

Identification of the satisfaction of Tecnológico Espíritu Santo students with the different institutional processes and services

Identificación de la satisfacción de los estudiantes del Tecnológico Espíritu Santo ante los diferentes procesos y servicios institucionales

Identificação da satisfação dos alunos do Tecnológico Espírito Santo com os diferentes processos e serviços institucionais

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Abstract

A result of the research project Balcony of services to optimize Customer Experience at TES, corresponding to the Higher University Technology course in Marketing and Commercial Management, was presented. It responded to the result of the diagnosis of the current state of the institutional processes to identify their level of quality and customer satisfaction at TES. The research is of an exploratory type, aided by instruments such as the survey and the audit of the service protocols of the areas of student welfare, admissions and cashier's office, which made it possible to identify the students' satisfaction with the different processes and services provided by the institution. The results indicate the need to implement a service balcony that responds to the needs of students in correspondence with the institutional processes and services.

Keywords: Customer Experience, customer, satisfaction

Resumen

Se presentó un resultado del proyecto de investigación Balcón de servicios para optimizar Customer Experience en el TES, correspondiente a la carrera de Tecnología Superior Universitaria en Dirección de Marketing y Gestión Comercial. El mismo respondió al resultado del Diagnóstico del estado actual de los procesos institucionales para identificar el nivel de calidad de los mismos y la satisfacción de los clientes el TES. La investigación es de tipo exploratoria, auxiliada en instrumentos como la encuesta y la

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auditoría de los protocolos de servicios de las áreas de bienestar estudiantil, admisiones y caja que permitieron identificar la satisfacción de los estudiantes ante los diferentes procesos y servicios que te prestan en la institución. Los resultados señalan la necesidad de implementar un Balcón de servicios que responda a las necesidades de los estudiantes en correspondencias con los procesos y servicios institucionales.

Palabras clave: Customer Experience, cliente, satisfacción

Resumo

Foi apresentado um resultado do projeto de investigação Balcón de servicios para otimizar Customer Experience en el TES, correspondente à carreira de Técnico Superior Universitário em Marketing e Gestão Comercial. O mesmo respondeu ao resultado do diagnóstico do estado atual dos processos institucionais para identificar o nível de qualidade dos mesmos e a satisfação dos clientes do TES. A pesquisa é do tipo exploratória, auxiliada por instrumentos como o inquérito e a auditoria aos protocolos de atendimento das áreas de assistência estudantil, admissão e caixa, que permitiram identificar a satisfação dos alunos com os diferentes processos e serviços prestados pela instituição. Os resultados apontam para a necessidade de implementação de um balcão de atendimento que responda às necessidades dos alunos em correspondência com os processos e serviços institucionais.

Palavras-chave: Experiência do Cliente, cliente, satisfação

INTRODUCTION

Achieving the right customer perception is a criterion for every company. At TES, this situation is being monitored with the aim of increasing the quality of the services provided and having satisfied customers. For this reason, the research project Service counter to optimize the customer experience at TES was generated, corresponding to the higher technology course in Marketing and Commercial Management. As part of its activities, a diagnosis of the current state of institutional processes was carried out in order to identify their level of quality and customer satisfaction in the TES, which is the main objective of this article.

Customer experience refers to the perceptions, emotions and opinions that a customer has during all interactions with a company or brand throughout their life cycle. This includes everything from the first contact with the company to after-sales and ongoing support. A positive customer experience involves meeting the customer's

needs, exceeding their expectations and providing exceptional service.

The importance of customer experience has been widely recognized in the field of marketing and business management. Much research and study has focused on understanding how companies can improve the customer experience to boost satisfaction, loyalty and business growth (Kalbach, 2016).

CSAT

CSAT (Customer Satisfaction Score) refers to the customer satisfaction score and is a metric used to measure the level of customer satisfaction with a particular product, service or experience. This metric is obtained through surveys or questionnaires in which customers are asked to rate their satisfaction on a predefined scale.

