WAYS WE DELIVER CUSTOMER SERVICE

We interact with our customers in person, by telephone, and in writing. Here are some tips to remember for each type of communication.

IN PERSON
- Greet everyone who enters your workspace.
- Be welcoming in your tone and body language.
- Establish eye contact and listen actively.
- If you must send a customer to another office, call ahead to notify the other office of the customer’s upcoming visit.
- Keep your surroundings clean and orderly.
- Open your door. An open door says, “Come in.”

BY TELEPHONE
- Smile before you pick up the telephone.
- Answer within three rings.
- Use the SC State University greeting.
- Always have a pen and pad handy.
- Keep your voicemail message updated and ensure that your mailbox is not full.
- Return calls promptly, even if you have not yet resolved the customer’s issue.

IN WRITING (LETTERS, EMAIL)
- Be precise and to the point.
- Personalize written communication when possible.
- Use proper grammar, spelling, and punctuation.
- Answer all questions, and provide additional information to pre-empt further questions.
- Develop and use templates for frequently used responses.
- Respond to email and other requests quickly.

SPIKE CONGRATULATES MR. BRYCE HUTCHERSON AND THE SC STATE BOOKSTORE STAFF FOR RECEIVING THE HIGHEST AVERAGE SCORE ON THE PAST THREE STUDENT CUSTOMER SERVICE SURVEYS. WAY TO GO, BULLDOGS!

TODAY’S CUSTOMER SERVICE QUOTE
Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.

DONALD PORTER

COMING NEXT WEEK: TELEPHONE ETIQUETTE

SC STATE’S TOP 5 CUSTOMER SERVICE PERFORMERS*

1. SC State Bookstore
2. Career Development Center
3. Miller F. Whittaker Library
4. Counseling and Self-Development Center
5. Academic Advisors

* Based on average scores from the Student Customer Service Surveys from Spring 2009, Fall 2009, and Spring 2010.

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

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