



Our Commitment to You

Delivering a positive service experience



Our Commitment to You

- Beneficiary led
- Our Commitment to You
- CARES Framework

Listening to you



Meeting your needs



Taking responsibility



Easy and welcoming



Our Commitment to You

Listening to you



We listen to you and take action to deliver the best experience by:

- › Actively listening when in conversation
- › Asking for your feedback so we can see how to improve the service experience you have
- › Responding to your feedback by sharing expectations of if and when we can meet your needs
- › Putting ourselves in your shoes and seeing the situation from your perspective
- › Acting in your best interests by putting you at the heart of what we do

Meeting your needs



We keep things simple in order to deliver the right outcomes for you by:

- › Explaining information clearly
- › Getting the basics right, from your first interaction with us through to your last and beyond
- › Keeping you informed along the way and doing what we say we will do
- › Challenging our policies and processes, exploring innovative ways to improve the service we provide to you

Taking responsibility



We take responsibility for our actions and manage your expectations by:

- › Working with our colleagues across the University to find the best outcome for you first time round
- › Using our initiative when problems arise, making appropriate decisions and providing the right solutions for you
- › Apologising sincerely when we are wrong
- › Being honest and inclusive, treating you fairly and with respect
- › Challenging ourselves so we can continue to deliver on our promises

Easy and welcoming



We make it easy and engaging when you interact with us by:

- › Making you feel welcome and getting to know you
- › Showing genuine interest in you and being fully engaged as we interact
- › Empathising and acknowledging challenges you may be facing, making it easy for you to interact with us by removing barriers that are in the way of meeting your service needs
- › Always being professional with you and creating a positive lasting impression so you look forward to interacting with us

CARES Framework

- Communication
- Accountability
- Resolution
- Empathy
- Satisfaction

“Build **key skills** to enable better ways of delivering with a constant focus on improvement, **innovation and change** to drive better beneficiary experience.”
people strategy

Key success factors

University

- Aston, People, Digital and Estates, Research and Teaching and Learning Strategies
- Our Commitment to You is embed into our culture
- Consistent approach & common language

Manager

- Consistent approach and common language
- Demonstrate strong leadership fostering a culture that is beneficiary / people led
- Confident with metrics and using data to determine activity
- Challenging systems, process, knowledge & skills to consistently improve and grow

Team & Individual

- Consistent approach and common language
- Right information, skills and knowledge to deliver in a beneficiary / people led way
- Autonomy to make decisions and know when to escalate (distributed leadership)
- Able to help shape the experience – challenge gaps in performance, innovate and develop

What is our approach?

Year 1		Year 2	
Invested	Committed	Engaged	Embedded
<p>Experience Strategy signed off and communicated across the University</p> <p>Pilots undertaken across 3 teams to test the approach and determine key outputs</p> <p>Our Commitment to You and CARES Framework launched to set standards</p> <p>Behaviour Framework relaunched for staff improvement</p> <p>Blended learning established to develop the skills and behaviours required to deliver exceptional experience</p> <p>Central digital site developed for everything linked to experience development</p> <p>Approach embedded into to our staff recognition awards, recruitment process and staff development.</p> <p>Measures determined to identify engagement and feedback</p>	<p>Experience Strategy used to determine interaction with others</p> <p>Management support the culture change</p> <p>Staff are measured against Our Commitment to You, CARES and Behaviour Frameworks</p> <p>Feedback used for continuous improvement to the service experience</p> <p>Digital solutions reviewed based on user engagement</p> <p>Measures used to determine business interventions</p>	<p>Experience Strategy deliverables are on track and reviewed across the University</p> <p>Culture change is underway and recognised by service receivers and staff</p> <p>Staff self-regulate their own behaviour and that of their colleagues</p> <p>Feedback shows improvement in experience had</p> <p>Data is compiled, circulated and used</p> <p>Analytics are valued and understood</p>	<p>Experience Strategy is realised as the way we work</p> <p>Culture is one of self-regulation, expression of thought, collaborative working and Experience centred service</p> <p>Staff are recognised and rewarded for exceptional experience</p> <p>Improvements can be measured from feedback and people engaged to co-create new ways of working</p> <p>User needs, co-creation and data drive service improvements</p> <p>Analytics allow service to be predicted</p>

Our Commitment to You Roadmap



Our Commitment to You Roadmap

Our Commitment to You is being launched across the University. To help you engage with and embed the Commitment in your team, Organisational Development (OD) will work through five phases with you:

- Informing and engaging
- Discovery and experimentation
- Development
- Evaluation and realignment
- Implementation

Throughout these phases we will agree and measure what success looks like so you can monitor and celebrate your team's successful implementation of the expected standards. This is a great opportunity to see your existing work through a different lens, and to help deliver an exceptional experience when interacting with others, and to shape Aston's future.

