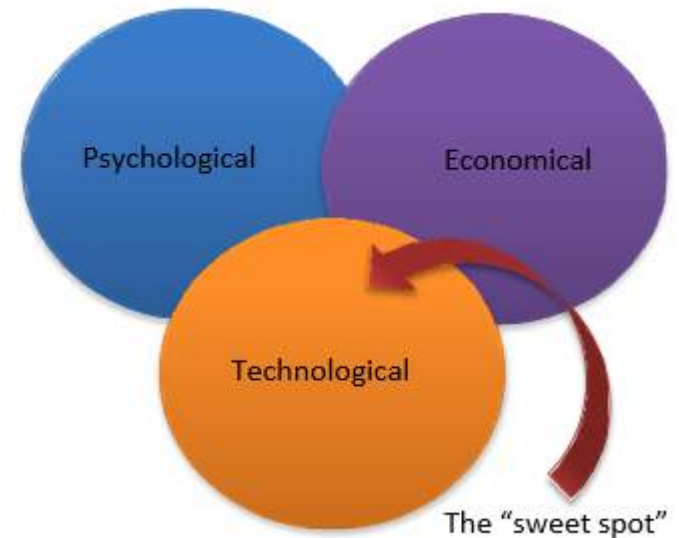
The Research

Qualitative Research

- Focus groups – over 350 subjects
- Age demographics 17- 65+, geography, employment status, educational backgrounds
- 4 x age bands, and 3 x socio-economic categories (white collar, grey collar, blue collar)
- Business Owners, Parents, Studying at school, Currently working or seeking work

Quantitative Research

- Northern Sydney Region environmental scans (Industry & employment outlook)
- TAFE NSW customer survey
- Industry customer information
- Student customer analytics



Qualitative Results

- Trade brand perception
- Our brand still very relevant (Quality)
- Competitor view University 1st & TAFE 2nd
- Drivers were based on career objectives
- Purchasing decisions were based on parental, peer influence and reputation
- Future needs – flexibility and experience
- Delivery modes 1.workplace learning, 2. Classroom, 3.Online

Quantitative Results

- Up to 40% of our total enrolments in 2012 were from outside of our catchment area - the majority came from Baulkham Hills Shire, Central Coast, Parramatta and Canada Bay.
- 14% of enrolments in 2012 stated they were unemployed and not seeking employment, (possibly wanting to study for lifestyle, hobby reasons).
- 63% of student customers were employed at least part time
- 45% of Industry programs (B2B) were non accredited



Our response?

1. New brand
2. The voice of the customer
3. New segment atlas and delivering what customers want
4. Customer journey creation
5. Customer touch point mapping
6. Content Ideation - customer profiling
7. Establishing tools to measure customer experience

Voice of the Customer (VoC)



Market Segment Atlas

Part of the Northern Sydney Institute's Grow 2013 strategy



Career Starter

WE ARE HERE

About me

I am:

- mainly Generation Y or (Millennial)
- 15-23 years of age
- living at home
- a digital native – technology is integrated into most parts of my life.

I come from:

- an affluent household.



I would like...

- a specialised HSC – **BRING ON BRADFIELD!**
- to keep my parents in the loop with information
- prestige and reputation – these factor into my decision making
- career coaching – I am not sure what I want to do, help me decide
- pathways are important, just don't talk to me about one qualification if it doesn't get me to my dream.

I learn by...

Campus life is on like DONKEY KONG!

- being able to experience it **HANDS ON**, i.e. apprenticeships and traineeships
- TVET is a great option for me
- face-to-face teaching is what I like and am used to.

Reach me by...

- explaining how you can help me achieve my dream
- using social media – **FACEBOOK** or **SMS** me!
- giving me feedback – make me feel I am getting somewhere
- connecting me with industry.



ENGAGE ME & NOT JUST TEACH ME.
(I can do that on my iPad)

Career Upgrader

NEED TO BE HERE

About me

I am:

- mainly Generation Y
- 24-49 years of age
- working full-time
- looking for the next step in my career.

I come from:

- inside or outside the Institute's catchment.



I would like...

- to change career and I might have been through a restructure
- a new skill set for a promotion
- help to improve my literacy
- my employer to subsidise my training
- to have my experience recognised
- to **ADD** to my degree.

to get the DEGREE I have ALWAYS wanted!

I learn by...

- getting help with career advice
- having flexible study options, e.g. online and face-to-face delivery
- studying at my own pace.

Reach me by...

