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DECREASE COMPLAINTS AND HELP STUDENTS BY  
SINGLE SIGN-ON PORTAL

JUNE 17, 2023

# BACKGROUND ANALYSIS



to put the students first.

Kampus Merdeka has mission to make sure that they can fulfill what students and their parents need in education.

solve problems to  
embark on a new  
journey

Kampus Merdeka has established in less than 10 years. Although relatively new, Kampus Merdeka commits to improve the quality of their services, especially now that Kampus Merdeka has accreditation to come.



# BACKGROUND ANALYSIS

## students' survey

One of the best way to collect objective data that represent all students is to hold a survey.

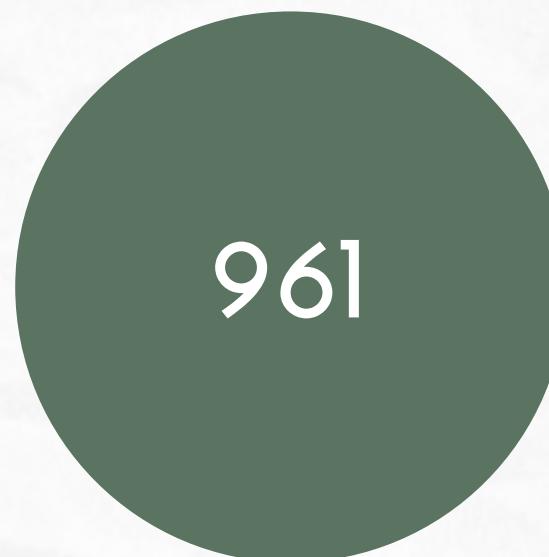
## reports and complaints

Not all reports can be solved right away. This is where feedback analysis plays its part to help prioritizing reports and giving insights as well as strategic actions.