Informing & Engaging	How will we do this?	Your role
Support you and your team to understand the purpose of the approach, the Commitment and identify desired outcomes for the team / department.	Meetings Discussion groups	Give resource (time and people) to attend meetings and discussion groups.
Help managers to understand the Commitment and CARES Framework and how it aligns to operational strategies and services.	Meetings Discussion groups	Consider readiness to change: <ul style="list-style-type: none">• Where will we encounter resistance or need to reassure?• What are the potential challenges with engaging people?• How do we overcome these?
Support your team to understand the Commitment and CARES Framework and how it aligns to their role.	Meetings Discussion groups	Continually reinforce why we are doing this and the desired outcomes. Develop examples of good practice or progress to share with the team / department.



Where are we now?

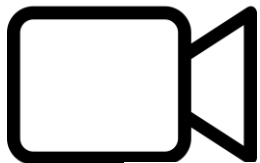
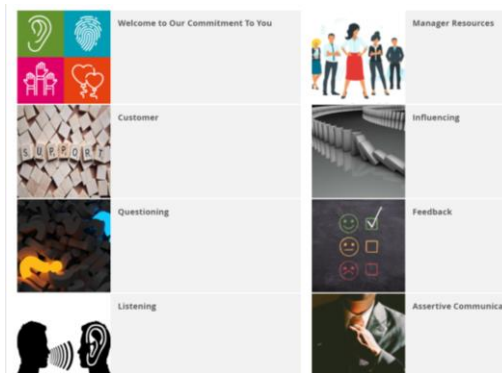
Understanding	Staff have an accurate understanding of people across all beneficiary groups and sets out the experience that they expect.
Measurement	*Measures are identified, and teams track the service experience to identify new problems and point out areas to continuously improve.
Management	Analyses the experience metrics and makes decisions that drive improvement projects and service experience design.
Design	Follows the agreed 'Our Commitment to You' and 'CARES Framework' to develop and improve experiences.
Process	Understands, maps and improves the processes that impact on a positive experience.
Technology	Constantly seeks out, evaluates and implements new technology to improve the experience.
Culture and Organisation	<p>Attracts, onboards and develops employees to deliver a positive experience, recognising and rewarding good performance against agreed service experience metrics.</p> <p>Communicates this strategy across the University, service delivery partners and contractors so there is a level of awareness about how it impacts at a corporate, service, team and individual level.</p>

What have we done so far?

- Piloted with:
 - Digital Services Support Team
 - BSS College Office
 - BSS Marketing & Strategy
- Collaborating with:
 - Student services
 - PMO
 - Marketing
 - Digital Services
 - Engineering



Promoting OCTY



Feedback

“This is overdue and will only aid us as a department and organisation to provide the best service we can.”

“Useful concepts and great for reflection – hope it can shift the Organisation’s culture.”

“It helps us reaffirm our commitment to students in a changing age, but also outlines our commitment to each other.”

“They should be part of our culture, our DNA, part of everyday interactions. I think they already are to some degree.”

“I feel really positive about the project. It will give us an opportunity to think about how we interact with others and deliver excellent service, and at the same time, gain new skills and knowledge.”

Summary

- Our outcome is to be beneficiary led, with a strong consistent approach to delivering an exceptional experience.
- Our Commitment to You sets out the expectations we need to meet.
- CARES Framework support to enrich ways of working and equip colleagues with the right skills to achieve desired outcomes.
- Our Commitment to You is the Golden thread that runs through what, how and why we do things at Aston.

For more information

- Solve for a range of development resources
- Request an introductory session for your management team or to find out more email orgdev@aston.ac.uk