The CSAT is a useful tool for companies to assess the level of customer satisfaction and identify areas for improvement. By measuring customer satisfaction, organizations can take steps to respond to customer concerns and improve the quality of their products or services (Manlio Del Giudice, 2018).

Thus, "customer satisfaction is made up of specific characteristics of the product or service and, at the same time, quality and price. Other aspects, such as mood, as well as situational factors, such as family opinions, also play a role, which also influence satisfaction." (Zeithaml, 2009)

Customer is "someone who comes in and buys a product or service and expects service quality and product quality in return for their investment". (Albrecht, 2004) (Albrecht, (2004)

NPS

Since its creation in 2003, the Net Promoter Score (NPS) has become the main indicator of customer loyalty for companies. After an extensive study, Fred Reichheld, creator of the NPS, discovered that recommending a product, service or brand to people close to you is the behavior that best reflects a customer's loyalty. When we recommend our loved ones or those close to us, we seek to enrich the lives of others by sharing a good experience. We don't do it lightly, we do it with conviction, our own reputation is at stake.

It was thanks to this study that the NPS was born, which consists of a single but powerful question:

"From 1 to 10, how likely are you to recommend (brand name) to family and friends?"

Those who give a probability of 9 or 10 are the promoters, who will really look for any opportunity to recommend and speak well of the

brand, from their own experience. On the other hand, those who give a probability of 6 or less are the detractors. They will also talk about the brand, but to highlight negative aspects or share a bad experience.

MATERIALS AND METHODS

Design: This is an exploratory study, using instruments such as a survey and an audit of service protocols in the areas of student assistance, admissions and cashiering. The level of quality of the services provided by the institution and customer satisfaction were explored.

Population: A survey was administered to 150 students from the different degree courses, asking them about the quality of the services provided at the institution and the level of customer satisfaction. In some questions 144 students were asked and in others all 150 students.

Location: The research was carried out at the Instituto Superior Tecnológico Universitario Espírito Santo.

RESULTS

2. a Can you give us more details (optional)?

- Help for students with teacher errors
- More details about your pages and about creating an account for new students.
- Quality of lessons and teachers. The whole methodology.
- I would like to express my frustration with your institution's computer labs, with the exception of Lab-H, which stands out for having better resources. Unfortunately, I feel that the conditions in the other labs are far from ideal and I would like to raise some concerns in this regard.

o Firstly, I would like to highlight the problem of the old computers used in the laboratories. These obsolete machines are not only slow, but also very limited in terms of performance and capacity. This technological limitation hinders our learning process, especially in the area of innovation, where modern and efficient tools are crucial. The constant interruptions and waits for basic tasks waste precious time that could be used to deepen concepts in the discipline. I understand that investing in technology can be costly, but I believe it is essential to provide students with the right tools to acquire knowledge and develop their skills efficiently. In an increasingly innovation-driven world, it is crucial to have up-to-date resources that reflect the demands and needs of the sector. In addition, I would like to stress the importance of the limited time available for each

module. Given the short time allocated to each subject, it is even more frustrating to deal with slow and outdated computers. The lack of agility in computer tasks slows us down and prevents us from making the most of the learning opportunities presented to us. The quality of our education is negatively affected by these technological obstacles. I sincerely hope that you will take these concerns into consideration and look for solutions to improve the situation of computer labs, especially those that do not meet the standards necessary for an innovative environment. With small improvements, such as upgrading computers and optimizing resources, I am sure that the learning experience of all students will be significantly enriched."

4.a. Can you tell us about your last experience at TES?