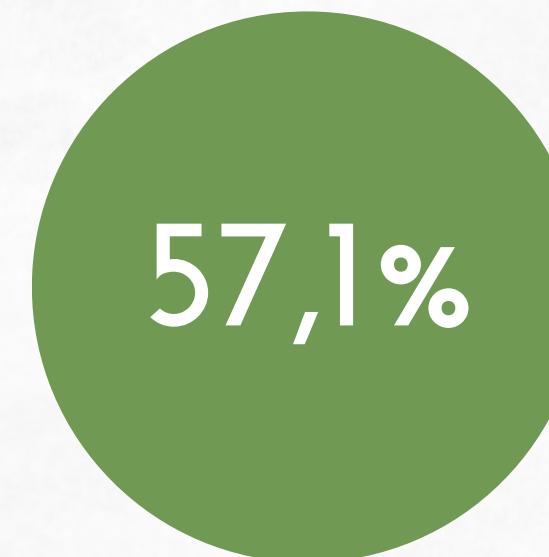
# INSIGHTS

## ANALYSIS



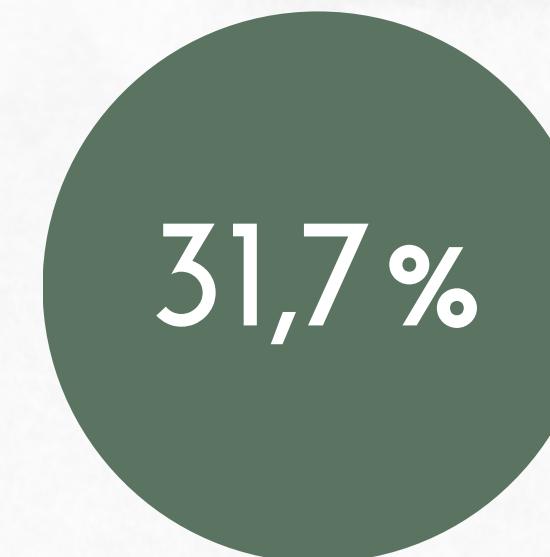
total complaints

Total complaints  
collected by Kampus  
Merdeka



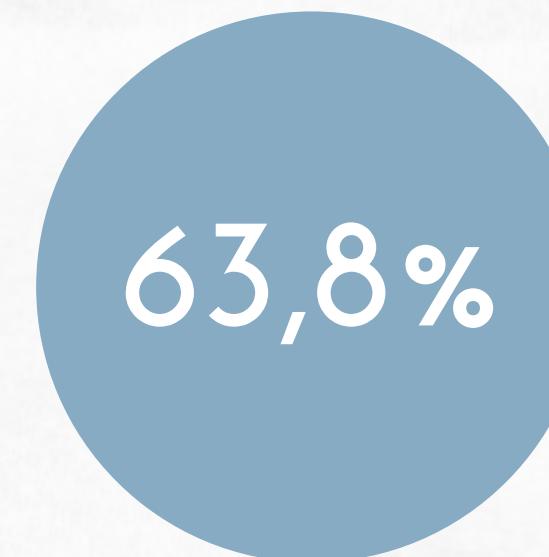
1st & 2nd year  
students

From the total of 5 year  
students, 57% of the  
complaints are coming  
from 1st and 2nd year  
students



academic &  
financial

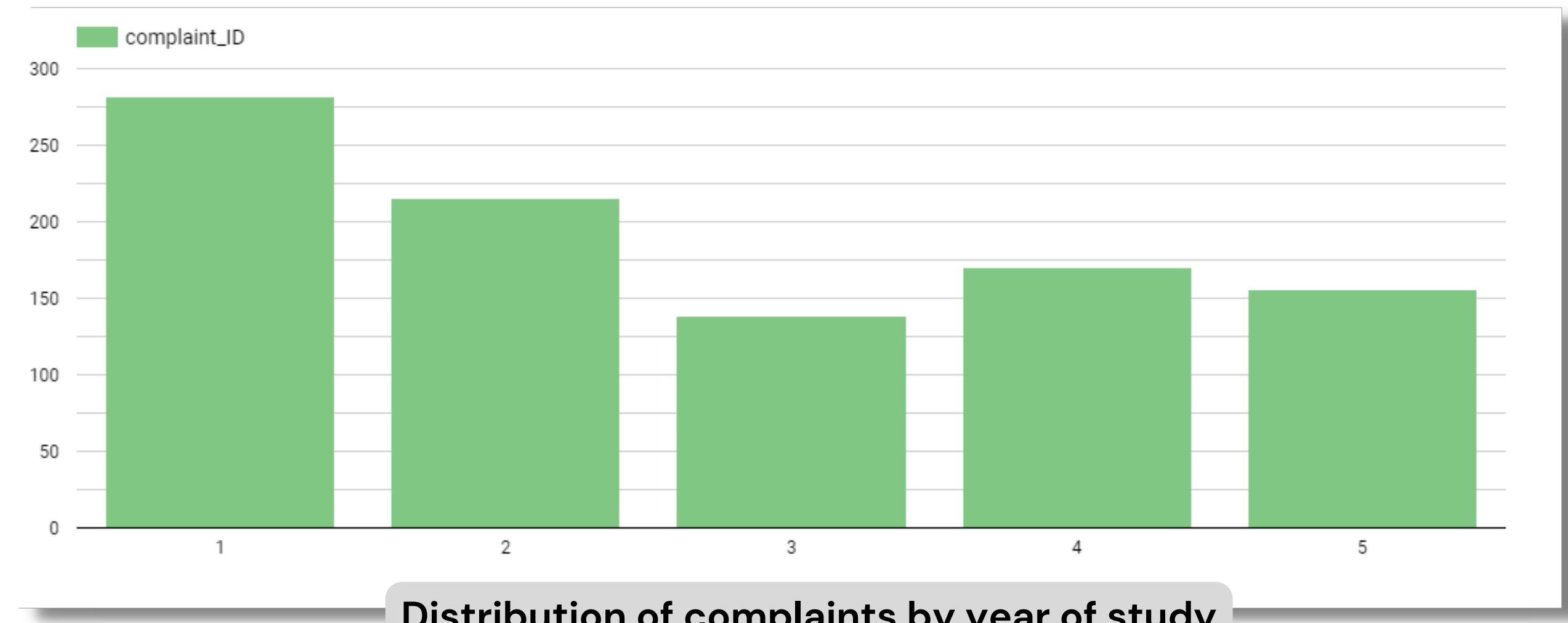
From the total 10 types of  
complaints, >30% of them  
are coming from academic  
and financial reports



unresolved  
complaints

Not all complaints are  
resolved, most of them  
haven't.

