



kasneb

Customer Journey Mapping Process



This is a story of our students' experiences with kasneb across all our touchpoints.

It outlines every engagement/interaction students have with the kasneb brand.

It depicts the stages our students go through to access our services.

Customer touchpoints

A customer touchpoint is any point of contact between a business and a customer. Any direct or indirect contact a customer has with a brand.

kasneb customer touchpoints

kasneb adopted multiple customer service channels to increase students outreach, enhance customer interaction and communication with students.

The channels include:-

- Walk-in/on-site support
- Call support
- Email support
- Social Media support
- Self-service support

" The easier your customers can contact you, the higher your customer satisfaction levels "

Kasneb front line customer touchpoints



Reception desk at kasneb Main office (kasneb Towers)

Huduma service desk in the following huduma centres:- GPO- Nairobi, Nyeri, Kisumu, Mombasa, Kisii, Eldoret, Thika, Kitale, Kakamega and Nakuru and the Kigali Office

Revenue banking hall at kasneb main office (kasneb Towers)

Certificate collection counter at kasneb main office (kasneb Towers)

Services offered at kasneb customer touchpoints

kasneb takes pride in offering the following services to our students in a timely and accurate manner. Below are the services that we offer to our clients at our customer service centres.

1. General enquiries support

These are enquiries relating to our, policies, functions, qualifications and services.

kasneb general enquiries include but not limited to:-

- courses offered
- payment method
- fee structure
- booking confirmation
- registration and examination enquiries
- Accreditation process

2. Registration & examination booking

This is support offered to a student who wishes to register for a kasneb course as well as book for an examination. The student is taken through the registration and examination booking process.

3. Certificate collection

This is service offered to a student/graduate who wishes to collect his/her certificate at our offices kasneb Towers or request via email for postage to their registered mail.

4. Exemptions application

This is support given to a student who wishes to transfer credits for common papers attempted at the undergraduate level, diploma or other kasneb qualifications to the qualification they would wish to pursue.

5. Confirmation letter and certification of documents

This is service offered to a client who wishes to confirm his/her results and certification of kasneb official result slip/certificate.

6. Examination results

Students who wish to have their results sent to them via email.

7. E-kasneb support

This is assistance offered to a student who has challenges with e-kasneb student management portal.

8. **Deferral and deferral of withdrawal**
This is assistance offered to a student who wish to withdraw from an examination due to medical reasons, change of work station or similar extraneous circumstances as approved by the Secretary and Chief Executive.

