

Customer Service at the Collegiate Level

ACHE Great Plains Regional Conference

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Typical Customer Service Topics

How are they relevant to our audience?

How are they different?

- The customer is always right
- Dealing with angry customers
- Service recovery
- Walking in the customers' shoes
- Going above and beyond
- Others?

Is a Student a Customer?

- *"Regardless of our level of comfort when referring to students as customers, the bottom line is that there are principles from the customer service literature that higher education can adopt to empower students to be successful. Instead of getting caught up in the semantics of what to call students, the focus should deliberately shift to helping students make the most of their experiences on our college campuses."*

- Customer Service in Higher Education: Finding a Middle Ground – The Mentor



Customer Service Expectations



Press play to begin.
[Click here](#) when the video is done.

<http://www.richlandcollege.edu/customerservice/>

Principles of Customer Service for Higher Education

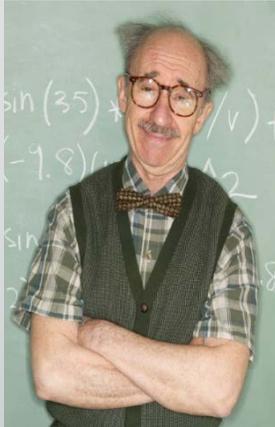
1. The success of the institution is dependent upon providing high-quality service to students. **Students affect the bottom line.**
2. Employees need to be reminded that every single one of them, regardless of their level of interaction with students, is in the **business of serving students**. Everything is woven together in the institution, and students deserve to receive assistance to meet their legitimate needs.
3. When it comes to experiencing service satisfaction, **perception is reality in the minds of every student**. It is important to understand the student in order to deliver service in a manner that is perceived to be satisfying to the student.
4. Each student **is unique**, thus it is important to understand the unique qualities of each student in order to provide service that meets their **individual** needs.
5. Employees should follow a variation of the Golden Rule by treating students the way that they would want their son or daughter to be treated.
6. There is a need to solicit feedback from students at all times and then listen, especially when it hurts. How else can a high level of service be measured?
7. It is hard to recover from a mistake, so when it comes to service to students every effort should be made to **do it right the first time**.

...every effort should be made to **do it (and say it)**
right the first time.

Quotes from Scholarship Appeal Letters

- “I never received any documentation or method of information regarding my award other than seeing it on my electronic award letter.”
- “When I was informed I was eligible, I was unaware of the yearly renewal and the GPA requirement.”

Who Are the Customers that are Hardest to Serve?



Which historic event is one of your earliest memories?

- Great Depression
- Assassination of JFK, Walk on the Moon
- Challenger Explosion, Watergate
- Oklahoma City, Columbine
- 9/11, Facebook

Generation	Nickname	Born During	Stereotypically Known For:	Est. % in 2020 Workforce
Traditionalists	The Silent Generation The Greatest Generation	1925 to 1945	Loyalty, respect for authority, discipline, adherence to rules	1%
Baby Boomers	The Post-War Generation	1946 to 1964	Optimism, innovation, achievement, individualism	22%
Generation X	Gen X	1965 to 1980	Autonomy, productivity, recognition, adaptability	20%
Generation Y	Millennials	1981 to 2000	Self-expression, comfort w/ change, resilience, global awareness, connected	50%
Generation Z	Net Generation Digital Natives	1995 & after	Technologically savvy, fast-paced, socially connected, creative, collaboration	7%

Tips For Connecting with Gen Z (those born after 1996)

- Depict them as diverse (ethnically, sexually, fashionably)
- Talk in images: emojis, symbols, pictures, videos
- Communicate more frequently in shorter bursts of “snackable content”
- Don’t talk down...talk to them as adults, even about global topics
- Assume they have opinions and are vocal, influencing family decisions
- Make stuff – or help Gen Z make stuff (they’re industrious)
- Tap into their “want to be an entrepreneur” spirit
- Be humble
- Give them control and preference settings
- Collaborate with them – and help them collaborate with others
- Tell your story across multiple screens
- Live stream with them
- Optimize your search results
- Talk to them about value (they care about the cost of things)
- Include a social cause they can fight for
- Help them build expertise – they want to be experts
- Feed their curiosity



10 Things I've Learned From "Difficult" People

- Difficult people
 - have the nerve to say what everyone else is thinking
 - help me develop thick skin
 - reveal my insecurities
 - make me clarify what I'm doing
 - show me I am doing something right
 - create supporters
 - make me a better boss and a better subordinate
 - challenge me to improve
 - are not an obstacle to conquer
- I am someone's difficult person!!!

In Closing

- “Real customer service must involve more than a department or a handful of individuals. Providing a true service-centered environment is **everyone’s** job.”

The Other Side of the Desk

Have you ever thought just a wee little bit,
Of how it would seem to be a misfit.
Or how you would feel if you had to sit,
On the other side of the desk?

Have you thought of his dreams that went astray,
Or the hard real facts of his everyday,
Or the things of his life that make him stay,
On the other side of the desk?

May we be blessed with wisdom and lots of it,
And much compassion and plenty of grit,
So that we may be kinder to those who sit,
On the other side of the desk.



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