- being flexible – campus life isn't important to me
- giving me options that mean I can get qualified quickly
- engaging me **ONLINE** – websites are my main source of information.



FLEXIBILITY is the key.

Working Professional

About me

I am:

- aged 26-45, from Generation Y (upper), Generation X or a Baby Boomer (lower)
- a new type of working professional, i.e. tradie with a small business, grey collar (experienced), white collar (lower).

I come from:

- partially affluent areas (53%).



I would like...

- an educational organisation which aligns to my values
- to be able to access continuing professional development
- you to show me how good you are and why I should choose you.

to fill the gap in my career or business

I learn by...

- short and sharp – I'm happy to pay more and the qualification is not as important as the getting the skills
- statement of attainments are fine, I am working so flexible delivery is **CRITICAL** but it has to be high **QUALITY**
- keeping working materials relevant so I can refer back to them as I need to.

Reach me by...

- engaging me **ONLINE** – websites are my main source of information
- keeping detail to a minimum and making the coursework relevant
- email – if I have time I'll call you, but when I do, don't waffle!
- being flexible.



SHORT COURSES to benefit my busy life

Career Reigniter

About me

I am:

- mature age (post retirement/retrenchment)
- 50+ years of age
- looking for career opportunities that align to my hobbies.

I have:

- my own place
- a low value on technology.



I would like...

- digital literacy skills
- to go back to work, retirement is boring
- quality training and I don't care if it takes a little longer
- recognised qualifications, I need to prove I am still relevant to potential employers
- lifestyle or short courses, price is important but the experience is what I am after.

I learn by...

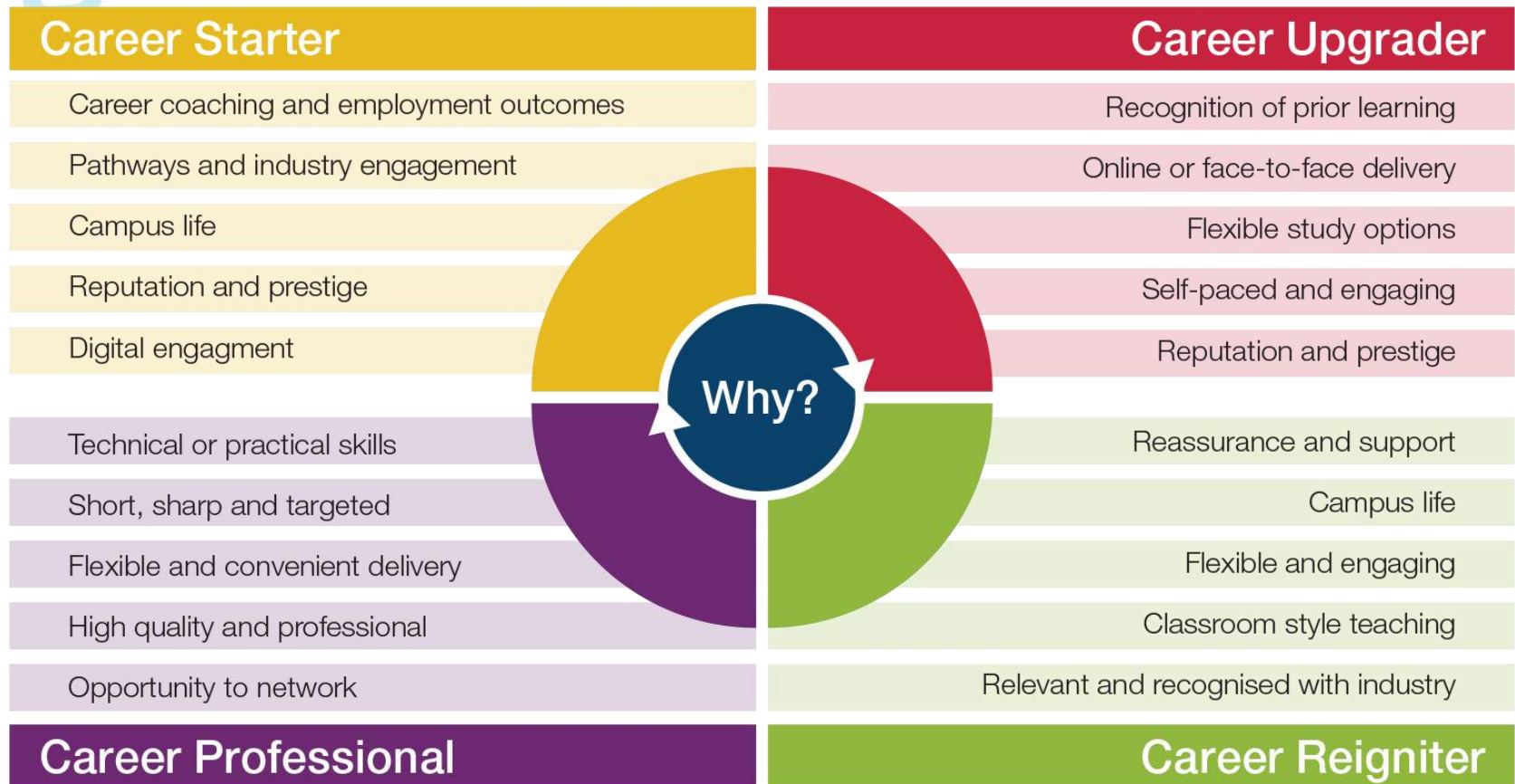
- working in modern classrooms
- online support and I may prefer virtual classrooms if I have children
- face-to-face and part-time teaching, I am retired or I have children to look after.

