

# Designing a Delightful Student (aka Customer) Experience

Presented by:



**Ascent**<sup>®</sup>  
Non-Cosigned & Cosigned



# Today's presenter



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# Ascent in 2021

- On over **500 preferred lender lists** (and counting)
- Available at **over 2,200 schools** nationwide
- Gives students more opportunities to get the money they need to pay for college **with or without a cosigner** with innovative loan options
- We offer both Undergraduate & Graduate Loans



# Award-Winning

- **2021 NerdWallet Winner**
  - Best-Of Awards - Private Loans
  - Best-Of Awards - Independent Students
- **2020 & 2021 Forbes Advisor** named Ascent the Best Private Student Loan
- Ascent named one of the **best 2021 private student loans** by U.S. News, BadCredit.org, Dollar Geek, & MORE
- Ascent has also been named **best places to work 2021**







**Awesome  
experience?**







**Crappy  
experience?**





**The customer's perception  
is your reality.**

– Kate Zabriskie





# The Simple Truths of Service: Johnny the Bagger



Desire to serve

+



Personal creativity

=

How we each  
can delight  
someone





# Who are we serving, striving to delight?

Discover their  
who, what, why,  
where and how



Know them,  
love them,  
celebrate them,  
co-create with them



# Connect the dots in your student's (customer's) journey



Make it easy, delightful

VS

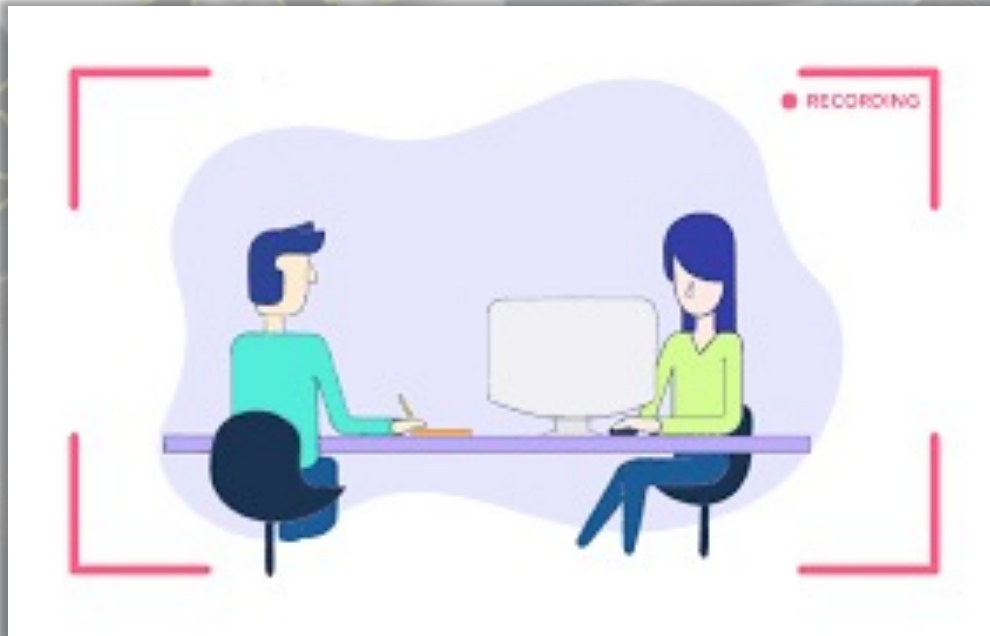


Remove friction, hurdles





# What is our experience like from a student's (customer's) perspective?



Usability

&/or



Mystery Shop



# Online Chat Support example

## Option A

Idle 3  
min,  
mid-  
chat

***I am not showing a response for the last three minutes. If I do not hear back from you in the next two minutes, I will need to disconnect this chat so that I may assist other customers.***

***I am showing no response for the last five minutes. I am closing this chat session.*** Please open a new chat session if you need further assistance.

## Option B

Jane – are you still there?  
I want to be sure I've helped you and that you have all the answers you need to complete your return, so I'll stay on a couple more minutes before I leave to help another customer.

