



AUDITING AND IMPROVING CUSTOMER SERVICE ON YOUR CAMPUS

January 20, 2017 :: 3:00 to 4:30 pm EST

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Learn how to conduct a thorough assessment of the customer service culture on your campus.

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OVERVIEW

Learn how to assess your current level of customer service on campus. During the program, you will walk through both a physical environment, or “servicescape,” scan and a communications audit. The results of these audits will allow you to evaluate how your office or department’s physical environment and communications are affecting the service you provide.

Throughout the webcast, you will also hear a detailed case study from Michigan Technological University. This case study will allow you to see how Michigan Tech successfully implemented a Service Innovation Committee and developed a Customer Service Manifesto to help operationalize a meaningful service culture shift on their campus.

“This webcast provided information and tools that could be used easily to improve customer service.”

-Pam Johnson, Associate Dean for Institutional Advancement and Community Services, Gadsden State Community College

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www.academicimpressions.com/webcast/auditing-and-improving-customer-service-your-campus



PRACTICAL TOOLS AND RESOURCES

You will leave the webcast equipped with the following tools and resources to help you conduct an audit of your own customer service culture on campus, including:

- 6-page servicescape audit worksheet
- 4-page communications audit worksheet
- Sample copy of the Michigan Tech student satisfaction survey
- Copy of Michigan Tech's Customer Service Manifesto

WHO SHOULD ATTEND

This program is appropriate for higher education professionals who are seeking to gain a better understanding of their current customer service culture, and would like to learn how to operationalize the changes they may make as a result of their findings.

LEARNING OUTCOME

After participating in this online training, you will be able to conduct an environmental scan and a communications audit to improve customer service within your unit or on your campus.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

Friday, January 20, 2017 :: 3:00 to 4:30 pm EST

➔ **Developing a Service Framework**

- What constitutes good customer service in higher education?
- Aligning student expectations with institutional realities

➔ **Two Tools for Auditing Customer Service**

- Environmental scan
- Communications assessment
- Examples

➔ **Operationalizing Service Changes: The Michigan Tech Example**

- Training
- Incentivization: staff hiring and compensation
- Involving current students
- Service advisory board
- Satisfaction surveys
- Awarding and recognizing good service

INSTRUCTOR

John Lehman, Associate Vice President of Enrollment and University Relations, Michigan Technological University

Since 1993, John has worked with a variety of institutions, leading public-facing offices that work with students, parents, faculty, and corporate partners. He is published in the fields of enrollment, recruitment, marketing, precollege outreach, and career placement, and has presented at numerous national conferences on customer service within higher education. He is also LeaderShape co-lead facilitator. He received his PhD in education from Colorado State University.



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EARLY BIRD PRICING

Postmarked on or before January 13, 2017. After January 13, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

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