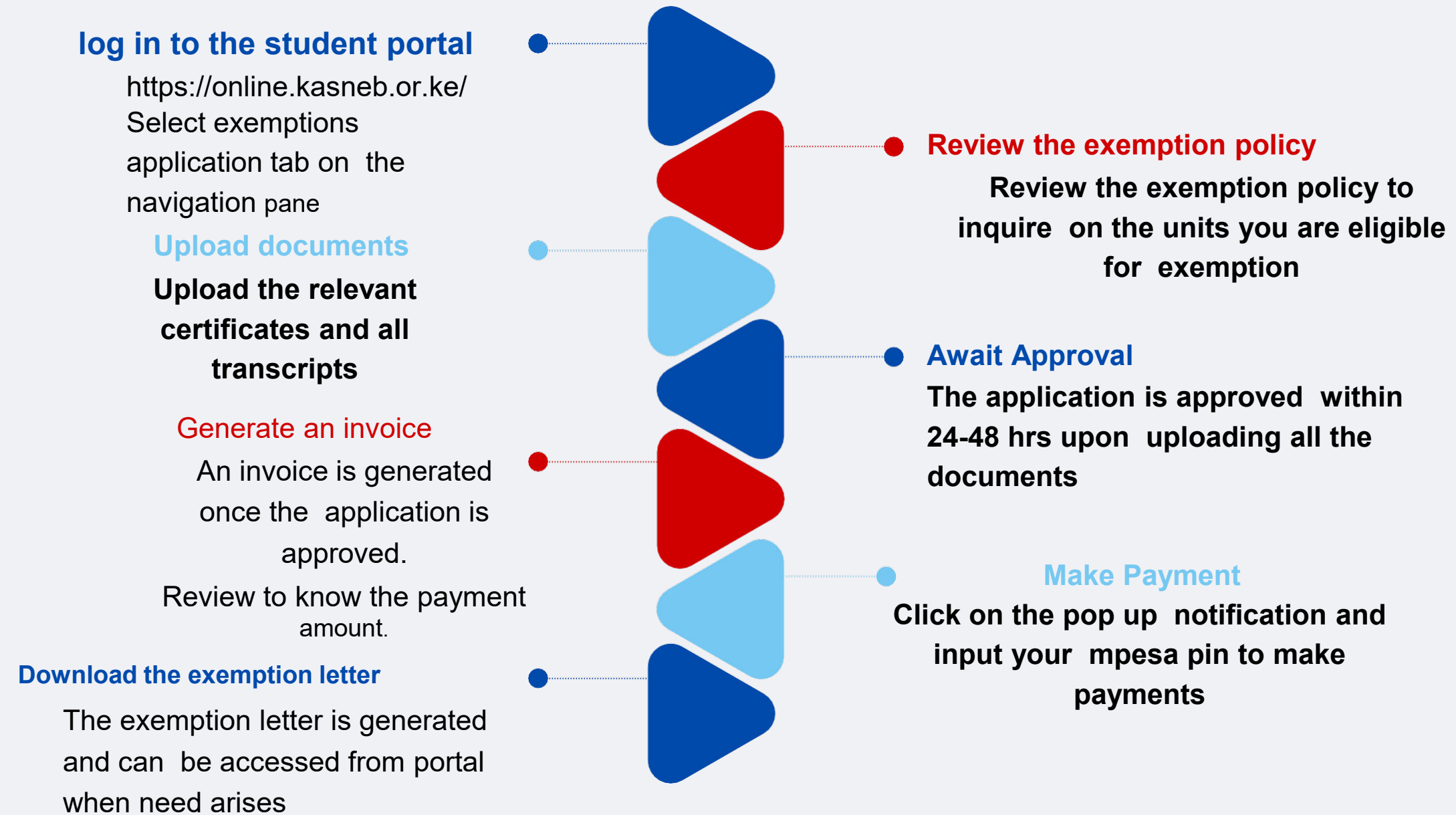
kasneb takes pride in offering the following services to students in a timely and accurate manner. Below are the services that have been mapped to highlight the customer journey.

- Registration process
- Exemption application process
- Examination booking process
- Renewal application process
- Results request
- Certificate collection
- Confirmation letter request
- Exemption letter request
- Deferment application process
- Student resources/ e-library