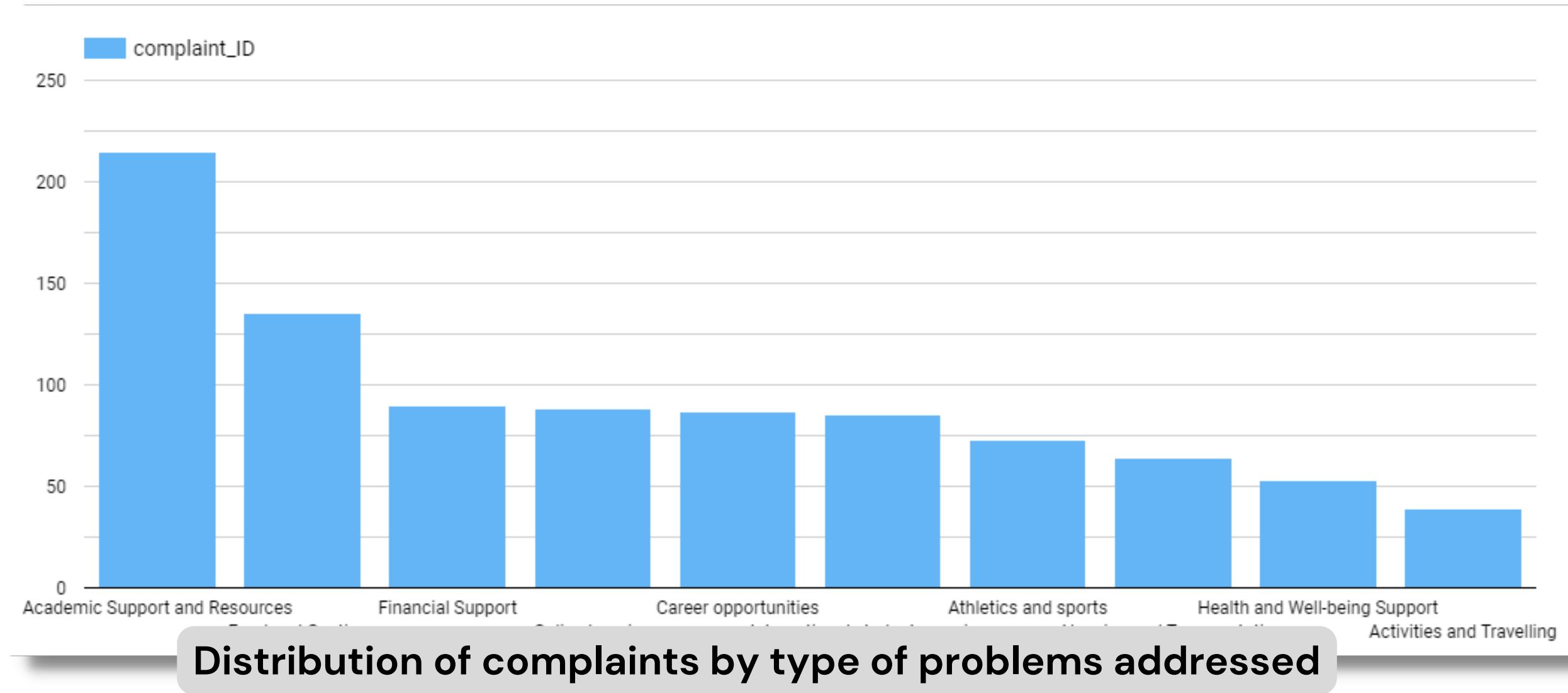
# Which students complain the most?



**51,7%**

**More than a half** of total complaints are coming from new students, meaning they are in the first/second year, the phase where they must adapt and navigate uni-life.