- The last one was when I did a workshop and I contacted them by email to ask for the payment to be accumulated with my scholarship, I would have liked to have received a confirmation email or something like that to check the process, but they didn't reply.
- I went to class on 07/12/2023.
- My last experience was taking evening classes
- Good attention, I went with my baby and they attended to me quickly.
- Open house Work experience
- The facilities were good.
- My study process
- The capsule record for the subject of oral and written expression.
- Monthly payment
- Not yet
- Professional advice
- I was treated very well when I registered.
- I couldn't show up to pick up a document in person and they did me the favor of sending me the file by pdf, which I'm very grateful for because I work and didn't have time.
- The immediate payment process
- The product presentation we had with Mrs. Maria Jose Menendez Ledesma.
- I had to go and get some documents that I needed urgently, the girls from student assistance were very, very good, I love them.
- I was able to register for courses without having to go in person.
- To take a tour of the facilities
- Classes
- AS A TEACHER

- My last experience was going to classes at the TES, it was short and normal.
- Registration
- In class
- Talk about student assistance
- An entrepreneurship fair
- I'm currently immersed in my academic training process at TES, where I'm pursuing a career in innovation. Aware of the importance of optimizing my educational experience, it is imperative that I make the most of the laboratories available at this institution.
- However, it is unavoidable to recognize that I have experienced several setbacks and challenges in these spaces. Unfortunately, with the exception of laboratory H, I have been faced with the constant problem of obsolete and notoriously inefficient computers, which do not have the necessary capacity to respond to the demands of the area of study.
- These difficulties have resulted in considerable wasted time and headaches, compromising my academic progress and the effectiveness of the teachers' teaching. It is unacceptable that the technological resources available are not up to the educational demands and limit the scope of our research.
- Aware of the importance of this problem, I urge the competent authorities to address this situation diligently, seeking immediate solutions that will allow for optimal and fruitful laboratory experience. It is imperative that adequate investments are made to update technological equipment and ensure that it is adapted to current academic needs, thus promoting an environment conducive to educational excellence and the development of innovation at our institution."
- Exhibitions
- Discontinued computers for software development students
- Events
- I was satisfied with my registration and choice of payment plan.
- resume tees
- Business week
- The registration process is efficient
- Payment plan for 23 subjects
- As a student, the best thing I can say about TES is the quality of the education we receive.
- Open House
- The ease of enrolment
- Currently viewing courses online

- Having participated in TESLETON
- Being in class
- When I asked for a payment agreement so that I could move forward and not be late, my course director Anisslady helped me automatically and I was able to continue 😊
- Working week
- Working week
- The project event
- I was very well looked after by the people in charge of the service.
- At an event
- Good, the technology provides excellent training together with qualified teachers for better learning.
- A negotiation, we did it as if it were real
- Being assisted by my friendly careers director, who helped me re-enter university.
- The last day of Business Week.
- Business week
- The ease of making a payment
- The ease of making a payment
- Business Week
- There are no options for experiences other than virtual students.
- My last experience was the video games event 🎮
- Christmas gift-giving with classmates and teachers.
- Money tigers
- Money Tigers
- The cashier area was very nice
- Final project
- In the last module I couldn't choose my topics and they took a long time to get back to me and I only had 2 open.
- Activities
- The business week and it was spectacular
- Registration was very quick and efficient.
- I'd like to open subjects
- I had a problem with student assistance, the person who registered me got my timetable wrong.
- The business week
- I was only able to register for 2 subjects because the timetable was changed.
- I'm still studying very well
- Meeting new classmates
- I'm studying virtually, but I'm still satisfied with the attention given to information.

- Company week
 - Bad, in community outreach
 - Community support
 - I went to cancel and they got back to me quickly.
 - MKT WEEK
 - University technology
 - See the article on Scripts and scripts.
 - When I went to the last business week, it was a very good experience and a lot of learning that I took away with me.
 - Delivering the bottles for the connection
 - Lessons
 - Student and module registration I couldn't get the 3 subjects I wanted to choose.
 - Business week
 - Good
 - They don't care about the student's needs.
 - When applying for scholarships, there are times when they take a long time.
 - The business week event was a great event, I met many experts in the field in the lectures and the motivation and ideas of the students taking part.
 - My last experience was making a short film with my classmates.
 - TSU Career
 - Waiting in the office for a call for applications that could have been made online
 - An event that was fun and educational.
 - An entrepreneurship fair
- 6.a. Is there anything else you'd like to tell us? (Optional)
- The equipment in the computer labs is very outdated. It's not possible to work efficiently.
 - Regarding the requirement to present a project at the end of each course, especially in the case of innovation courses which focus on programming. I consider this project totally unnecessary and a waste of time, as it doesn't provide adequate knowledge to help us in the workplace as programmers. I understand the importance of acquiring practical skills and applying theoretical knowledge to real projects. However, the focus and requirements of current projects seem to be misaligned with the demands of the field of work. Some of the problems I find in these projects are as follows
 - o Lack of relevance: the proposed projects often don't focus on real situations or problems that programming professionals face in the

field. This limits our ability to develop skills that are directly applicable to our future careers.