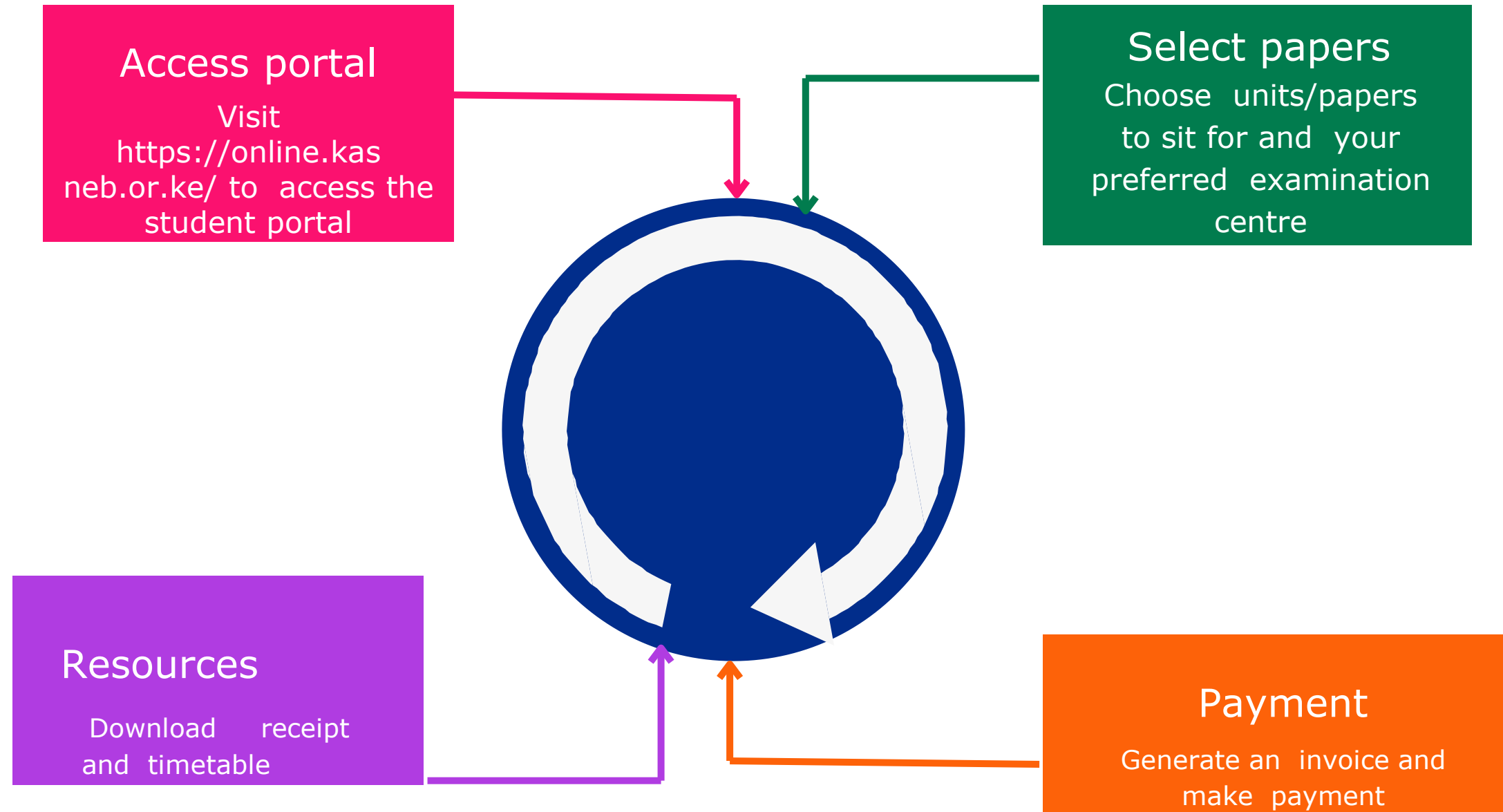
Online Registration Process



Online Exemption Application



Online Examination Booking



Online Renewal Application

login to the student
portal

<https://online.kasneb.or.ke/>
Go to Renewal application on the navigation
panel

Generate the
payment invoice