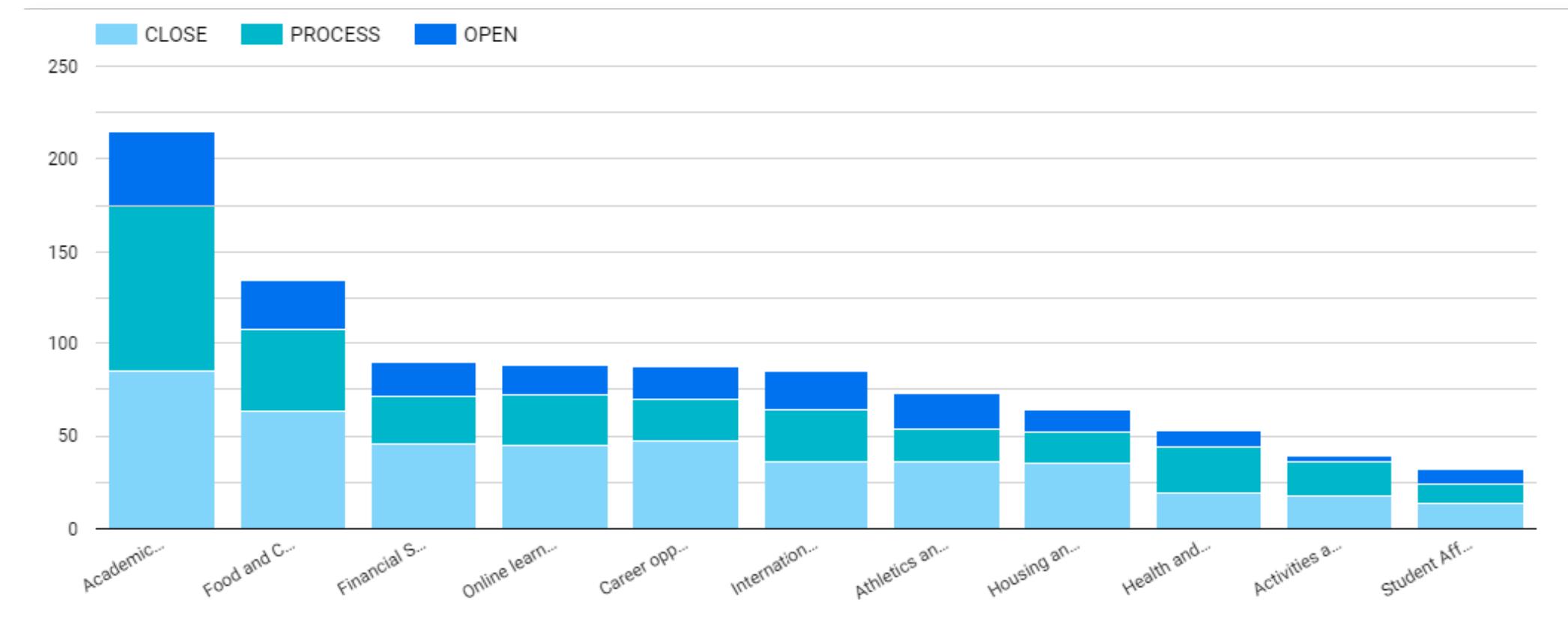
# Why are they complaining?



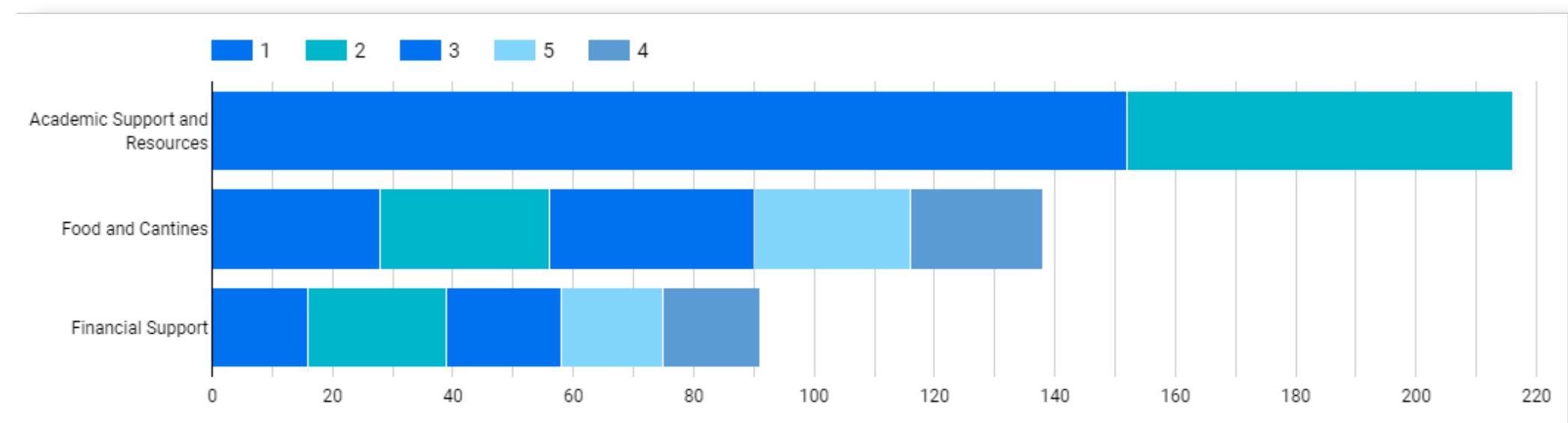
31,7%

from all 10 type of complaints are coming from Academic Support & Resources and Financial Support, meaning that **students are struggle academically and financially.**