o Additional workload: the projects add a significant workload to our regular academic responsibilities. As students, we have to balance several courses and assignments, and the need to complete additional projects only increases stress and distracts us from other important areas of study.

o Poor feedback: Often, the feedback provided in relation to projects is limited and does not focus on aspects relevant to the development of our programming skills. Without proper guidance and constructive feedback, it is difficult to improve our skills and understand how to apply our knowledge in a work environment.

o I suggest reviewing the current approach to projects and carrying out a thorough evaluation of their relevance and educational value. It would be beneficial to incorporate projects that are more aligned with the demands and needs of the programming field of work, focusing on practical situations and real problems that allow us to develop applicable skills.

o Thank you for your attention to this concern and I hope you will consider these suggestions to improve the learning experience of students in the field of programming and the training of future professionals in the field of innovation."

- Congratulations on being responsible with education

- Improve the food on offer in the bar

- Promote scholarships

- I would recommend simplifying the registration situation, which can sometimes be a little complex.

According to the 144 surveys carried out among students at Tecnológico Universitario Espírito Santo, we have the following results:

- In terms of the NPS (Net Promoter Score, recommendation indicator) a score of 12 was obtained, which is considered low, especially as there is no set target.

- Among the opportunities for improvement identified for the TES (with 150 comments from detractors), the following aspects stand out as those that need to be worked on:

o The information provided on the website is unclear, out of date or does not meet the student's needs.

o The communication channels, such as social networks and the website, are not the most appropriate, as response times are not the best.

o Payment plans are not attractive to students.

- o The TES's information search channels are complicated.
- As for the neutrals (65 results), it can be concluded that they have the same problems as the detractors. This means that if the quality of services decreases by even 1%, these students are likely to quickly become detractors.
- As for the promoters, it was identified that the aspects they like the most are the following
 - o Payment plans.
 - o Payment methods.
 - o Registration process.
 - o Information provided on the website.
 - o Communication channels, such as social networks and the website.
- As an indicator of satisfaction, the rating was 63%, which is positive. However, it is important to note that this rating does not necessarily mean that students would recommend TES.
- Among the attributes that were measured in terms of satisfaction, it can be concluded that the aspects that most need to be worked on are the following:
 - o Projects requested in the subjects.
 - o Online methodology.
 - o Moodle platform and SAT.
 - o Bar service.
 - o The way classes are taught.
 - o Events organized by TES.
 - o Transportation service.
 - o Teachers' performance (service, methodology or way of teaching classes).

In addition to the above, the service protocols of the student support, admissions and cashier areas were audited. It was found that they don't have any kind of protocol, everything is done empirically. For this reason, some additional actions are proposed to resolve this situation:

- Develop service protocols: detailed protocols should be established for each area, defining standardized procedures for providing services. These protocols should include clear and specific steps to ensure consistent, high-quality care.
- Staff training: Once the protocols have been developed, it is important to train staff in the above areas to ensure that they understand and can effectively implement the procedures.
- Ongoing monitoring and review: An ongoing monitoring and review process should be established to assess the effectiveness of the protocols and make any necessary adjustments. This will ensure

that the protocols remain relevant and aligned with the changing needs of students and industry best practice.

- Internal communication: It is crucial to clearly communicate the new protocols to all staff involved in the areas of student assistance, admissions and cashiering, ensuring that they are fully informed and committed to their implementation.