Click on the invoice and confirm that all details
are accurate

Make payment

Click on the pop up notification and input
your mpesa pin to make payments

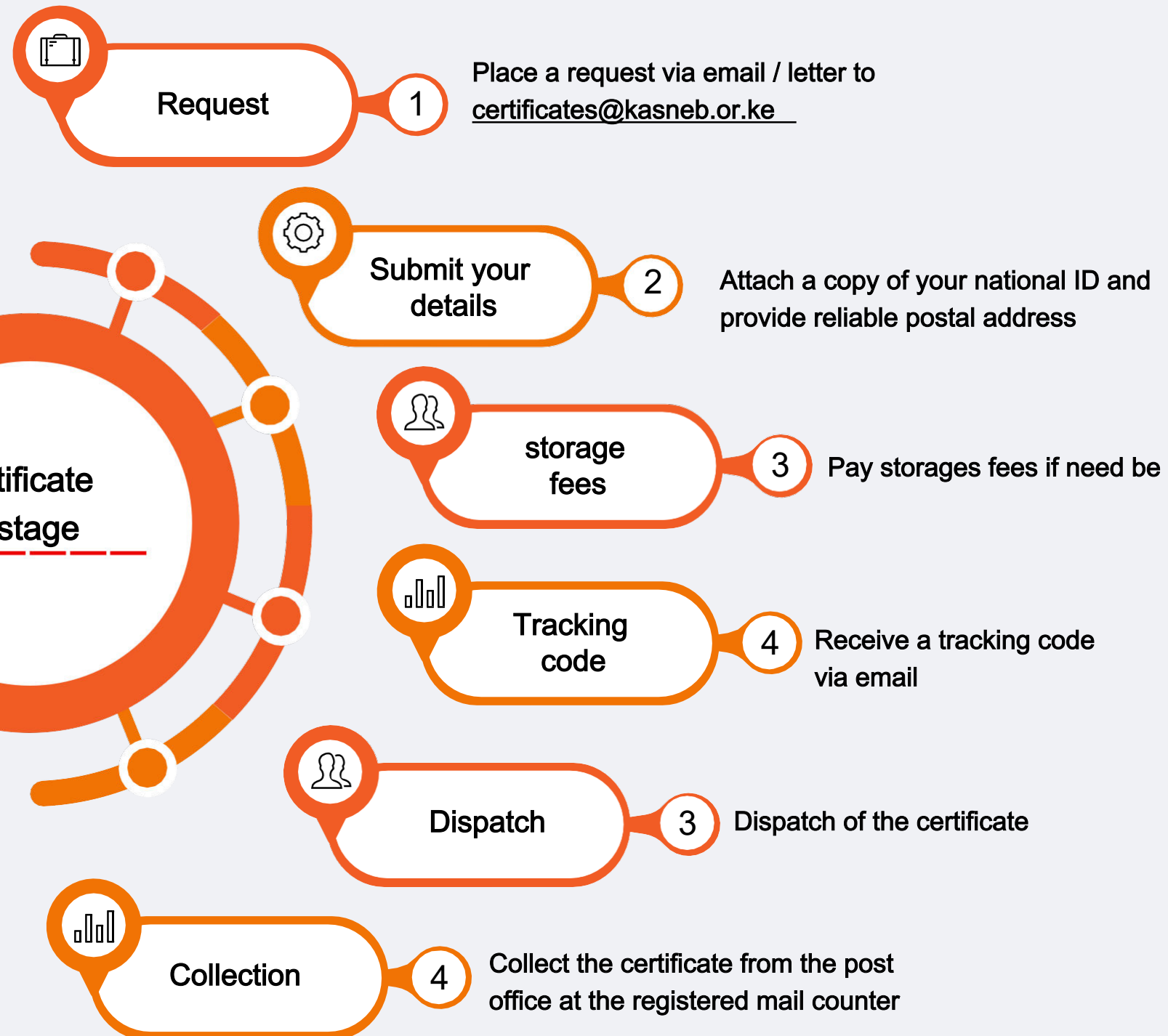
Download the
receipt

A receipt is generated automatically once
the payment has been made

