

Administration and Finance Customer Service Culture Change Initiative

Part 1: Identify areas that provide customer service

Part 2: Identify common practices among all areas

1. Establish standards for common practices among all A&F areas
 - a. First Impressions
 - i. Phone
 1. Live person answering the main departmental telephone number
 2. Live person answering the manager's/director's telephone number
 3. Having main departmental telephone number route to A&F Customer Service Center or other phone number that is answered all the time
 - a. Police Dispatch
 - b. Fixit Line
 4. Empower staff to resolve problems
 5. Greeting the customer over the phone
 6. Own the customer from start to finish. Eliminate the phrase, "That's handled by x department." Remember to the outside world we are all the University of Houston.
 - ii. In Person
 1. Wearing nametag for identification purposes
 2. Greeting the customer
 - a. Identify self
 - b. Ask for customer's name
 3. Mannerisms
 - a. Use customer name
 - b. Use empathy
 - c. Listen to the customer
 4. Dress Code/Professionalism
 - a. Establish departmental guidelines for staff who are in front offices
 - iii. E-mail
 1. Personalizing the e-mail
 2. Being professional in written communications
 - iv. Web Sites
 1. Easy to navigate/organization of information
 2. Including enough accurate information so that most of our customers can conduct business with us autonomously and only need us for the complicated problems
 - v. Form Letters/E-mails

1. Standardization of form letters
2. Professionalism
3. Accuracy of information delivered to customer
4. Including enough information so that letter provides a service
- vi. Listserv Announcements
 1. Personalizing the communication
 2. Having the information come from the Executive Vice President's Office signature provides emphasis to the subject matter being addressed as well as keeps the EVP's Office "in the loop."
- vii. Training Staff How to Handle Problems
 1. Problems fall into one of two areas:
 - a. Need manager to address
 - b. Problem not in area so unsure how to address:
 - i. Utilization of A&F Customer Service Center for out of area problems/coaching

Part 3: Identify primary and secondary customers

1. Primary Customers:
 - a. Students: Student Financial Services, 1Card, Parking and Transportation, Food Service, Bookstore, Copy Center, Police, Fire Marshal, Custodial/Grounds, Executive Vice President's Office
 - b. Employees: Human Resources, Payroll, A&F Customer Service Center, Parking and Transportation, Finance Departments, Police, Fire Marshal
2. Secondary Customers:
 - a. Students: Human Resources, Payroll, A&F Customer Service, Finance Departments
 - b. Employees: Food Service, Bookstore, Copy Center, Custodial/Grounds, 1Card

Part 4: Establish Mission

Administration and Finance Customer Service Mission Statement:

Enhance the overall customer experience by creating a courteous culture that provides business process and services that are accurate and responsive to customer needs.

Part 5: Look in the Mirror

1. Self Survey

2. Departmental Survey
3. Mystery shopper
4. Review Results

Part 6: Establish Baseline

1. Review with group
2. Discuss additional areas for improvement/goals
3. Review other colleges/universities for best practices

Part 7: Develop monitoring plan based upon goals

Part 8: Monitor on a Regular Basis

Part 9: Improve, Improve, Improve