

**PET FORM**  
**Planning and Evaluation Tracking**  
**(2011-2012 Assessment Period)**

Division of: Enrollment Management

Person Responsible for this Division: Robert Austin

Department of: Customer Services

Person Responsible for this Form: John Salazar

Purpose Statement (With Last Updated Date): The Customer Service Department exists to provide access to Amarillo College services in person, by phone, e-mail, web or other media to both internal and external customers.

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**Goal Statement #1: Offer self-service options to students (AC Strategic Plan through 2015: Strategy 2.3) to aid in facilitating the “No Excuses” philosophy.**

**The Customer Services department is addressing Strategy 2.3: 2.3.1: “Student services and instructional leadership will assess the barriers to student access.”**

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

- Implementation of the student self-service initiative will result in a 5% reduction in the August 2012 call volume as measured by the monthly customer services call statistics.
- Implementation of the student self-service initiative will result in a 5% reduction in the August 2012 foot traffic as measured by the monthly customer services call statistics.

• Results (Provide Numbers and Percentages for Quantitative Data)

**2011-2012 (First Year Data Collected)**

- August 2011-2012: From 23,809 calls (2011) to 23,716 calls (2012) = -0.39%
- August 2011-2012: From 11,988 walk ups (2011) to 11,932 walk ups (2012) = -0.47%

• Analysis

There was insignificant change from August 2011 to August 2012 due to these explanations:

- Our Customer Services Technical Specialist was out due to maternity leave for the month of August. We were not able to implement our marketing initiative to push self-service options through our web page and through phone calls/walk ups.
- ID badges with the new QR code on the back side arrived way later than anticipated. They arrived in September after the August rush.
- We had a significant staffing shortage as four part time team members put in their two week notice.
- There were also technology issues due to our phone system crashing repeatedly during the month of August.

- Improvements

The improvements that were made during this time are the approval of the new design on the ID badges and the hiring and training of new employees to replace those that left. The new badges will offer a cost savings to students as they can purchase color or black and white copies at a reduced rate by loading funds on to their new ID card. This is also allowing all printing to be completed at new copy centers that are being implemented on all campuses. This is another self-serve option that students can utilize.

- Recommendations/Actions for 2012-2013

The Director and Technical Specialist will work together to implement these self-service options for the 2012-2013 year. The new ID badges are being implemented, our web site is being currently being updated and we are considering a small marketing plan on self-service options. We will have more data on if this helps to reduce the phone calls/walk ups this coming up August.

We may possibly utilize some of our budgetary funds to facilitate some type of marketing for our self-service options. The funds for this initiative will be paid out of the Customer Services budget.

We will measure these outcomes for a second year to obtain meaningful results. The marketing plan will be implemented this year.

The benefits of students utilizing the self-service options are lower hold/wait times, less volume for staff to manage and the students will be training themselves on how to navigate our self-service options. This training and experience will help students each semester at registration time whether they are attending our institution or a four year institution.