



CUSTOMER SERVICE STANDARD

The Division of Student Affairs and Enrollment Services staff engage customers with an **ethic of care** in a manner that demonstrates **courtesy, attentiveness, active listening, proactive problem-solving, and patience** while executing the functions of their job. It is expected that staff across the division **possess cultural sensitivity and awareness** of our diverse customers.

EXAMPLES

POINTS OF EXCELLENCE

COURTESY

- Using appropriate greetings and structure in emails and providing timely responses to emails
- Being “present” in interactions – giving the customer your undivided attention
- Seeking out opportunities to be considerate, such as helping those who are lost or offering assistance when possible
- If it’s necessary to transfer a customer to another department, sharing their story and what you have already learned before the transfer so the customer doesn’t have to repeat it

ATTENTIVENESS

- Paying attention during meetings, whether one on one or group meetings – avoid doodling, playing on your phone, being on a laptop if unnecessary, etc.
- If on the phone, focusing on the phone call and not multi-tasking (avoiding Facebook, games, talking to others, etc.)
- Maintaining appropriate self-care so you are capable of being present and attentive at work

ACTIVE LISTENING

- Demonstrating active listening behavior, including making eye contact, facing the customer you are speaking to, nodding to show understanding when appropriate, etc.
- Reflecting back what you have heard to the customer in order to ensure you heard them correctly. “What I’m hearing is,” and “Sounds like you are saying,” are great ways to reflect back.
 - *Example: “I hear you are not feeling supported on campus as a person of color, can you tell me more about that?”*
- Ask questions to clarify understanding. “What do you mean when you say...?” “Is this what you mean?”

PROACTIVE PROBLEM-SOLVING

- Researching the trends within your department as well as on campus in order to anticipate future customer service needs
 - *Example: If you have noticed an increase in phone calls during certain time periods, possibly re-allocating personnel resources to help handle the increases*
- Using benchmarks for new or recurring programs
 - *Example: If trends have shown an increasing number of attendees at a program, scheduling volunteers to handle growing numbers so attendees have an enjoyable program experience*
- Collaborating between departments and data sharing

PATIENCE

- When explaining complex information to a customer, keeping in mind if there are any potential barriers, such as language, if the student is an FTIC or First Gen student, or if they’re an international student. If so, being aware of how well the customer is receiving the information, and being ready to provide alternative means of explanation if necessary.
- Setting expectations regarding timeliness and respecting those expectations.
 - *Example: If an individual says they will get back to you in a few days, not hounding them the following day*
- If a meeting or appointment goes long, not multitasking or rushing the customer. Either give the extra time or politely asking to reschedule.