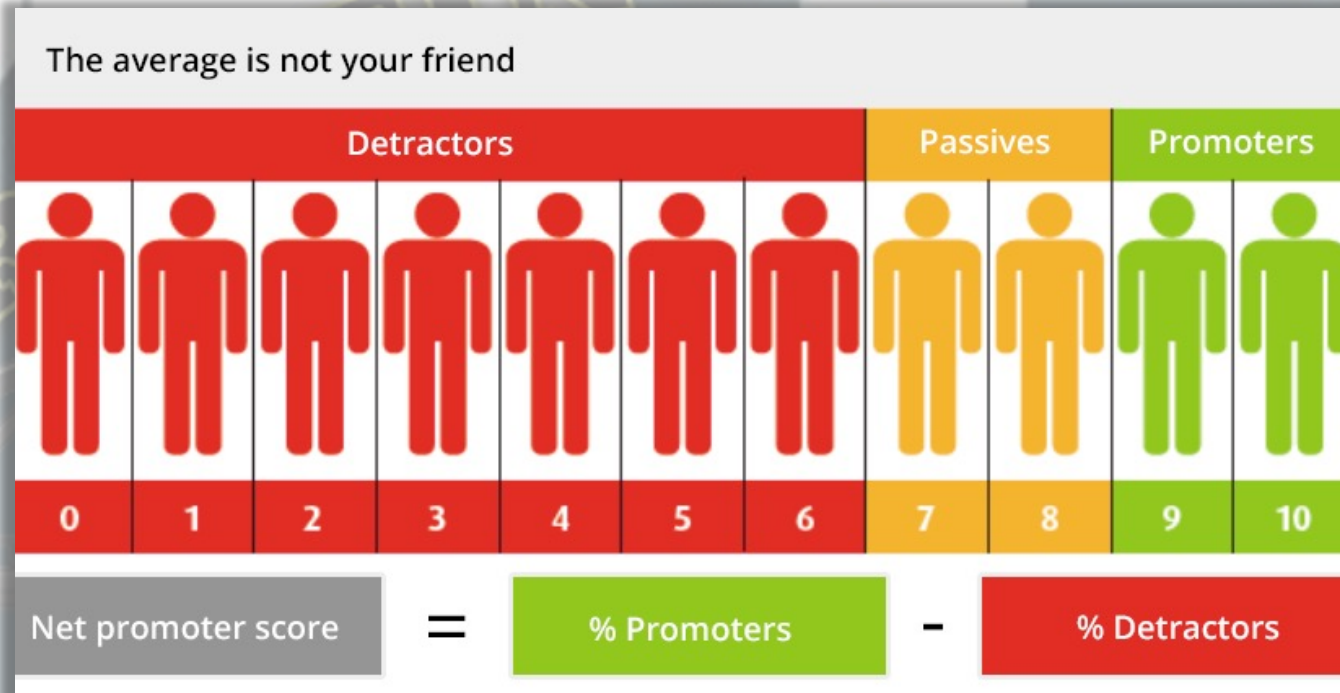
Jane, I haven't heard back from you and I want to make sure I've answered all of your questions today. Is there anything else I can help you with? If not, I'll be ending our chat.



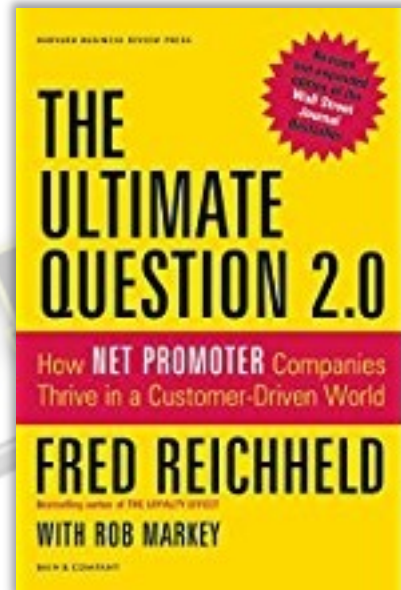


# Net Promoter Score (NPS)

How likely are you to recommend this to a friend or colleague?