Reach me by...

- advertising in the local paper
- guiding me through the information, either face-to-face or over the phone
- showing me a brochure
- describing the learning environment and being specific about course requirements
- emphasising your industry links and knowledge, careers connect, resume and career counselling – this is important.

SHOW ME I am willing to learn

Who are our customers? What do they need?



Connecting with what our customers want and expect



Our Customer Value Proposition_v3 Last updated 3/10/2013

Using Brand Archetypes

Content creation and messaging

The 12 main brand archetypes

	The Magician		The Creator		The Innocent
	The Explorer		The Sage		The Lover
	The Ruler		The Hero		The Caregiver
	The Maverick		The Jester		The Regular Guy/Girl

Industry connections.
It's who we know.



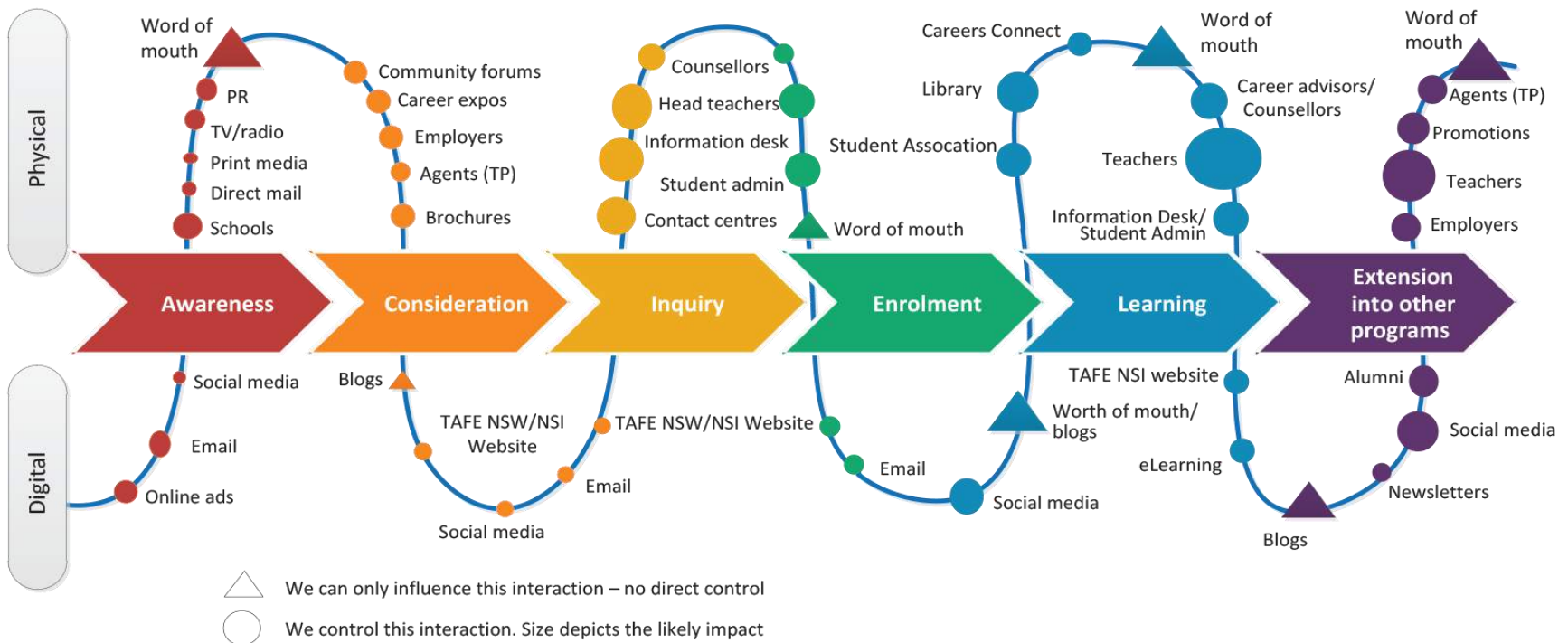
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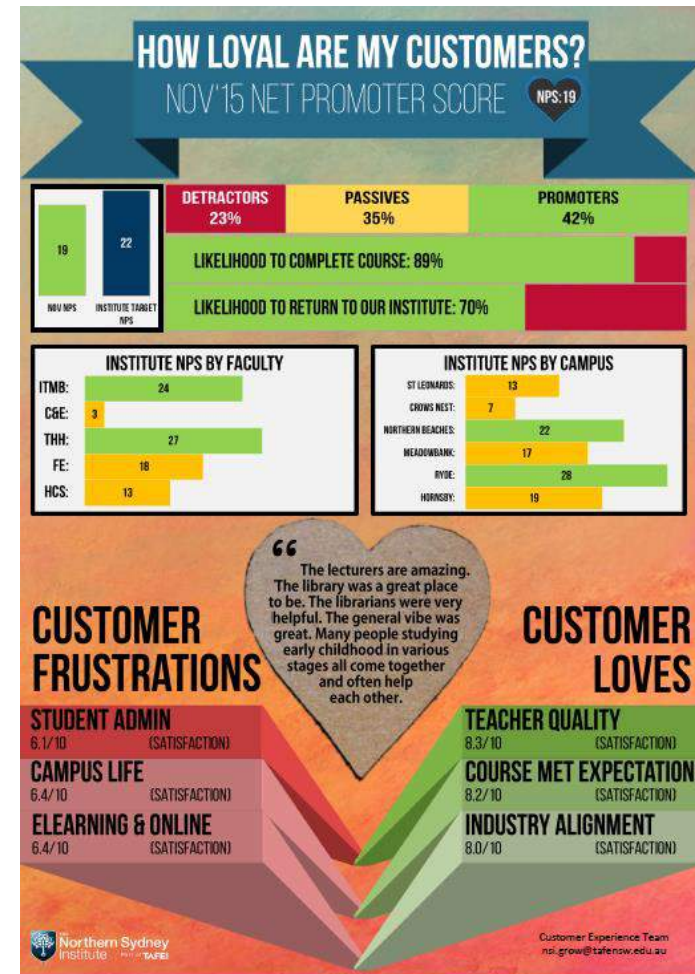
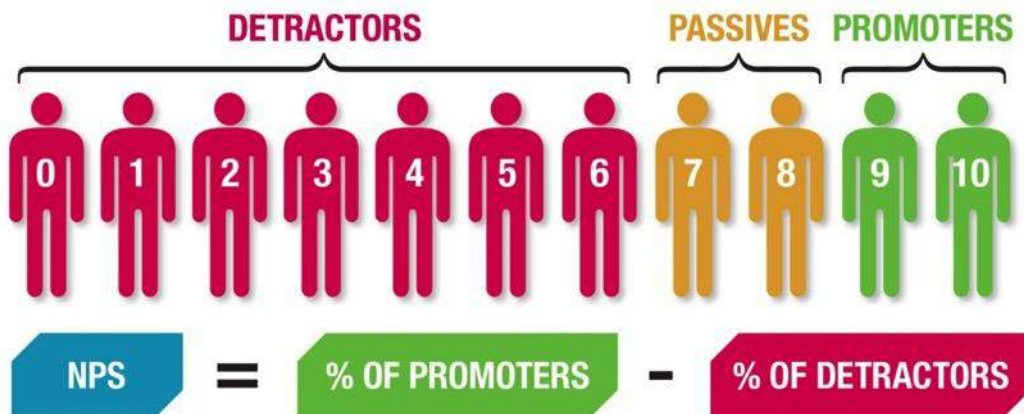
Customer Journey & Touch Points



Measuring Customer Experience

To measure our performance across our customer lifecycle we include:

- Net Promoter Score
- Pulse Check
- Mystery Shopping
- Customer effort scoring



Unlock your potential. It starts here.

