

## HERE ARE 8 TIPS YOU AND YOUR TEAM MEMBERS CAN USE TODAY TO START DELIVERING AMAZING CUSTOMER SERVICE.

### 1 MAKE SERVICE JOB #1

Amazing service isn't just something you do, it's a state of mind. A 2014 *Harvard Business Review* article said that everything from taking a deep breath to controlling your external environment affects how effective you are able to be in the right frame of mind to deliver amazing student service<sup>1</sup>.

### 2 GET ENGAGED

Think about your customer service experience from a different angle. Ask a peer how they handle a certain process or issue. Test a process yourself. The most powerful customer service tool? It's you. Using your brain to think about solutions takes things from "O.K." to "amazing!"

### 3 MEET YOUR STUDENTS WHERE THEY ARE (ONLINE)

Students live their lives online. That means first impressions are now made online – and first impressions mean *everything*. Taking advantage of your website is a great way to meet students where they are and anticipate potential customer service issues.

### 4 ASK CLARIFYING QUESTIONS

Sometimes, student experiences or problems look the same, but there's one BIG difference – everyone is different, and they bring a different set of concerns, fears or questions to the table. Slowing down and asking questions makes sure we're solving the right problem, not what we think it is.

### 5 PREP THE NEXT IN LINE

There's nothing worse than going on a wild goose chase for information. Once you understand the issue, reach out to the next person in line and explain the situation to them – this is called a "warm transfer." That way, when your student talks to them, the staff member is primed and ready to help, or, if they are not the right person, they can help you find that person. This cuts down on the number of people students have to speak with to find a solution.

### 6 FOLLOW-UP

Remember the people you've helped and follow back up with them, either with more information to help them with their issue, or just to check in. Was their issue resolved? Do they need help with another? This personal touch can go a long way to retaining a student! Treat each student like a friend you deeply care about.

### 7 THE 24-HOUR RULE

Emails deserve a response within 24 hours – and sooner if possible. The same is true for phone calls and other types of communication. Being responsive lets people know you care about their problem.

### 8 ASK FOR FEEDBACK

Use your interactions with students as an opportunity to learn how they feel the experience went, and what they wish was different. Even your unhappiest students can be the most effective at making a better service experience.

