

THE CERRITOS WAY





N.Raisman & Associates

What is Service Excellence and Academic Customer Service and Why It Matters

Dr. Neal Raisman



Can't become "Cheers"
if there are too many
Carla's in your school

Can't change a culture
until you change the
people who generate it

Create a
Service
Excellence
Mission and Vision
Statement

Start With Your Service Excellence Values

1. Responsive
2. Welcoming
3. Empathetic
4. Knowledgeable
5. Efficient

Drexel University Staff ACS Mission Statement

We will assist students in successfully navigating the administrative functions of the University's billing, financial aid and registration processes through the following core values:

Accountability – We will take responsibility for the quality of our work and ensure that each student is able to effectively complete business transactions by using our knowledge of federal, state and university policies and procedures and completing each service request.

Accuracy – We will be precise and exact in the information we share with students and others, using the correct process to fully complete each transaction.

Efficiency/Effectiveness – We will balance efficiency and effectiveness by being productive and pro-active making the best use of available resources (tools, people, technology, and business processes) to produce a high level of satisfaction.

Empowerment – We will teach students how to complete future transactions independently where possible. Staff will have the authority to accurately and appropriately complete student transactions.

Integrity – We will be honest and ethical in our approach to each transaction exhibiting a high standard of service excellence.

Professionalism – We will model professionalism by skillfully and respectfully completing each transaction using our best judgment to meet the students' needs.



MISSION:

To create and sustain a stronger sense of institutional community and culture among Coastal Carolina University's faculty, staff, students, alumni, and all stakeholders. This mission is accomplished through providing the infrastructure and service training needed to ensure a productive, supportive and educational work environment.

VISION:

To play a vital role in our campus' retention efforts by cultivating pride, encouraging growth, and providing continuous training and service resources for the university community.

Why CCU is Focusing on Service:

- Competition in higher education
- Rising expectations of our customers
- Strengthen the brand identity and image for CCU
- Contribute to a more pleasant work environment
- Facilitates ongoing learning and improvement
- Helps turn recruitment success into retention success

"Colleges are starting to see higher education in business-like realities. They are realizing that revenue depends on selling the college (enrollment) to its customers (students and parents). Sales (enrollments) are made based on the college's brand (image), product (courses, programs, degrees), and by creating a connection with the customer (customer service)."

Embrace the Opportunity: Customer Service in Higher Education
Neil Raisman, PhD (LRP Publications: 2002)

"We must together build a strong university wide culture of exceptional service where everyone can feel the feel. By focusing on undergraduate and graduate academic excellence and good academic customer service, we will see an increase in student willingness to learn and engage not only in their studies, but also in experiential learning and leadership activities. Good customer service will better enable us to offer a quality product -- education."
Dr. David DeCenzo, President, Coastal Carolina University

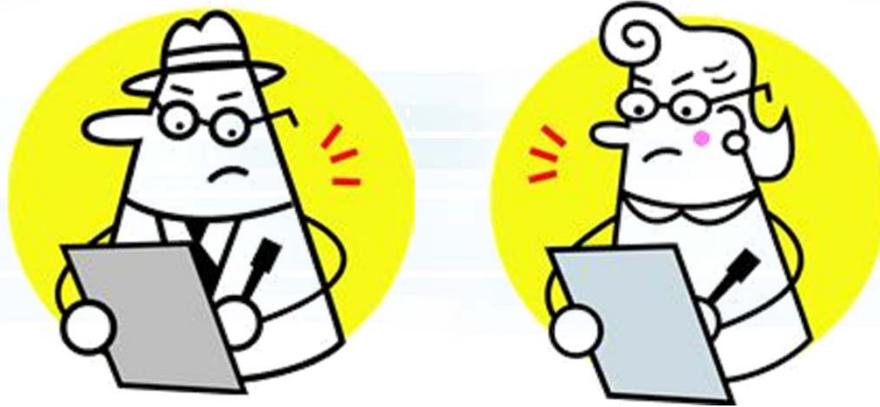
Train to the Mission
Assess the Behaviors



1. Service Basics
2. Attitude Training
3. Civility Training
4. CCU History and Traditions
5. Dealing with Difficult Situations
6. Personal Accountability
7. ACS SWOT
8. Celebration

People do things by habit

One bad habit we have
found on every campus
we have worked with



Feet and Greet Zones

Dean Schaar Plus

If you don't care -
pretend until you do

Three Habitually Bad Services

Telephone Answering
Responding to Voicemails
Responding to Emails

How many times can a
phone ring before
being answered?