# Which issues should we tackle first?



**Distribution of complaints by status of each type of problems**

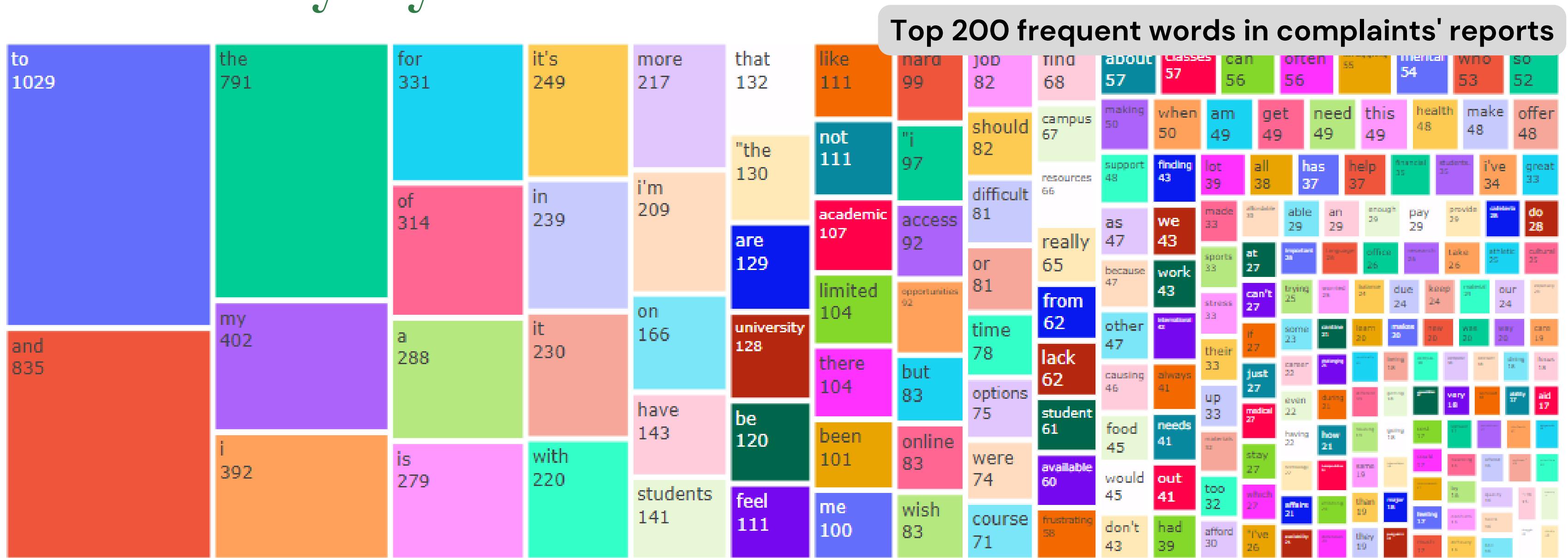


**Distribution of top 3 complaints by status and year-study**

First-year students complained a lot due to poor services in academia and financial policies.

Unfortunately, academia and resources service took too long to process complaints.

# What do they say?



From here, we can underline the root problems that the university **has a poor management regarding academic and financial policies**. This conclusion is supported by the most common words in complaints' reports, which mentioned the words **academic, courses, afford, and resources**.

where do we begin?

## SERVICES & POLICIES

# student support services

### support services

- Provide personalized guidance and support to students.
- Establish regular communication to address their concerns promptly.
- Offer workshops or training programs.

### staff development

- Simplify and automate administrative tasks.
- Foster a culture of excellent customer service by training staff



## SERVICES & POLICIES



### encouragement & support

- Show support and encouragements for students who want to attend competition by providing:
  - Financial support
  - Mentors, and
  - Acknowledgement.

provide more opportunities to grow

Implent technology service:  
single sign-on portal

One stop place where students can get every information they need:

- Syllabus & resources
- Classroom
- Scholarships & student loan
- Job-portal
- Competition-page

# THANK YOU