



CONFERENCE

CUSTOMER SERVICE TRAINING FOR HIGHER EDUCATION

March 24 - 26, 2014

Baltimore, MD



ACADEMIC
IMPRESSIONS



Are you providing students and parents with top-notch customer service?

OVERVIEW

The interactions a student has with your front-line staff members are crucial to engagement and retention. This conference is designed especially for managers and team members who want to learn how to improve customer service for students and parents over the phone, in person, and by email.

Join us in Baltimore for a mix of instructive, interactive, and working sessions; learn how to set your institution apart from the competition with superior customer service. Our expert instructor will help you better understand and apply the four service standards that matter most:

- Comprehensive responsiveness
- Efficiency
- Listening and clear communication
- Empathy and conflict management

You will also learn how to deal with conflict based on your leadership style, techniques for managing angry or frustrated customers, methods for de-escalating conversations, and ways to prevent yourself from getting pulled into emotional confrontations.

LEARNING OUTCOME

After participating in this conference, you will be able to apply customer service fundamentals to your role on campus.

BRING YOUR TEAM AND SAVE!

Managers and front-line staff in enrollment management related offices (financial aid, bursar, admissions, card offices) and other student services will learn ways to improve customer service for students and parents. Register two people from your institution and a third registration is half price.

[CLICK HERE TO REGISTER](#)



CUSTOMER SERVICE TOOL KIT

Included with your registration is a flash drive with training materials and activities that includes:

- Self-assessments
- Event slides
- Facilitation guide and training materials
- Action plan

As you go through these activities during the course of the conference, you will have time to reflect on how you might share what you've learned with your colleagues back on campus.

POST-CONFERENCE WORKSHOP

Service Level Agreements and Customer Service Metrics

You will be guided through a process and techniques for assessing your shop in terms of customer service, including: developing a service level agreement with students and among staff, and across offices that you depend on to support your service. Learn about the key metrics you need to assess your success, how to gather them, analyze them, and make decisions based on them. You will leave with a high-level customer-service assessment plan for your shop.



AGENDA

MARCH 24, 2014

12:30 - 1:00 p.m. Conference registration

1:00 - 1:15 p.m. Opening comments

1:15 - 2:30 p.m. Service Standards

Customer service draws on a variety of areas and competencies. This customer service training focuses on building the following skill areas:

- Comprehensive responsiveness
- Efficiency
- Listening and clear communication
- Empathy and conflict management

In this session, we will offer an orientation to customer service standards and discuss how to set standards for your institution.

Supplemental Materials:

- Self-test - Pre-assessment of skills test sheet
- List of service standards addressed in each module
- Service scorecards for staff members

2:30 - 2:45 p.m. Afternoon break

2:45 - 4:00 p.m. In the Shoes of the Customer

Students today have elevated expectations around wait/call times, technology, and treatment in customer service, and those expectations are not curtailed when they set foot on campus, visit an institution's website, or seek one-on-one assistance. In this exercise, you will draw on your own customer service experiences and expectations to outline what expectations and needs customers have. Together, we will develop an initial list of customer service needs. This orientation to customer expectations and experiences will drive the rest of the course.

Supplemental Materials:

- Facilitation guide for this activity
- Examples of service experiences
- Examples of expectations



AGENDA

MARCH 24, 2014 (CONTINUED)

4:00 - 4:45 p.m.

Identifying Your Communication Strengths and Weaknesses

So much of what happens with the customer experience is transactional; two parties are bringing something to the conversation or meeting. Experienced customer service representatives know that they can't control what the other person brings to the table, but they can manage and adapt how they respond to it by understanding themselves first.

Supplemental Materials:

- Facilitation guide for this activity
- Assessment tools
- Activity instructions

4:45 - 5:15 p.m.

Working session

At the end of day one, we will discuss how this material relates to your work.

5:30 - 6:30 p.m.

Networking reception (included in registration fee)

MARCH 25, 2014

8:00 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:30 a.m.

Conversation Cycle

Good customer service providers generally ask you, "Is there anything else I can help you with?" before ending a conversation. This technique is part of an intentional conversation cycle. In this session, you will learn and practice techniques in the conversation cycle to improve your verbal and online communications.

Supplemental Materials:

- Facilitation guide for this activity
- Sample script
- Conversation cycle descriptions
- Conversation topics list
- Powerpoint slides to introduce each part of the conversation cycle

10:30 - 10:45 a.m.

Morning break



AGENDA

MARCH 25, 2014 (CONTINUED)

10:45 a.m. - 12:00 p.m. Delivering No and Other Bad News: Keeping the Conversation Positive

Within the customer service conversation cycle, there are specific phrases to avoid, and certain language that you should use to clearly and efficiently provide customer service. In this session, participants will watch a series of role played interactions and identify the best practices and pitfalls in those interactions as a group.

Supplemental Materials:

- Facilitation guide for this activity
- Role play script
- List of forbidden phrases and replacement phrases, including a job aid
- Powerpoint slides to introduce the phrases

12:00 - 1:30 p.m. Lunch (included in registration fee)

1:30 - 2:45 p.m. Dealing with Difficult Customers

Although, hopefully, it doesn't happen that often, one of the most challenging aspects of customer service is dealing with difficult customers, including those who are concerned, upset, angry, and/or frustrated. In this session, you will learn techniques for conflict management and addressing difficult situations. You will then be confronted with several scenarios with a variety of difficult customers, where you will apply the skills learned to resolve the situation and provide excellent and appropriate customer service.

