

“Think, Work, Serve”

Customer Service Training



Message from the President

Welcome to Customer Service Training!

Together we will take Tennessee State University to where we all want her to go, to be more than she is now, and to aspire to the greatness she deserves. Accomplishing this begins with treating everyone that we encounter and serve with the upmost respect and professionalism.

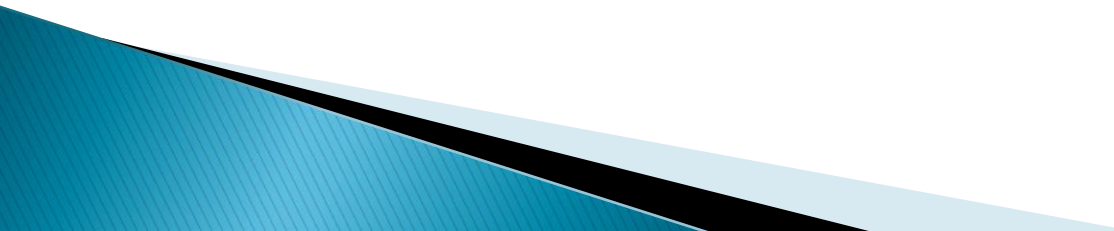
Let us learn from one another, implement new ideas and techniques and commit to providing the best client experience there is!

Thank you.

“A Change Is Gonna Come”

-Sam Cooke

Objectives

- ▶ To define Customer Service.
 - ▶ To show employees how to provide exceptional customer service.
 - ▶ To help employees identify their role.
 - ▶ To inspire employees to always be thinking about and render exceptional customer service in all aspects of our jobs.
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Mission Statement

Tennessee State University, a Historically Black College/University (HBCU), fosters scholarly inquiry and research, life-long learning, and a commitment to service.



Core Values

Tennessee State University maintains the following core values:

- ▶ Excellence
- ▶ Learning
- ▶ Accountability
- ▶ Integrity
- ▶ Shared governance
- ▶ Diversity
- ▶ Service



Motto

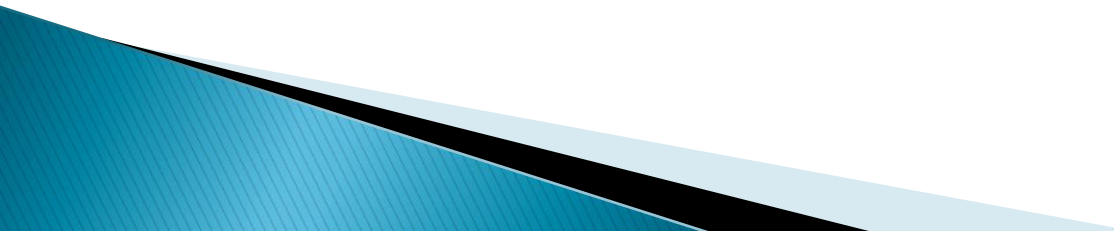
Tennessee State University projects itself to its students, faculty, and alumni and to the citizens of the State through the motto,

"Think, Work, Serve."

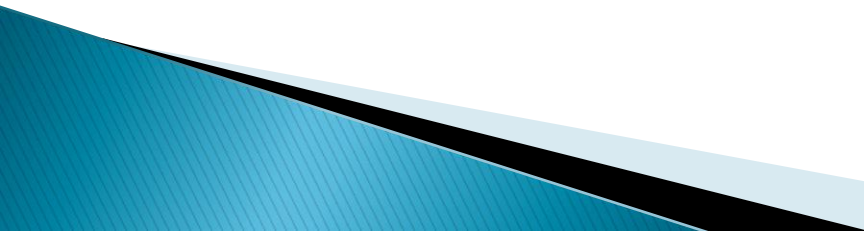


Defining Customer Service

Who are our customers?

- ▶ Students
 - ▶ Parents
 - ▶ Alumni
 - ▶ The Community
 - ▶ Each other!
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Defining Customer Service

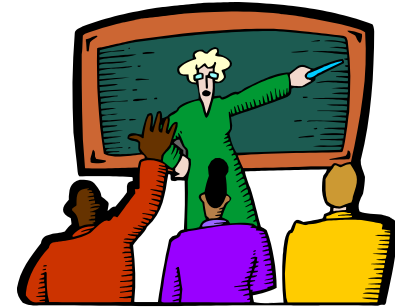
- ▶ What is exceptional Customer Service? Think of the last time you were treated to exceptional customer service. How did you feel about the employing organization and their products?
 - ▶ What is less than exceptional customer service? Think about a time when you experienced less than exceptional customer service. How did you feel about the employing organization and their products?
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What elements make up exceptional customer service?

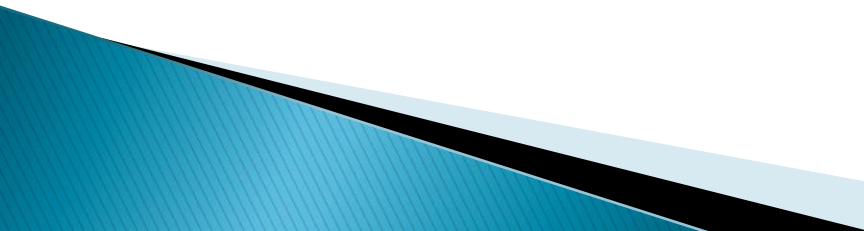
- ▶ **Attention**—make the customer feel like they're your first priority
- ▶ **Respect**—recognize the customer's value
- ▶ **Time**—take enough time to satisfy the customer



