



CONFERENCE

# CUSTOMER SERVICE SKILLS TRAINING: CERTIFICATION FOR HIGHER EDUCATION

March 7 - 9, 2016

Denver, CO



ACADEMIC  
IMPRESSIONS



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*Providing good customer service to students has become an expectation in today's higher education environment.*

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## OVERVIEW

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Learn how to provide better customer service with this hands-on skills training conference. This conference is designed for both managers and front-line staff working in the areas of enrollment and student services. You will leave with increased confidence in your customer service skills and the ability to handle a wide variety of service scenarios. Through a blend of working time and activities you will examine:

- Characteristics of good customer service
- Critical service competencies
- How to maintain consistency across service channels
- The conversation cycle and scripting
- Handling and serving difficult customers

## GET YOUR TEAM CERTIFIED

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This event culminates in a final, written exam. Upon demonstrating your mastery of the subject matter discussed throughout the conference, you will receive a certificate of completion for your time spent and knowledge gained at this event. Show that your campus is a leader in customer service: get your entire front-line staff certified!

To encourage team participation, **when you send 2 staff members a 3rd can attend for 50% off.** If you have more than three staff members who need to be certified, call Sarah Seigle at 720-988-1216 to talk about additional team discounts.

## POST-CONFERENCE WORKSHOP: MEASURING AND ASSESSING YOUR CUSTOMER SERVICE CULTURE

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Learn a variety of measurement and assessment tools and techniques that can be used to gauge where your department, unit, or campus stands with regards to your level of customer service.

[VISIT EVENT PAGE](#)

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



## WHO SHOULD ATTEND

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This conference has been designed specifically for managers and front-line enrollment and student services professionals working in higher education.

## LEARNING OUTCOME

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After participating in this conference, you will be able to improve your front-line customer service skills in the higher education environment.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Assistant Conference Director at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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### DAY ONE — THE SERVICE PARADIGM

12:30 - 1:00 p.m.

**Registration**

1:00 - 1:30 p.m.

**Welcome and introductions**

1:30 - 2:15 p.m.

**Defining Service**

The conference will open with an interactive presentation about what defines good vs. bad customer service. You will be exposed to examples of both good and bad service as a means of framing the conversation.

2:15 - 2:45 p.m.

**Visioning Exercise**

This exercise will help you connect the conversation of good and bad customer service to your specific higher education service environment. During this guided activity you will think about what your institution's service currently looks like, what you would like it to look like, and what is most important to your constituents. You will be asked to share your results with your tables and the larger group.

2:45 - 3:00 p.m.

**Break**

3:00 - 4:30 p.m.

**Service Competencies**

Get an in-depth, example-based overview of the various kinds of competencies that are needed to provide high-quality customer service to students in today's higher education environment. Types of competencies to be discussed (among others) include enironmental, emotional, and knowledge-based.

4:30 - 5:00 p.m.

**Self-Assessment Activity**

Conduct a self-assessment of your own customer service skills based on the service competencies that were just presented.

5:00 - 6:00 p.m.

**Networking reception (included in registration fee)**



## AGENDA

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### DAY TWO — FOUNDATIONAL SKILLS FOR HIGH-QUALITY SERVICE

8:30 - 9:00 a.m.

**Continental breakfast (included in registration fee)**

9:00 - 10:15 a.m.

**Scripting**

Day two will open with the art of scripting as a means of ensuring consistency across service channels. You will be given time at the end of the session to apply what you have learned by writing your own scripts for greetings, closings, and apologies for phone conversations with students.

10:15 - 10:30 a.m.

**Break**

10:30 - 11:00 a.m.

**The Conversation Cycle**

Build upon your knowledge of scripting to look more holistically at the four key phases of the conversation cycle. You will learn how to help navigate through unclear student requests and questions, and how to avoid using jargon in your interactions with students.

11:00 - 11:20 a.m.

**Practice: Role Playing**

This partner-based role-playing activity will give you time to practice and apply the scripting and conversation cycle techniques you acquired throughout the morning.

11:20 a.m. - 12:15 p.m.

