

CUSTOMER ENGAGEMENT & SURVEYS STRATEGIC TEAM



Recap

Purpose: To find ways to improve customer service, internally & externally, along with methods for improved customer engagement. Developing ideas to accomplish these tasks and implement them into the current Facilities Services plan.

Presentation 1 - July 18:

Better Questions, Better Answers

Discussed strategy to create better work order survey questions to allow for better customer data collection.

Today's Objective

Present strategy for education and engagement potentials for the greater UH campus to help our community understand the services we provide and how to access them.

Let's grow our visibility and effectiveness.

What are we doing now?

- Social Media
- Quarterly Building Coordinator meetings
- FAQ page
- WO Surveys

**Action Item: New questions will be added in October

Engagement Opportunities

- FIXIT Table
- Social Media
- Town Hall
- HR Orientation
- QR code (Additional way to FIXIT)
- Digital marketing and signage around campus

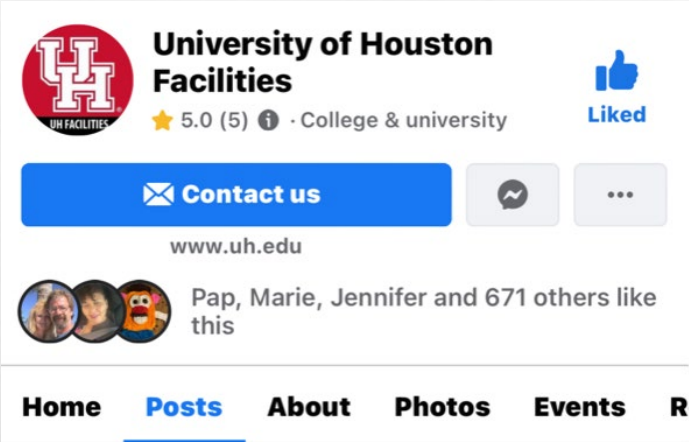
FIXIT Table



- Set up at various events/locations such as
 - ✓ Cougar Move-in
 - ✓ Student involvement events
 - ✓ UH Sugar Land & Katy
- Upcoming event: National Night Out - October 4
- Subject matter expert onsite
- Handout swag items

Social Media

Facebook - Go like!



Instagram - Go follow!



Virtual Town Hall



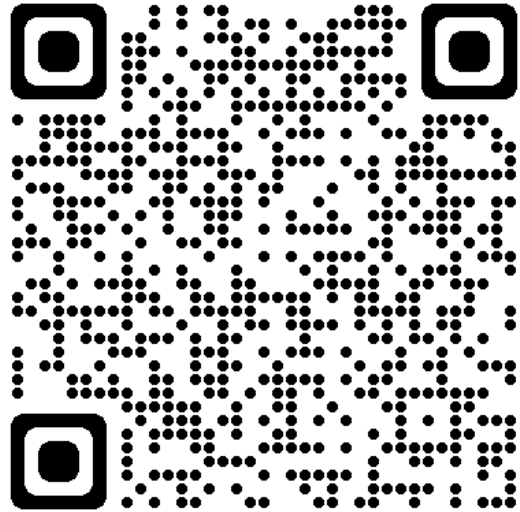
- Semi-annual
- Audience - Students, faculty and staff
- Get the word out: BC meeting, A&F newsletter, Staff Council meeting, Student Involvement, etc.
- Openly and honestly communicate with our customers

HR & Student Orientation



Great opportunity to get in front of new Cougars and educate them on how to report an issue.

QR Code



- Post in common areas such as
 - ✓ Restrooms
 - ✓ Elevators
 - ✓ Breakrooms
 - ✓ etc...

Digital Marketing & Signage



- Display throughout campus such as:
 - ✓ Student Center
 - ✓ GSB (in front of KAS window)
 - ✓ Dining halls
 - ✓ Campus Rec

Next Objective

Present a process for data/information pipeline from customer to shops/technician(s).

Questions?