Results request via email



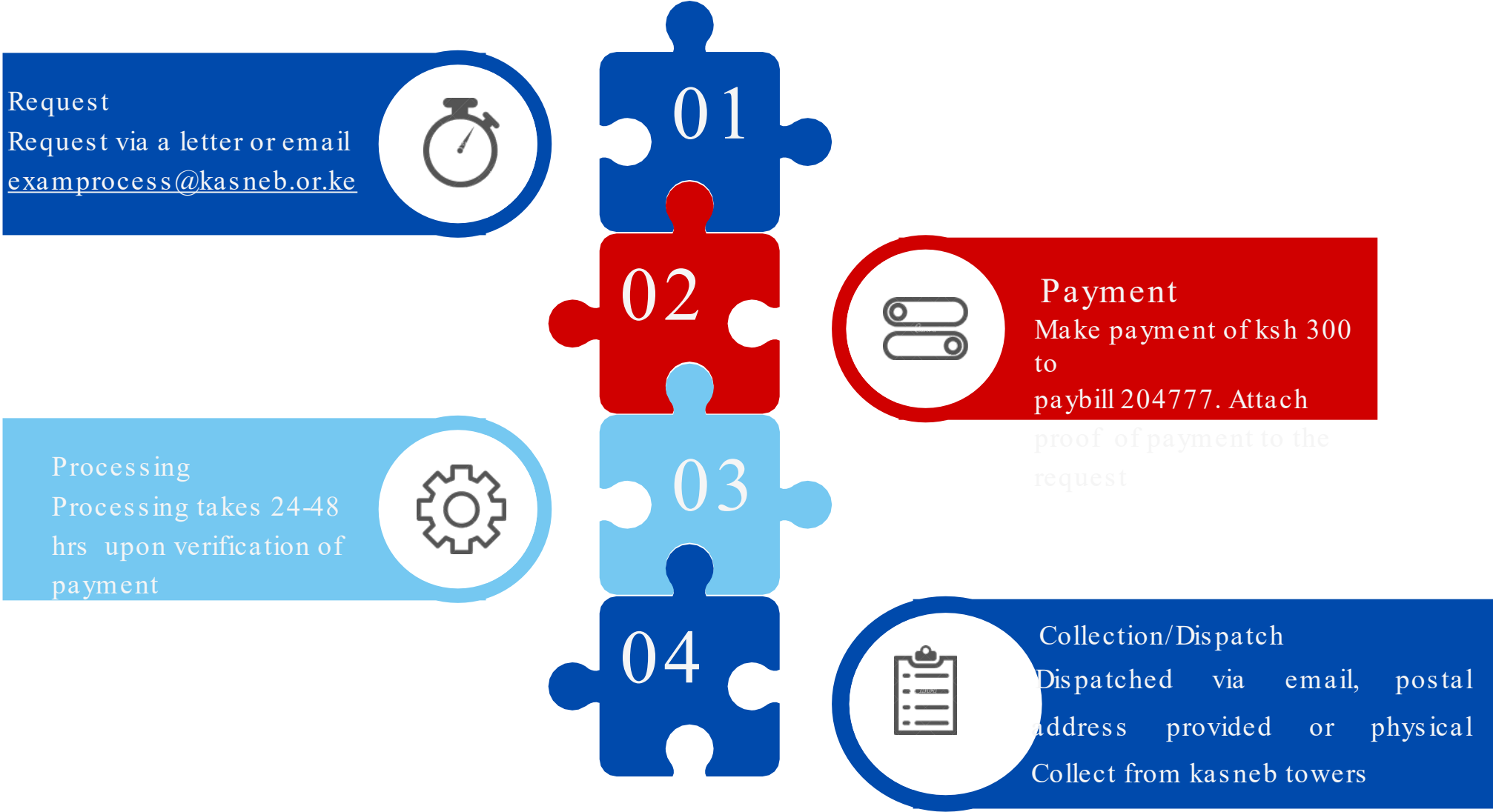
Certificate Postage



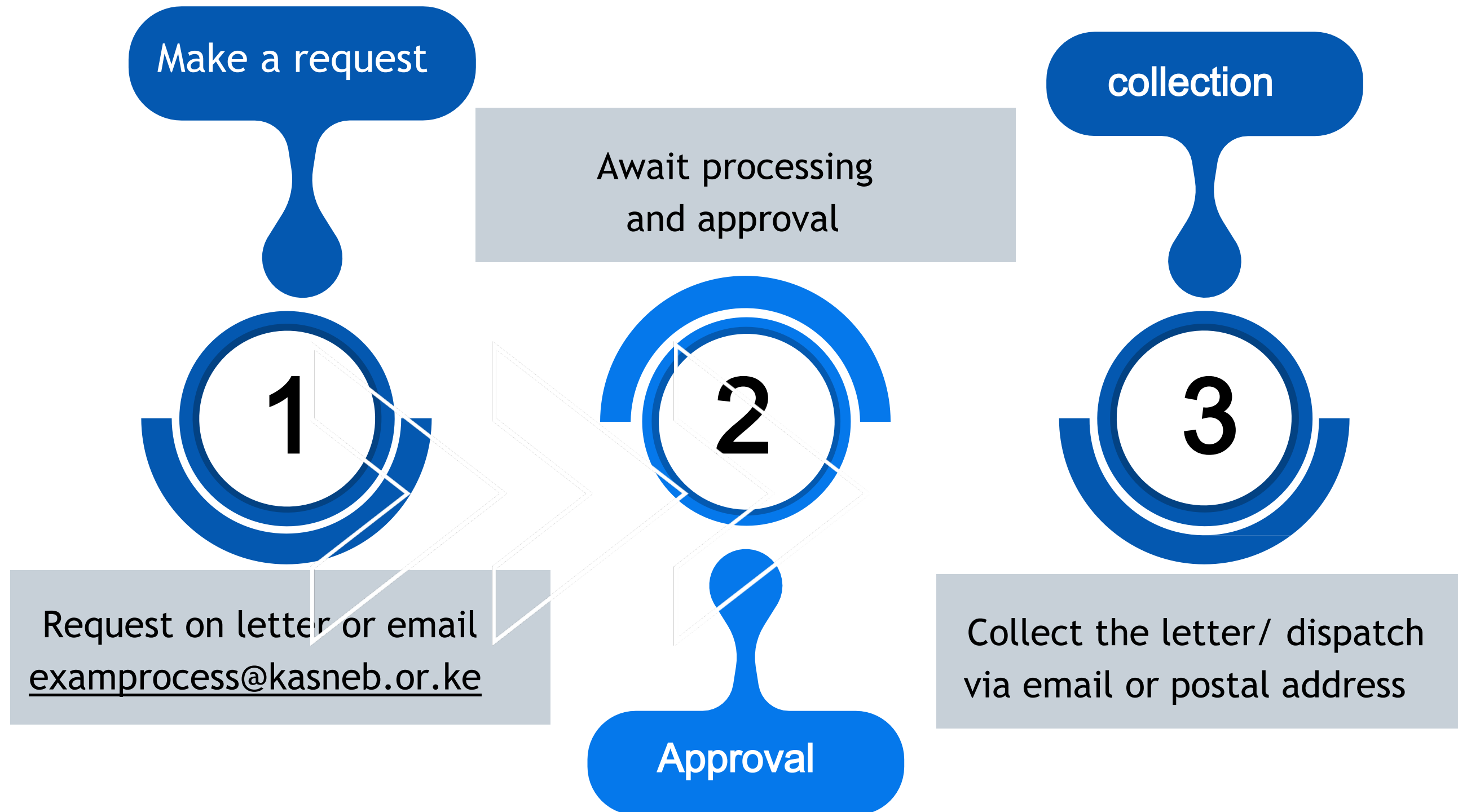
Certificate Collection at kasneb Towers



Confirmation Letter Request

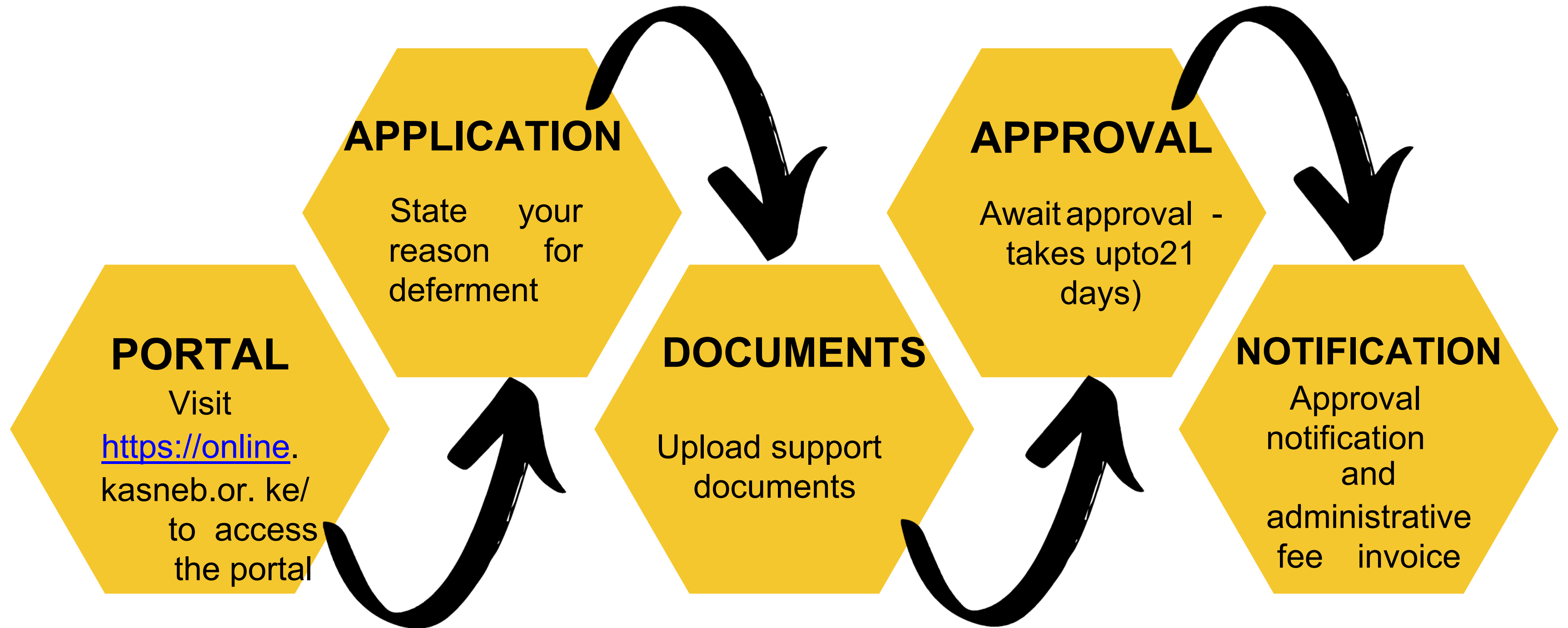


Exemption Letter Request



- ✓ To download the exemption letter: log in to the portal (<https://online.kasneb.or.ke/>). On the navigation pane click on Applications for Exemption > Letter of exemption

Deferment/ withdrawal process



Note: Deferment application should be done atleast 30 days to the start of examinations

E-Library Access

