

You said, we did

---

Professional Services

# Admissions

- Faster, easier and a more direct access to the admissions department
  - Experienced long wait times to get simple queries answered
  - Accounts and scholarships
- 
- We have changed the process where colleagues were forwarding us apps/admissions related queries received from Verint and redirected all incoming queries to a shared inbox managed directly by the team
  - The application and admissions process has been redefined on the website to emphasize on submission of sufficient documents at the time of application, as opposed to encouraging students to submit incomplete apps with the option to upload essential documents later.
  - We are currently working on an FAQs page that will be easily available on the website. This should be live by or before July 31st 2023
  - We are currently working on a unified process that will allow students to view their tuition, scholarships and outstanding amounts (detailed discussion to in Finance Slide)

# International student support (inc. Global Mobility)

- You said you wanted better support on the immigration process

- We have redesigned our [website page](#) to be more intuitive
- We have introduced a series of Welcome and Welcome back communications, which started June 2023 for offer holders
- Welcome Week 2023 will include Welcome events targeted at international students
- We have redesigned our Welcome Week presentation to present a clearer overview of what to expect from September 2023
- We have redesigned our Year Abroad timelines to include new information via webinars and detailed presentations, recorded for later review. This has started with the 23-24 cohort preparations
- We are introducing a Student Mobility Officer post to support the overall experience in partnership with the Student Experience & Wellbeing team - In post for academic year 2023-2024

# Access to information

- Unclear processes
  - Teams are hard to reach
  - Perceived unawareness of services, facilities and activities available
  - Academic Support
- 
- Welcome Communications plan which started June 2023 for all offer holders
  - Website review, currently underway
  - Working to improve and make use of FAQs and self-service options for students to be introduced in 2023/24
  - Amendments to the Student Induction Canvas page and Student Information page for 2023/24
  - Increased Student Hub coverage introduced in 2022/23 and continuing to grow 2023/24, with evening and weekend staff
  - Training of staff to answer queries at point of contact wherever possible
  - Increase knowledge and awareness of what is available through strategic communication plans and improved use of intranet and intranet
  - Liaising with PDs to identify opportunities to embed study skills into the curriculum (2023/24)

# Finance Support

- You said you are facing many invoicing issues and were unclear on amounts outstanding
  - You said it was difficult to make payments and for these to be reflected on your account.
  - You said you faced delays in answers from the UK Finance team and were unsure where to direct your queries
  - You said you wanted a Finance department based in Dubai to be more responsive to your queries
- 
- We have worked with our UK colleagues and going forwards from September 2023, you will receive a comprehensive statement of account, which will provide you with information on any outstanding amounts.
  - We are establishing a personalised account with HSBC which will provide you with a unique IBAN number aiming to start in September 2023 to streamline reconciliation of your payments and reduce processing time.
  - In order to streamline communication, we have provided a single channel for your finance queries via [ServiceNow](#), this will support accuracy and turnaround of queries.
  - We will, as one Organisation, ensure that whoever responds to you from the UK or Dubai, has the relevant information to do so in a timely and accurate manner.
  - We are working to respond to all finance queries within 10 working days and will look to try to reduce this and bring in line with the 5 day turnaround used in Dubai

# Responsiveness matters and Customer Service

- You said you waited extended period of times for answers from the teams on various matters

- We are going to publish monthly SPA statistics in terms of volume and response to enable a greater transparency and understanding of numbers of queries addressed late
- We have extended the hours of the Student Hub over evenings and weekends and are encouraging you to visit
- We are working closely with teams in UK across all services to ensure that student queries are directed back to Dubai when relevant within timely manner
- We will be delivering continued training to all those who work on The Hub and Reception to ensure high standards of customer service and student centered approach (Sept 2023)

# Facilities and Campus Services

- You said you faced challenges with food & beverages options in campus.
  - You said improving on shaded parking and permit process.
  - You said not enough recreational or sports facilities and activities in campus.
  - You said more activities to be delivered:
    - Evenings
    - Weekends
    - In general
- 
- We have conducted an exclusive food & beverages service survey to understand your preference and challenges on F&B Services in Campus.
  - We are also in process of tendering out and appointing new food & beverages service provider who focus on challenges you faced on food options and its pricing range.
  - We are working on having parking space with more greener plants and trees. Campus is designed in a way to have more greener look with ample number of trees and plants Infront and back side of the campus.
  - We have implemented online car parking access permit and access process for safety and security of entire university community . Also, to ensure car parked inside university parking are insured and have a valid registration.
  - We will send improved communications and available information make students aware of what sporting facilities is available and how to access it (2023/24)
  - Sports facilities to be booked and made available for PG students on weekends (2023/24)
  - Calendar of activity will be published on events page and on canvas for students and staff
  - Welcome Week 2023 students will be engaged in activity to re-energise the Pods
  - Improved processes for student led events (2023/24) to be introduced at Student Leader and Club Presidents training

# Careers

- Post Graduate students feel Careers Services are not tailored to them
  - Students across subjects believe their subject is not addressed in opportunities
  - Not enough Careers activity on campus / for Dubai
- 
- Careers Network Dubai is working directly with Programmes to tailor provision across campus (majority of PDs met 2022/23)
  - Calendar of activity planned in advanced to address needs of students and market trends
  - Working with UK Careers Network to ensure Dubai is considered and reissuing activity to be accessible to Dubai
    - Birmingham Dubai Award to replace Professional Skills Award (Sept 2023)
    - Leadership and Management Mentoring with Dubai mentor (July 2023)
    - Dubai Alumni newsletter (July 2023)
    - Training UK Colleagues to respond to Dubai students (2023/24)