Supplemental Materials:

- Facilitation guide for this activity
- Practice scenarios
- Best practices for diffusing difficult scenarios resource

2:45 - 3:00 p.m. Afternoon break

3:00 - 4:15 p.m. Speed and Efficiency

During this session, you will learn techniques for handling customer service interactions quickly and efficiently. You will then work with a partner to practice handling customer service interactions quickly and efficiently, and you will offer and accept feedback on where you can improve. The sessions will close with the entire group identifying a list of best practices that developed in the exercise and feedback.

Supplemental Materials:

- Facilitation guide for this activity
- Cards with roles for simulation
- Technique definition resource
- Feedback worksheet



AGENDA

MARCH 25, 2014 (CONTINUED)

4:15 - 4:30 p.m.

Simulation Preparation

The simulation in day three is the capstone of the customer service training and will serve to give you an individual assessment of your customer service skills in the identified areas. During this session, you will have time to ask questions about the skills covered in the training and will receive guidance on how to prepare for the simulation.

MARCH 26, 2014

8:00 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:45 a.m.

Simulation

In this simulation, you will work with a small group of your colleagues to use all of the skills covered in the training. You will be asked to role play different customer service scenarios and to apply the best practices and techniques you have learned. You will be assessed in the skill areas identified by your colleagues, and will in turn, assess and offer feedback to fellow participants as they also apply the skills learned.

Supplemental Materials:

- Facilitation guide for this activity
- Simulation scenarios
- Assessment tool
- Game to help you practice

10:45 - 11:00 a.m.

Morning break

11:00 - 11:30 a.m.

Self-Improvement Planning

As mentioned, during the simulation, your colleagues will assess your performance in the various skill areas, and you will receive a scorecard on your performance with areas of strength and recommendations for improvement. Based on your scorecard, you will use this time to develop a self-improvement plan to continue building your customer service skills in the following months.

Supplemental Materials:

- Facilitation guide for this activity
- Scorecard worksheet
- Self-improvement plan template

11:30 a.m. - 12:00 p.m. Action Planning

The self-improvement planning is the last module in the out-of-the-box training. In this final session, you will reflect on the experience and identify how you will implement the training on your campus. You will be encouraged to ask any remaining questions of the facilitator.



AGENDA

POST-CONFERENCE WORKSHOP

12:00 - 1:15 p.m. Lunch for post- conference workshop attendees (included in workshop registration fee)

1:15 - 5:00 p.m. Optional Post-Conference Workshop: Service Level Agreements and Customer Service Metrics

Customer Service is more than just front-line interactions. Your systems, data, and office culture all have an impact on the customer experience. The trouble is that when it comes to customer service, most shops aren't sure where they're doing well, where they're falling down, and why. In this post-conference workshop, you will be guided through a process and techniques for assessing your shop in terms of customer service, including: key metrics, how to gather them, analyze them, and make decisions based on them. You will leave with a high-level customer-service assessment plan for your shop.



INSTRUCTOR

**SUSAN LEIGH / Associate Vice President, Enrollment Management and Marketing***DePaul University*

With more than thirty years in higher education, as a faculty member and as an administrator, Susan oversees student records, which is responsible for all academic enrollment records, placement testing, registration, grading, graduation, transcripts, diplomas, immunization, and advising reports such as the course history and degree progress reports. She is also responsible for DePaul Central, the university's new integrated student services concept that offers a one-stop location for student records, financial aid, and student account services. Susan presents frequently on topics related to one-stop development and customer service in higher education.

TESTIMONIALS

"I really enjoyed getting to speak with colleagues from all over the country to discuss shared challenges and goals."

- Past Participant

"Taught by subject matter experts from the field and well worth the cost."

- Dr. Andrew Griffin, Learning and Development Trainer, Centennial College

"It's very hard to find a customer service training program specific to the post-secondary environment (especially in Canada) and now I feel a lot more confident and equipped to take the materials/activities covered and transfer into my college."

- Marisa ChinYan, Learning and Development Trainer, Centennial College



HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency Baltimore
300 Light Street
Baltimore, MD 21202

To reserve your room, call 410-528-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 23, 24 and 25, 2014. Reservations must be made by March 2, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Treat yourself to an exceptional experience along the waterway when you stay at this AAA Four Diamond hotel on Baltimore's picturesque Inner Harbor. This urban contemporary hotel offers a luxury gateway to "Charm City". Visit museums and historical sites, or explore the wonders of the Inner Harbor.

To / From Baltimore-Washington International Airport:

Shuttle Service - Take advantage of the Super Shuttle service to drive you to the downtown Baltimore airport hotel. Pick-up is every 30 minutes at the ground transportation desk (baggage claim areas 3, 4 and 5). Look for the blue vans with yellow lettering saying Super Shuttle. \$18.00 each way. Hours: 6:00 a.m. to 2:00 a.m. Call 800-258-3826 or [click here](#) to reserve in advance.

Taxi - Service is available on a first come, first served basis from the lower level curbside of all terminals. All taxis are metered. Approximate cost from Baltimore-Washington International Airport to Hyatt Regency Baltimore is \$35.00.

Light rail is \$1.60 to/from airport.





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Best Value	Conference	Workshop
Conference + Post-Conference Workshop - \$1595 USD <input type="checkbox"/> __ # of attendees	Conference only - \$1295 USD <input type="checkbox"/> __ # of attendees	Post-Conference Workshop - \$395 USD <input type="checkbox"/> __ # of attendees

Total_____

Total_____

Total_____



ATTEND AS A TEAM - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

EARLY BIRD PRICING

Postmarked on or before March 7, 2014. For registrations postmarked after March 7, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/customer-service-training-higher-education>



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.