

The background is a deep blue gradient with several bright, glowing, curved lines that sweep across the frame from the top right towards the bottom left. These lines have a metallic or glass-like sheen, with bright highlights and soft shadows, creating a sense of motion and depth. The overall aesthetic is clean, modern, and professional.

Excellence in Customer Service

TWU Philosophy

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.
- ...not a cold enrollment statistic but a flesh and blood human being with feelings and emotions like our own.
- ...not someone to be tolerated so that we can do our thing. They are our thing.
- ...not dependent on us. Rather, we are dependent on them.
- ...**not an interruption of our work, but the purpose of it!** We are not doing them a favor by serving them. They are doing us a favor by giving us the opportunity to do so.



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?



Why Is It Important?

- 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!!



Instead of:

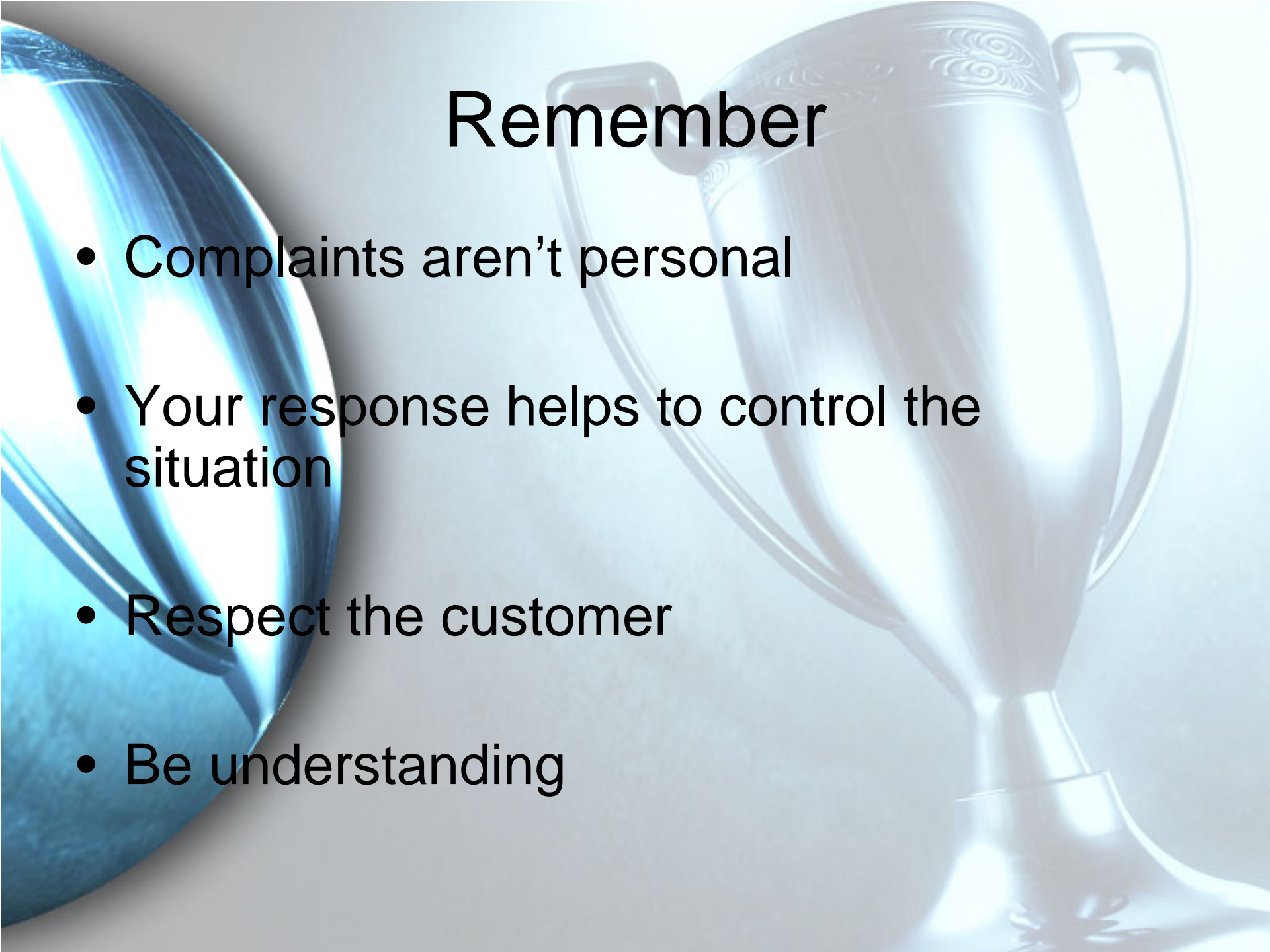
- I know how you feel.
- I'm going to transfer you now.
- I don't know.

Say this:

- I hear your frustration.
- I'm going to let you speak to someone who's an expert on this.
- Let me find out that information for you.

Remember

- Complaints aren't personal
- Your response helps to control the situation
- Respect the customer
- Be understanding



Resources



- HR Video Library
 - Dealing With theirate Customer
 - Listening Under Pressure