Role Play



Role Play – Scenario 1

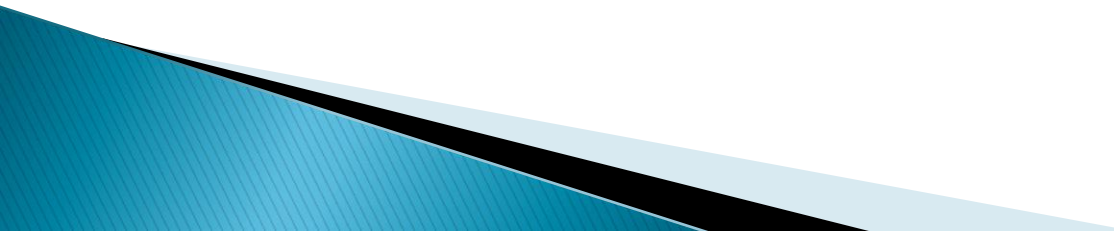
- ▶ Customer is calling you to ask you about a job opening in your department.
 - Person playing customer – act like you normally would if inquiring about a job opening.
 - Person playing TSU employee – answer like you would in the normal course of your job, giving the highest level of Customer Service you can.
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Role Play – Scenario 2

- ▶ Student is calling you, they have to drop off some paperwork in your office but can't get there until 4:45.
 - Person playing student – you are unable to get to department until 4:45 at the earliest.
 - Person playing TSU employee – answer like you would in the normal course of your job, giving the highest level of Customer Service you can.

Customer Service on the Telephone

I am the Voice of TSU

- Be sure your voicemail is set up properly
 - Answer Quickly
 - State your Department and your name clearly
 - Address the caller with your full attention
 - LISTEN
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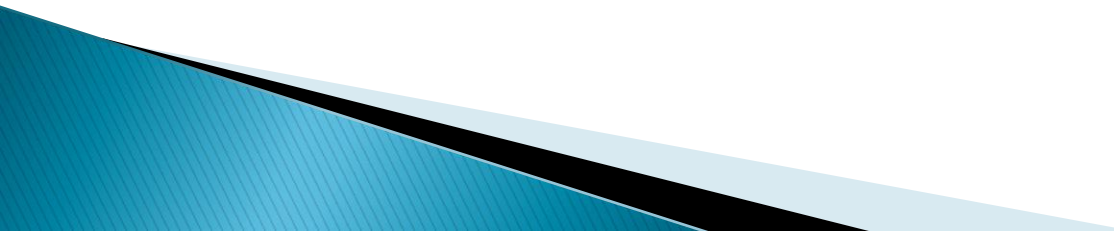
Customer Service on the Telephone

Part 2

- If able to handle customer's concern or issue do so quickly and efficiently
- If you are unable to assist, get the customer's name and number and offer to call them back with the information they are seeking
- Give them a timeframe to expect your call back
- *Call them back like you promised!*

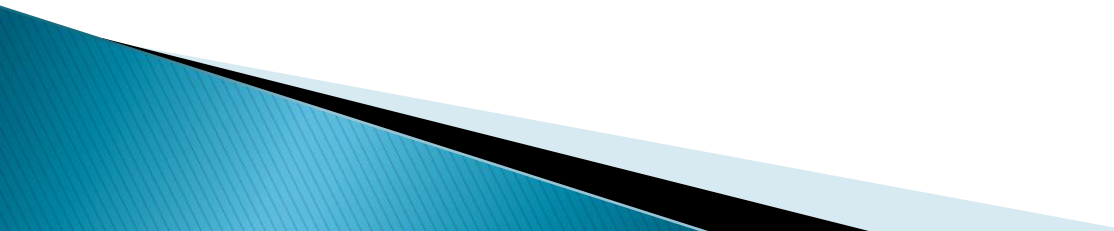
Customer Service in Person

I am the Face of TSU

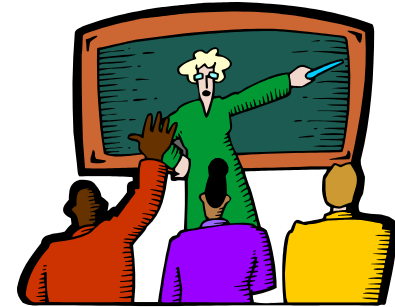
- Smile
 - Offer assistance
 - Give the customer your full attention and listen
 - Show empathy; if needed, apologize but don't blame
 - Be courteous and helpful
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Customer Service in Writing

I am TSU

- State message clearly and efficiently
 - Check spelling, grammar and tone
 - Remember you are creating a permanent record and representing Tennessee State University
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More Role Play



Role Play – Scenario 3/4

- ▶ You notice a student/potential student walk up to and start waiting at a co-worker's desk. The co-worker is on a phone call.
 - Person playing student – act like a student or potential student needing directions.
 - Person playing TSU employee – answer like you would in the normal course of your job, giving the highest level of Customer Service you can.
- ▶ Another TSU Employee has walked into your department and is upset. They feel your department has cost them some of their personal time and money. They are asking for a refund or payment that you are unable to provide.
 - Person playing upset employee – you are upset and want to be compensated.
 - Person playing TSU employee – answer like you would in the normal course of your job, but do not use the word “NO.”

How do you know you are providing Exceptional Customer Service?

- ▶ Follow the Golden Rule and Treat Customers as you want to be treated when you are a customer.



Always be thinking about the customer

Thank you for your participation!



Depart to serve.

I'm So Glad I Work at TSU!

I'm so glad I work at TSU

I'm so glad YOU work at TSU

I'm so glad WE work at TSU

*Shining when we serve our customers, with a
smile...*