



The customer is always right;
but that doesn't mean the student is too

Jessica Fitzpatrick

Coordinator of Student Involvement, Lynn University

Warm Up Activity

Draw a picture or some symbols that depict a time when you have received excellent customer service.

Mind jogging questions:

- Where was this experience?
- What made it special?
- Who assisted you, or made you feel special?
- Why was this experience different than others?




Please say your name,
institution, and title before
sharing your experience! :)





SERVICE with a



A  customer is a   customer

REWARD the customer



CUSTOMER SERVICE

Value the customer's OPINION



Is he or she



Deal EFFICIENTLY with CUSTOMERS



LISTENING to the CUSTOMER





Why are Institutions of Higher Education Moving Towards a Customer Service Model?

- Revenue is dependent on retention and enrollment
 - 50% of students leave a university due to poor service (Raisman, 2006)
- Access to higher education is being diversified
 - Online education
- The “value” of higher education is being questioned because of rising prices
- Institutions are being compared to each other in more competitive ways
 - GradeReports.com/colleges, <http://www.studentsreview.com>



Search over 213,000 programs:

- Select a Program -

- Select a Degree Level -

SEARCH

Student & Graduate Reviews (55)

- Select a Program -

★★★★☆ 3 out of 5

Great school, TERRIBLE financial aid office - April 9, 2018

Degree: Nursing Science
Graduation Year: 2018

This school isn't bad but the financial aid office is awful! If you need financial aid I would recommend not going to this school they take forever and do not reply to anyone for days at a time taking multiple calls to get answers. Very uneducated people working in the office and don't seem to care about their jobs. You literally have maybe 3 people that work there that are completely unhelpful!

Was this review helpful? Yes No

<https://www.gradreports.com/colleges/INSTUTIONredacted>

How to Incorporate Customer Service into your Department

- Create a unique service philosophy for your department
- Develop your staff to deliver your department's service philosophy
- Incorporate the voice of the customer into your department
- Practice positive service recovery



Create a Unique Service Philosophy

- Assess your departments current experience
 - Are you meeting students needs?
 - How are you solving problems?
 - How are you anticipating wants?
- Brainstorm how your department and staff work with students different than other institutions
- Look to your department's core values for inspiration and alignment
- Think about what your customers want



EXAMPLE: Creating a Unique Service Philosophy

The Ritz-Carlton Hotel



THE RITZ-CARLTON®
HOTEL COMPANY, L.L.C.

The Credo

The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission. We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.


The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

Three Steps Of Service

1. A warm and sincere greeting. Use the guest's name.
2. Anticipation and fulfillment of each guest's needs.
3. Fond farewell. Give a warm good-bye and use the guest's name.



Develop your Staff to Deliver your Department's Service Philosophy

- Orient your new staff to superior service
 - Incorporate customer service training games
 - Share service philosophy, update it
 - Continuously train
 - Review policies and best practices
 - Example the behavior
 - Reinforce behaviors through reminders and feedback
 - Post your departments service philosophy so all can see
 - Recognize and reward your staff for providing superior service
 - External recognition
 - Internal recognition
- 

EXAMPLE: Develop your Staff The Walt Disney Company



The
WALT DISNEY
Company

- All “cast members” take a course called Traditions.
- Leaders should engage in at least these two broad types of recognition:
 - Sincere, every-day acknowledgement for “going above and beyond” in daily tasks
 - Special moments and opportunities that focus on larger accomplishments and significant milestones
- Reinforcement is done through reminders of service philosophy in employee areas

Incorporate the Voice of the Customer into your Department

- Allow students weigh in or be involved in staff selection processes
- Share complaints and compliments from customers with staff
- Regularly conduct assessments of services and allow for feedback
 - Incorporate information and suggestions
- When designing new programs or initiatives conduct a student led focus group
- Attend lunch with a student and strike up a conversation



EXAMPLE: How Singapore Airlines Incorporates the Customer Voice

- New staff are tasked with interviewing customers during their orientation program
- Customer compliments and complaints are published in every issue of their monthly newsletter



Practice Positive Service Recovery

Service Recovery- a thought-out, planned, process of returning aggrieved/dissatisfied customers to a state of satisfaction with a company/service

Listen

Empathize

Apologize

Resolve

Never repeat



EXAMPLE: How I use the LEARN Method with a Parent during Graduation

Listen

Empathize

Apologize

Resolve

Never repeat



Questions?

Want to know what resources I used for this presentation?

Take my card and e-mail me!

OR

Leave your card and I'll e-mail you!