- Implement monitoring tools: Process tracking and management tools can be implemented to facilitate the implementation and monitoring of protocols. These tools can help identify areas for improvement and ensure consistency in service provision.

- Promote a culture of continuous improvement: It is important to promote an organizational culture that values continuous improvement and commitment to excellence in the service provided to students. This can be achieved through regular feedback meetings and by encouraging staff to contribute ideas and suggestions for improving processes.

Based on the results identified, the following conclusions and actions can be suggested:

- Create customer service protocols and improve digital communication: it is essential to establish clear and efficient procedures for customer service, as well as improving communication through digital media to ensure a satisfactory experience for students.

- Set targets for NPS, CSAT and CES: it is important to set specific targets for the Net Promoter Score (NPS), the Customer Satisfaction Score (CSAT) and the Customer Effort Score (CES) to guide efforts towards continuous improvement in customer satisfaction.

- Carry out periodic anonymous measurements: periodic anonymous surveys should be carried out to obtain honest and accurate feedback from students, which will allow for a better understanding of their needs and concerns.

- Audit teacher performance: it is crucial to assess the quality of teaching provided by teachers to ensure a high level of education and student satisfaction.

- Review payment plans and make them more attractive: it is recommended that payment plans be reviewed and improved to make them more attractive to both students and parents, which could increase student retention and improve the perceived value of the educational service.

- Implementing service level agreements (SLA) for all services offered: it is necessary to establish service level agreements (SLA) for all services offered by the TES in order to guarantee the quality

and efficiency of service provision, as well as to identify and resolve potential problems in processes.

- Conducting audits of all the services offered: it is suggested that periodic audits be carried out on all the services offered by the TES, both in terms of areas and personnel, in order to identify areas for improvement and guarantee excellence in service provision.

Implementing these actions could help Tecnológico Universitario Espíritu Santo to improve student satisfaction and maintain a high level of quality in its educational services.

For the reasons described above, it is suggested that a service desk be set up to centralize student requests and needs, which will help to:

- Optimizing processes and time: centralizing student requests and requirements in one place would facilitate management and speed up internal processes.

- Creation of KPIs (Key Performance Indicators): this would allow the establishment and monitoring of KPIs such as request satisfaction, service level agreements (SLA) and process cycle time (TCP), among others, to assess the efficiency and quality of the service.

- Real-time measurement: this would provide real-time data on the status of requests and student needs, allowing for more detailed and timely decision-making.

- Immediate response: would allow for a quicker response to student needs and questions, which would improve customer satisfaction.

- Improved student and/or representative service: centralizing customer service at a service desk would guarantee a more consistent and high-quality service for students and their representatives.

- Integration of all requirements into a single application: this would simplify the process for students by providing a single platform for all their requests and requirements.

- Identification of service breakdowns: this would make it possible to easily identify service breakdown points and take corrective action in good time.

- On/Off-line assistance: this would offer the possibility of providing both on-line and off-line assistance, guaranteeing accessibility at all times.

- Accessibility: would make it easier for all students to access services and information, regardless of their location or availability.

- Personalization: this would allow care and services to be tailored to the specific needs of each student.

- Cost reduction: it could help reduce operating costs by streamlining processes and increasing efficiency in the management of requests and needs.
- Data recording and analysis: it would provide a rich source of data that could be analyzed to identify trends, areas for improvement and opportunities for innovation in the services offered.
- Broadening the audience: it would attract a wider audience by offering accessible and efficient services that meet students' needs.
- Improving the brand's reputation: quality and efficient customer service would help to improve Tecnológico Universitario Espíritu Santo's reputation and build a positive image of the institution.
- Creating memorable experiences: it would provide positive and memorable experiences for users, which would encourage student loyalty and increase their satisfaction with the institution.

CONCLUSIONS

The diagnosis of the current state of the institutional processes allowed identifying the existing shortcomings and the needs to achieve customer satisfaction at TES, corroborating the urgency of addressing possible problems in the processes.

The proposal to create a service balcony to centralize student requests and requirements will help optimize processes and times and improve the quality of customer service at TES.

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