

Customer Engagement Strategy

Information Services and Systems *Swansea University*

Information Services and Systems (ISS) is committed to providing services which are responsive to the needs of our customers: students, staff and visitors at Swansea University. We seek to continually develop and improve our services to meet or exceed the expectations of our users. Customer engagement enables us to:

- understand our diverse customer groups' needs for Library, IT, Media, and Careers and Employability services.
- gain an understanding of our customers' experiences while using our services which in turn informs our processes of continual improvement.
- ensure our customers are aware of the services we offer and are kept informed of changes and improvements

We will use the following consultative methods:

- All staff will be encouraged to share with colleagues and act on feedback they receive in informal interaction with customers at service points, one-to-one meetings, attendance at wider University meetings and College student/staff fora.
- ISS will carry out one-off surveys from time-to-time to assist with identifying needs/preferences in a particular area or focus on a particular aspect of our services.
- We will employ a variety of UX (User Experience) techniques such as focus groups, user interviews, observational analysis and customer journey mapping to gain accurate, unbiased insight into our customers' experiences.
- Customers will be encouraged to email suggestions for service improvements, complaints or compliments to our mailbox (customerservice@swansea.ac.uk) or to use our feedback cards. Comments will receive a reply and issues or suggestions will be resolved or addressed with improvements implemented where appropriate. Feedback and responses will be posted on "Your Feedback" boards in the foyers of Singleton and Bay Libraries.
- We will encourage a user-led approach to service development and include customers in working groups, informal committees and projects wherever possible.
- We will interact with customers through a variety of social media platforms, informing customers about services and gathering feedback.
- We will hold regular pop-up Library outreach events.
- We will closely analyse data and comments gathered about our services in University surveys (SES, PTES and PRES) and in the National Student Survey and take action to make improvements.