Understanding Our Students

One of the prerequisites for providing excellent customer service is to look at things from the customers’ perspective. To do so, we must seek to know and understand them.

Our students are our most important customer group. Most belong to a generation known as the millennials. Born between 1982 and 2002, this generation has unique characteristics that should influence our approach to serving them. Neil Howe and William Strauss have researched this generation, and found that today’s college-age millennials are:

1. **Special.** They have come to the conclusion that their problems are the nation’s problems, and their future is the nation’s future. They firmly believe that it’s “all about them.”

2. **Sheltered.** Everywhere they go, they expect to be kept safe and secure. They often rely on their parents for decision-making, and value fairness and order.

3. **Confident.** Most millennials believe that they will be financially more successful than their parents. They also value their contributions to society.

4. **Team-Oriented.** More millennials report socializing in groups than socializing with only one or two friends. They rely heavily on technology to maintain their peer networks.

5. **Conventional.** They have a general sense that rules and standards can make life easier. Millennials have high expectations for those who serve them, but question authority less than previous generations.

6. **Pressured.** Millennials feel pressure to conform and to succeed. Technology allows them to embrace multi-tasking, which encourages shorter attention spans.

7. **Achieving.** Today’s college-age millennials have shown a great propensity to achieve academically and socially. Surveys show that they respond best to campus life which offers a broad array of extracurricular activities and up-to-date technology.

Understanding the mind-set that our students possess can help us to serve them better. Let us all consider what perspectives the millennials bring with them as we strive to provide excellent customer service.

Click here for all Customer Service Tips (printable)

Questions or comments? E-mail us at ericoma1@scsu.edu or call 803-516-4979

Ellen R. Ricoma
Director of Quality Assurance
Student Success and Retention Program
P.O. Box 7013 - 121 Moss Hall
803.516.4979