A&F Customer Service

Defining a Customer Service Standard of Excellence
Agenda

- Customer Service Today
- The Value of a Customer
- Give ‘em The Pickle – Video
- UH Goals
- Dr. Khator’s Customer Service Standards of Excellence
- Define A&F Customer Service Standards of Excellence
- Conclusion
Customer Service Today

- The Economy
- The Web
- Halo Effect
- Critical Contact Points
- Perception

The Experience Economy
The Value of Customer Service:

Avg. value per interaction

Avg. # of interactions per year

Annual value of the client

IF DISSATISFIED

# of people the customer tells

LOSE

Potential ripple effect

IF SATISFIED

# of people the customer tells

GAIN

Potential impact on the organization
Video: Give ‘em the Pickle!
Video: Give ‘em the Pickle!

- Service
- Attitude
- Consistency
- Teamwork
- A&F Pickle
- A&F Pickle
University of Houston Goals

• Nationally Competitive:

• Student Success:

• Community Advancement:

• Athletic Competitiveness:

• National and Local Recognition:

• Resource Competitiveness:
Dr. Khator’s Customer Service Standards of Excellence:

- No place for rudeness
- No place for “shuffle”
- No place for cynicism

A&F Customer Service Standards of Excellence:

- My Department’s Role:
  - My Role:
Who Are our Customers?
Exemplary Customer Service
A&F Customer Service Goals

- Department Responsibility:
  ______________________________________________________
  ______________________________________________________
  ______________________________________________________

- Who are your customers:_______________________________
  ______________________________________________________
  ______________________________________________________

- Exemplary Customer Service:
  ______________________________________________________
  ______________________________________________________
  ______________________________________________________
A&F Customer Service Standards of Excellence:

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