3 times



Columbus State Community College
Call Center

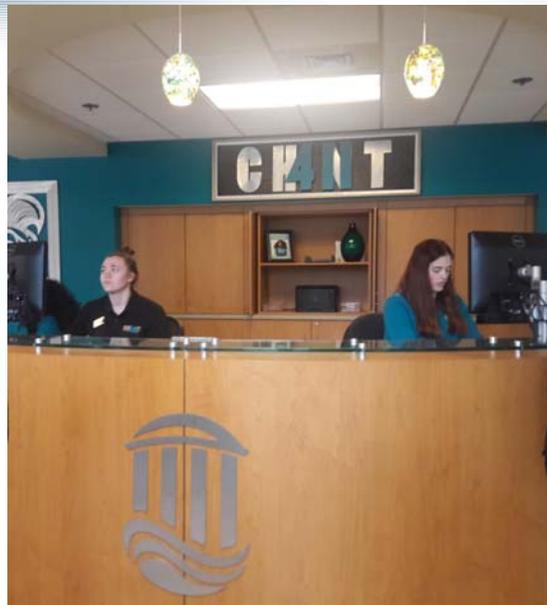
How long can you wait to respond to a voicemail?

Voicemails should be responded to by the end of the business day

How long before an
email is responded to?

Immediate response
using technology

By the end of the day



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HIGH POINT UNIVERSITY CAMPUS CONCIERGE

Modeling the Value of Service

Our goal is to improve the daily lives of our students by providing a single source of knowledge for all campus and community information.

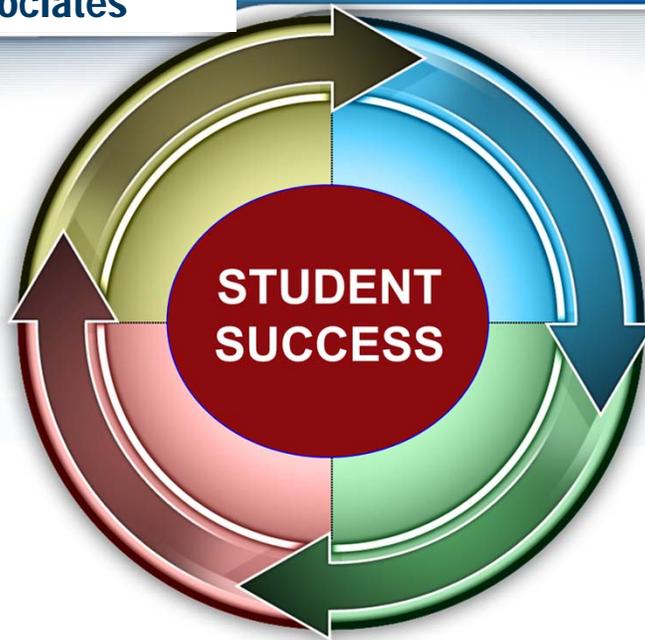
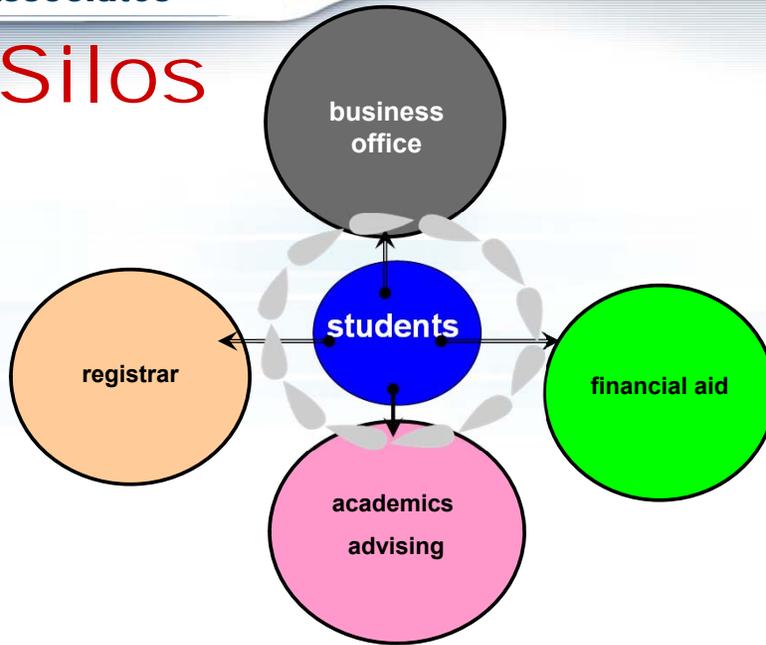
We provide the following services:

