



**TEXAS WOMAN'S**  
UNIVERSITY

TWU Customer Service

# What is customer service?

- It's everything our organization does.
- It's personally pleasing memorable interactions.
- The goal is to provide truly great service so that it pleases a customer.
- The customer feels special and remembers interaction with the organization.

# Who Is My Customer?

- Students
- Faculty
- Staff
- Public

# TWU's Most Important Customer

## The student is....

- ...the most important person on the campus. Without students there would be no need for the institution.
- They are doing us a favor by giving us the opportunity to serve them.
- Even if you do not work directly with students, you will service someone that does.

# What Do Customers Expect?

- Your Time and Attention
  - Listen
  - Empathize
- Quality Service
  - Resolve problems in a timely manner
  - Professional, helpful, friendly behavior

# Why Is It Important?

- Satisfied students re-enroll!
- Happy customers mean happier employees.
- How do you like to be treated when you need assistance?

# TWU Employee's Responsibility

Every TWU employee's responsibility:

As representatives of the Texas Woman's University and the State of Texas, employees are expected to provide friendly and courteous services to faculty, students, staff, the general public, and others.

# Customer Service Tips

- Be efficient
  - Greet customer within 30 seconds
  - Introduce yourself
  - Ask how you can help
  - Answer phones within 3 rings
  - Keep hold times short
- Be thorough
  - Listen to the customer and gather facts
  - Follow up
- Be pleasant
  - Let the customer hear or see a smile
  - Use appropriate voice tone
  - Look and act like a professional
- Go the extra mile!!



# Remember

- Complaints Aren't Personal - Focus on the customer's feelings, the customer's problem is important. Difficult customers often feel frustrated.
- Your Response Helps to Control the Situation - Address the issues, concerns, and questions that the customer has brought to you. Stay focused on the issues.

# Remember

- Respect the Customer - Let the customer vent. Sometimes they simply need to let off some steam to someone.
- Be Understanding - Listen to the customer with a genuine desire to help them with their issue. Put that ACTIVE LISTENING to work. Repeat back (paraphrase) the problem to ensure your understanding clearly.

# Remember

- Assisting Difficult People - This can be stressful, it takes additional time and emotional energy to assist them.

Again....

- Don't Take It Personally - Remember that everyone gets upset from time to time and you may not be able to control the injustice, but you can control how empathetic you are.

# COMPENSATION

Thank you for completing the  
TWU Customer Service presentation.  
Please complete the following questions  
and information for full credit.

[TWU Customer Service Completion](#)