Today's Customer Service Quote

Well done is better than well said.

Benjamin Franklin

Spike congratulates the Class of 2011 and encourages you to attend the Spring Commencement Convocation on Friday, May 6 @ 7:00 p.m. in Oliver C. Dawson Stadium. The keynote speaker is General Colin L. Powell. Go Bulldogs!

COMING NEXT WEEK: Speak and Smile

CUSTOMER SERVICE TIPS

More on Serving the Millennials

Today’s college students share characteristics and perspectives unique to their generation. Known as the millennials, this generation includes those born between 1982 and 2002. The strategies below have been suggested to improve customer satisfaction among millennial students at colleges and universities.

1. **Don’t make them wait.** ANY lines are completely unnecessary, in their estimation.

2. **Let them fix it.** Have procedures available with steps listed on what they need to do to make changes to items as needed. Avoid requiring them to come in to your office to take care of a problem.

3. **Keep them wired.** Students who are completely comfortable with technology don’t understand when it doesn’t work. They are used to fixing it themselves and hate waiting on someone else to do what they see as an easy fix.

4. **Tell them how.** Personal problem solving is not their strength. Be specific with procedures, deadlines, steps to completion, etc.

5. **Give them access.** Millennials operate in a 24-hour world. Everything they need to do and access should not require a person in an office for help.

6. **Hurry up.** Millennials have grown up in a world where patience isn’t necessary. If it can’t be delivered quickly, they’ll come back when it can.

7. **Let them join.** Opportunities for students to feel a part of a greater group are highly valued. Create environments where this happens naturally.

8. **Respect their parents.** As opposed to previous generations, these students don’t mind when parents intervene on their behalf. Make a special effort to connect positively with “helicopter parents” when they make contact.

SOURCES: Northwest Nazarene University Office of Retention, 2003 and Howe and Strauss *Millennials Go to College*, 2003
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