- Scheduling for Academic Tutoring
- Research Appointments for Library
- Complimentary GPS unit Rentals
- Complimentary Kindle (Electronic book readers) Rentals
- Complimentary iPads Rentals
- Complimentary TI-89 Calculators Rentals
- Library Book Drop-Off
- Restaurant Recommendations and Reservations
- Local Area Hotel Information
- Dry Cleaning Services- additional fee
- Community Enrichment Ticket Distribution
- Daily E-mail and Event Information
- Airport Transportation Scheduling
- Stamps- additional fee

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End the Shuffle

Silos



Knowledge of the College

FAQ's

Attending to Attendance

5-8%
Added to Success

Guaranteed Retention Solution Attend to Attendance

FAMU Class Attendance Regulations

Students are **expected** to make the most of the educational opportunities available by **regularly attending** classes and laboratory periods. The university reserves the right to address individual cases of non-attendance. A student will be permitted one unexcused absence per credit hour of the course he or she is attending. A student exceeding the number of unexcused absences may be assigned the grade of "F."

Class attendance regulations apply to all students.

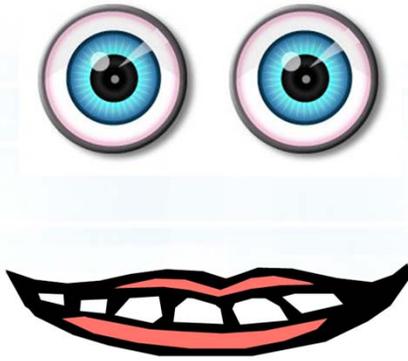
Guaranteed Retention Solutions Attend to Attendance

Class Attendance Regulations

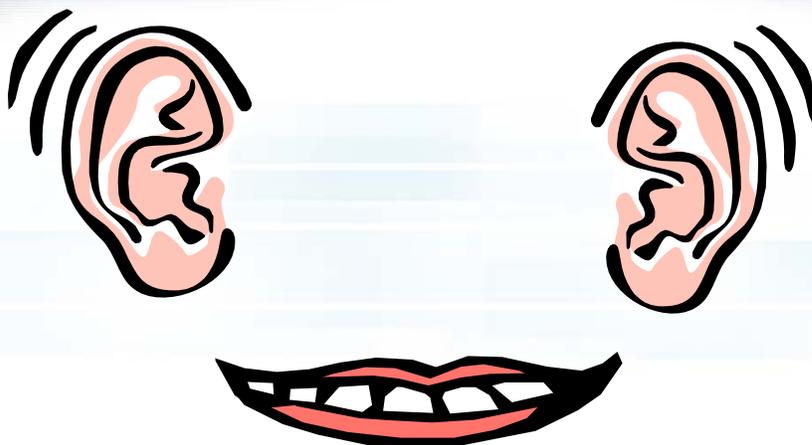
Students are **REQUIRED** to make the most of the educational opportunities available by **attending** classes and laboratory periods...excused absences...

Attendance will be taken every class period and recorded in the instructor's official class roll book. The attendance policy will be distributed with other course information at the beginning of each semester.

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