



Making Every Enquiry Count: How Course Enquiry Knowledge Champions Improved Prospective Student Support and Service Delivery

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What our Roles Entail

- ▶ Our team supports a broad range of frontline student-facing services:
 - **Student Life enquiries**
 - **Library services**
 - **Student IT support**
 - **Course Enquiries**
- ▶ Course Enquiries became part of our role due to a departmental restructuring

What are Course Enquiries?

- ▶ Enquiries from prospective students who have not yet applied
- ▶ Common questions/topics include:
 - **How can I apply?**
 - **What are the entry requirements?**
 - **Is this course still open?**
 - **Can I transfer to second/third year?**
- ▶ Enquiries come through by phone and email (via Salesforce)
- ▶ Admissions team only deals with those who have already applied, so they often redirect prospects to us
- ▶ We provide course information and next steps based on the website and documents provided by Admissions
- ▶ Previously, we contacted the Admissions team directly when we were unsure about an enquiry

Real Example: A Typical Enquiry

- ▶ Prospective student emails in:

“ I want to study Diagnostic Radiography. I'm predicted D*DD in BTEC National Extended Diploma in Health and Social Care. I hold 7 GCSE's including Maths and double Science, but I only got a 3 on my GCSE English. Can I apply? ”

- ▶ The listed entry requirements for BSc (Hons) Diagnostic Radiography:
 - **120 UCAS points**
 - **BTEC needs to be in Science or professionally relevant subject**
 - **5 GCSE's at grade 4 and above including English, Maths and two Sciences**

Real Example: A Typical Enquiry 2

- ▶ Where confusion can arise:
 - **Is Health and Social Care a professionally relevant subject?**
 - **Can we accept them without a 4 in GCSE English?**
 - **Are their predicted grades high enough to make any exceptions?**
- ▶ To clarify the above, our team would previously contact the Admissions team directly via shared Teams channel

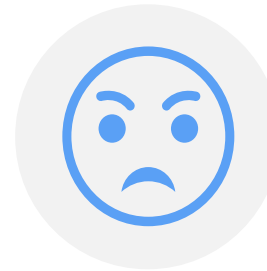
Why Change Was Needed: Challenges We Identified



We relied heavily on a shared Teams channel with Admissions for queries.



This channel became busy and sometimes led to duplicate questions and delays.



At times, this created tension due to repeated or overlapping queries during busy periods



Enquiries were frequently passed between teams instead of being resolved at first contact

Why Change Was Needed: Challenges We Identified 2



Large number of enquiries required input from Admissions, creating additional pressure on an already busy team.



There was a risk of delays in responding to students, particularly during peak recruitment periods.



Updates to entry requirements, course content, and processes were sometimes difficult to keep track of.



Information was not always consistent across staff and departments

Why this Mattered

- ▶ Admissions were under significant pressure, balancing applications and high volumes of enquiries
- ▶ Routine questions were taking up time that could be spent on more complex admissions work
- ▶ Prospects experienced delays when queries were escalated or duplicated
- ▶ Frontline staff needed more confidence and structure to resolve queries independently

Our Solution



Developed specialist Knowledge Champion roles



Champions became the main link between frontline staff and Admissions, along with other departments



Shifted from open Teams-channel querying with Admissions to a structured internal CE channel



Better defined ownership of enquiry subject areas, i.e. prospective students vs. applicants



Improved communication and lessened tension with Admissions

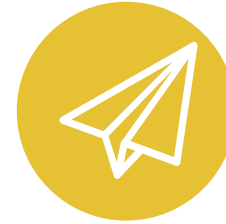
How We Introduced It

- ▶ Sheila Graham (Student IT Support and Library Manager) and Mike Swire (Student Life Manager) discussed and shaped how the model would work in practice.
- ▶ Agreed to gradually phase in the change rather than all at once.
- ▶ Tested and refined processes within the team before full rollout.
- ▶ Created and updated supporting materials to help staff adapt, such as flowcharts and a structured guide
- ▶ Added frontline staff to new Teams channel with the four CEKnowledge Champions

Actions Taken



Shared knowledge across the team



Improved enquiry logging and tracking



Created guidance and reference materials



Audited and improved FAQs

Impact: What Changed?

01

Faster and more consistent responses to prospects

02

Reduced pressure on Admissions through better triaging

03

Fewer repeated enquiries in external channels

04

Better customer experience

05

Increase staff confidence in handling enquiries

06

More structured escalation of complex queries

Improved Process for Typical Enquiry

Prospective student asks about entry requirements:

Before:

- Staff posts questions in shared channel
- Duplicate questions and delayed replies
- Passed between teams
- Occasional incorrect information provided to prospect due to confusion

After:

- ✓ Staff consults new guidance materials and FAQs to answer enquiries
- ✓ Escalated via Champion if clarification is needed
- ✓ Direct and clear response to prospect, without consulting Admissions team
- ✓ Staff gains knowledge for similar enquiries in the future



Any questions?