NPS

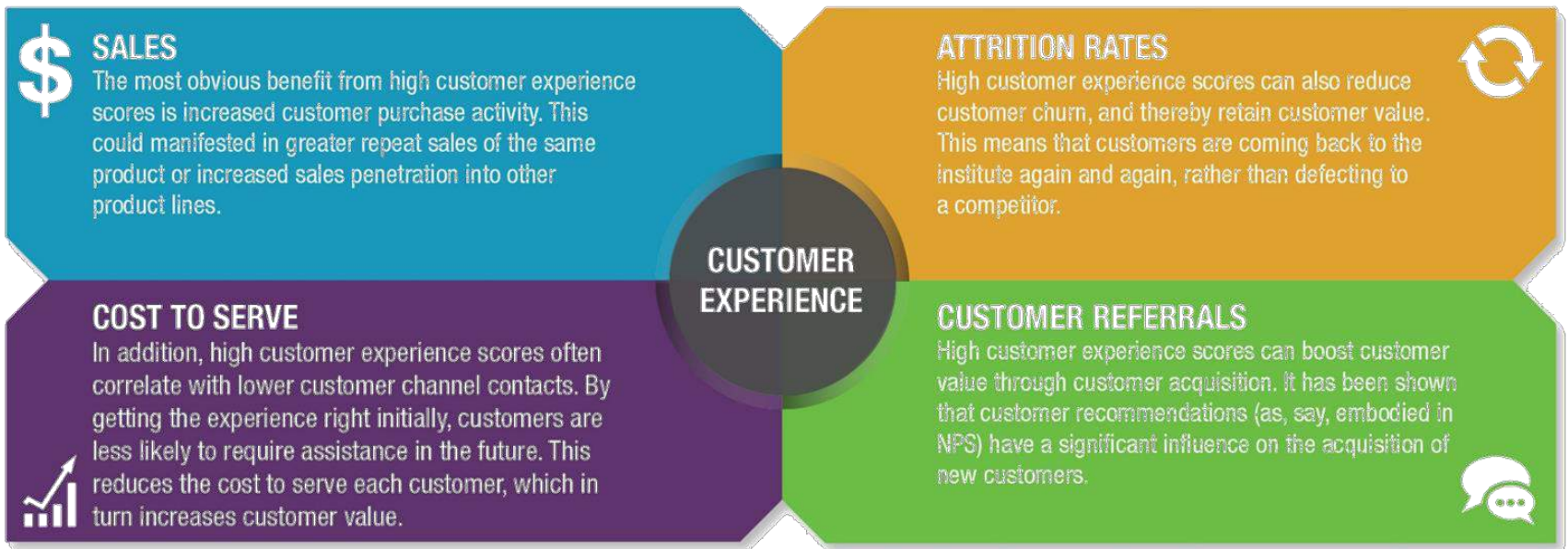
The best way to measure just how happy our customers are.

It is a number tracked over time, representing good customer experiences minus bad experiences.



Why invest in CX?

4 good reasons why you should consider



Our results

Customer importance and data showed:

1. Teacher experience and relationship
2. Industry alignment
3. Course met expectations

Organisational trends showed:

1. Decreased complaints
2. Improved organisational advocates
3. Improved % customer response rate
4. Improved educational models
5. Increase Industry reputation
6. Increase cultural change



How you can respond?

1. Use customer analytics
2. Unpack your customers' journey
3. Build your product around your customer
4. Adopt the approach in all market opportunities
5. Capture customer experiences (story telling)
6. Develop customer experience tools
7. Build the value proposition around the customer's experience
8. Be prepared to build and earn reputation

10 reasons VET providers need to invest

Educational Provider Wins

1. Increase better educational outcomes
2. Decrease in marketing spend – customer advocacy
3. You can capture human story telling - content is KING
4. You reduce cost to serve
5. You build product improvements (No More guess work)
6. You potentially develop customer advocates networks
7. You increase brand and reputation
9. The model is transferrable to any market and or product
10. What you say is what a customer receives

Who ultimately Wins?



Thank You

The CUSTOMER! they;

1. Receive an experience that was pre thought, researched, measured and tested
2. Connect to the services (experience) marketed by the RTO
3. Have a voice within the organisation as a customer
4. They receive the best education (Paying for value)

The question is
where is the customer in your
decision making?



Questions?