- Scale 0 – 10?
- Why that score?
- What could make it better?



*The Ultimate Question 2.0):  
How Net Promoter Companies  
Thrive in a Customer-Driven World  
by Fred Reichheld and Rob Markey*

[https://www.surveymonkey.com/  
mp/net-promoter-score/](https://www.surveymonkey.com/mp/net-promoter-score/)



# Smiles vs Frowns?





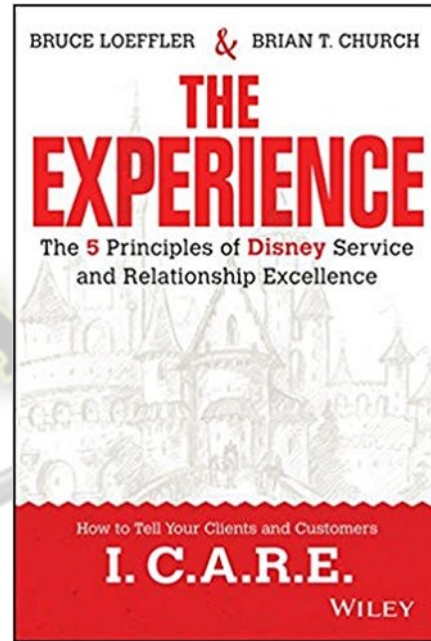
**We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.**

**- Jeff Bezos**

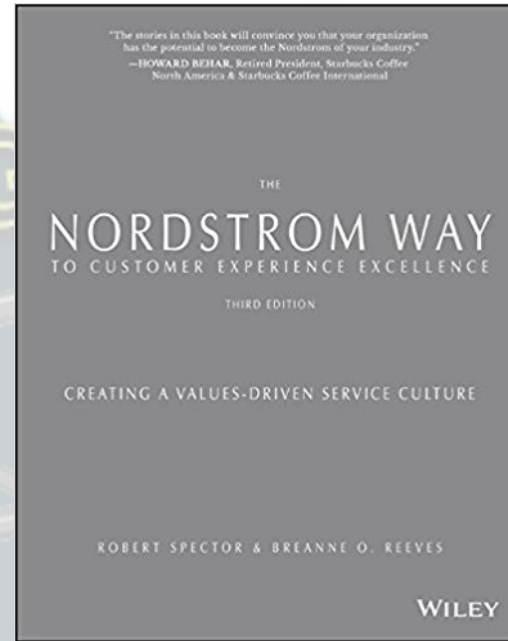




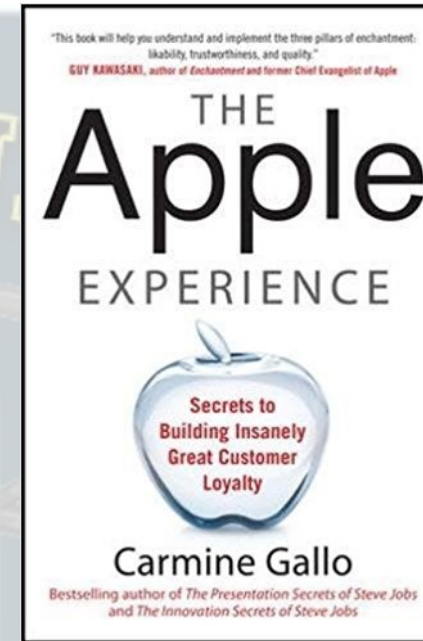
**Identify 1 way to improve your  
student (aka customer) experience  
NOW**



**The Experience:  
The 5 Principles  
of Disney Service  
and Relationship  
Excellence**  
by Bruce Loeffler



**The Nordstrom Way  
to Customer  
Experience  
Excellence: Creating  
a Values-Driven  
Service Culture**  
by Robert Spector



**The Apple  
Experience:  
Secrets to  
Building Insanely  
Great Customer  
Loyalty**  
by Carmine Gallo





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**Do what you do so well that  
they will want to see it again  
and bring their friends** - Walt Disney

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