CUSTOMER SERVICE TIPS

Speak and Smile
As we welcome potential new students and their parents to campus this summer, let's continue to work together to present a friendly campus. Enrollment drives our financial well-being, so we must do all we can to make every prospective student (and parent) we encounter want to attend SC State. A friendly environment makes students more likely to want to enroll here.

- **Speak.** Greet everyone you encounter entering your work space, in the parking lot, on the way to the post office, in line at the bookstore - everywhere. Say "Good morning," "Good afternoon," "Welcome to SC State," "Have a nice day" - anything pleasant and friendly. Make your tone warm and enthusiastic, and your body language open and positive. A friendly greeting tells our potential customers that we are glad they are here.

- **Smile.** Smiles are tangible and catchy. When you smile at someone, their natural tendency is to smile back, perhaps feeling a little brighter. A warm smile makes it easier for customers to approach you, and conveys trust. It is difficult to be in a bad mood when you smile; so your beautiful smile not only lifts those who see it, but it cheers you up, too.

In the coming months, SC State will host Summer Orientation (June 13 - 16) and over 20 summer enrichment, athletic and recreational programs. These activities will bring many potential enrollees to our campus, some for the very first time. Simple gestures such as greeting people and smiling go a long way toward creating a welcoming environment and a positive first impression.

Spike says, "Thank you for your hard work and dedication as we all strive to deliver excellent customer service. Have a great summer, and I'll see you in August. Go Bulldogs!"

Today's Customer Service Quote
A smile is an inexpensive way to improve your looks.

Charles Gordy

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