“Who are your customers?”
Customers Include:

- Students/Prospective Students
- Faculty
- Department Staff
- Personnel in other units (Dean’s office, Central Administration, etc.)
- Outside vendors, contacts
“Why is it important to provide outstanding customer service to our prospective and current students?”
Importance of Customer Service

“Student-customer satisfaction directly correlates to larger enrollments: Happy students stay in school, so retention rates remain high; happy students tell their high-school friends, so recruitment numbers are higher ...”


Table 2: Factors that contributed to student enrollment

<table>
<thead>
<tr>
<th>Enrollment factor</th>
<th>Four-year private</th>
<th>Four-year public</th>
<th>Community college</th>
<th>Career school</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial aid</td>
<td>82%</td>
<td>78%</td>
<td>78%</td>
<td>85%</td>
</tr>
<tr>
<td>Academic reputation</td>
<td>79%</td>
<td>74%</td>
<td>71%</td>
<td>82%</td>
</tr>
<tr>
<td>Cost</td>
<td>77%</td>
<td>83%</td>
<td>84%</td>
<td>79%</td>
</tr>
<tr>
<td>Personalized attention prior to enrollment</td>
<td>65%</td>
<td>58%</td>
<td>59%</td>
<td>78%</td>
</tr>
<tr>
<td>Geographic setting</td>
<td>60%</td>
<td>63%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>Size of institution</td>
<td>59%</td>
<td>56%</td>
<td>52%</td>
<td>65%</td>
</tr>
<tr>
<td>Campus appearance</td>
<td>59%</td>
<td>58%</td>
<td>53%</td>
<td>70%</td>
</tr>
<tr>
<td>Recommendations from family/friends</td>
<td>45%</td>
<td>47%</td>
<td>47%</td>
<td>62%</td>
</tr>
<tr>
<td>Opportunity to play sports</td>
<td>30%</td>
<td>28%</td>
<td>25%</td>
<td>—</td>
</tr>
<tr>
<td>Future employment opportunities*</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>88%</td>
</tr>
</tbody>
</table>
Customer Service Scorecard

- Every interaction matters and adds a check box to the “positive” or “negative” column in the student’s mind.
  - Be friendly and always attempt to answer the student’s questions and meet their needs.
  - Help them yourself or connect them to someone else who can help them.
  - Walk/transfer them to the appropriate office if possible.
  - End the interaction with “Is there anything else I can help you with today?”
  - Follow up to make sure their needs were met.
Which email response would you rather receive?

Hi Zheyuan,

It is no problem that one of the letters of recommendation came in on 1/12, and it is already included in your application. Please let me know if you have any additional questions. Best of luck!

Thanks,
Laura

Laura Soria, MBA
Program Assistant, Applied Physics Graduate Program
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Hours: Mon-Thur 8:30-2:30

or

Yes.
Laura
Group Activity

“What are some examples of outstanding customer service?”
Customer Service Essentials

• Answer emails/voice messages within 24 hours.
• Be friendly and respectful.
• Provide accurate information.
• Determine the customer’s real need and work with the customer to meet that need in a timely manner.
• Follow up
Role Play #1

• Choose one person to be the employee and one person to be a prospective student. The rest of the team observes.

• Act out this scenario: the prospective student calls to say that they are having trouble logging into GATS to see the status of their application.

• The employee should try to provide outstanding customer service.

• After the role play, the rest of the group should provide feedback about what went well, and how the customer service could have been even better.
Role Play #2

- A student stops by to report that they did not receive their most recent paycheck.
• Outstanding customer service leads to increased recruitment and retention of students, and thus growth of your program and NU.
• Providing outstanding customer service makes you a more valuable employee and more likely to enjoy career growth.