**Service Level Agreements (SLAs) and Key Performance Indicators (KPIs)**

If you want to ensure that your students are consistently having a high-quality customer service experience across your department or unit, putting clear, measurable SLAs in place is critical. This session will provide a comprehensive introduction to the process of writing, operationalizing, and measuring SLAs.

12:15 - 1:15 p.m.

**Lunch (included in registration fee)**

1:15 - 1:45 p.m.

**Activity: SLAs and KPIs**

In this activity, you will be given time to begin to develop SLAs and identify corresponding KPIs that are appropriate for your own service context on your campus. Instructors will be available for individual coaching and guidance throughout the working time.

1:45 - 2:45 p.m.

**Policies and Practices That Impact Service**

As we all know, higher education is a place where formal and informal policies proliferate. This session will provide examples of formal policies you need to be aware of that have implications for the way you provide service, and will also challenge you to think about more informal policies or practices that may be creating service barriers.

2:45 - 3:00 p.m.

**Break**



## AGENDA

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### DAY TWO (CONTINUED)

3:00 - 4:30 p.m.

#### **Accounting for Diversity in Higher Ed Customer Service**

We will end the day with a thorough and important discussion about how you should account for student diversity in the service you provide. You will learn how to adjust your service practices and style based on the specific characteristics of the student you are interacting with at any given time. The importance of cultural sensitivity, awareness, empathy, and active listening will be emphasized.

4:30 - 5:00 p.m.

#### **Day in review and preparation time for final exam**

### DAY THREE — “THE TRICKY STUFF”

8:30 - 9:00 a.m.

#### **Continental breakfast (included in registration fee)**

9:00 - 9:45 a.m.

#### **Stress Management in the Front-line Service Environment**

Our final day will open with an interactive session in which we will share tips and techniques for managing stress in the higher education front-line service environment. You will gain insights into your stress-handling personality and will think about ways you could improve your own stress management in your day-to-day job.

9:45 - 10:30 a.m.

#### **Delivering “No” and Other Bad News**

As much as we might like to always deliver good news to our students, sometimes the answer is just not what they will want to hear. This session will teach you how to properly say no and deliver bad news by managing emotions, expectations, and maintaining control over the situation. You will be given time to role-play with a partner and practice the techniques you learned at the end of the session.

10:30 - 10:45 a.m.

#### **Break**

10:45 a.m. - 12:00 p.m.

#### **Handling Difficult Customers**

Our final instructional session will be about how to handle the occasional difficult and potentially volatile situations that you may find yourself in with students. Best practices for ensuring safety, ensuring security, escalating the situation, asking for help, and adhering to your service standards will be discussed.

12:00 - 1:00 p.m.

#### **Final Exam and Conference Close**

In order to receive your service excellence certification, you must successfully complete a written exam that will help you solidify and demonstrate everything you have learned. The exam should only take about 30 minutes to complete, but you will have a full hour to complete it if need be.



## AGENDA

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### DAY THREE (CONTINUED)

#### **Post-Conference Workshop: Measuring and Assessing Your Customer Service Culture**

1:00 - 2:00 p.m.

**Lunch for post-conference workshop attendees (included in workshop registration fee)**

2:00 - 5:00 p.m.

#### **Post-Conference Workshop: Measuring and Assessing Your Customer Service Culture**

This post-conference workshop has been designed to help you gain more knowledge about how to measure and assess the effectiveness of your current customer service efforts and culture on campus. Our expert instructors will expose you to a variety of measurement and assessment tools and techniques that can be used to gauge where your department, unit, or campus stands with regards to your level of customer service. You will also be given time during the workshop to begin to formulate and adapt some of these tools to your own context.



## INSTRUCTORS

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### **Heath Boice, Associate Vice President for Student Affairs, Rochester Institute of Technology**

Dr. Heath Boice-Pardee has worked as an administrator in higher education for nearly twenty-five years in a variety of administrative and teaching roles. Heath is currently the Associate Vice President for Student Affairs, and has served as Interim Senior Vice President for Student Affairs, at Rochester Institute of Technology. Additionally, he is an Instructor in the College of Applied Science and Technology at RIT and has developed a higher education administration Master's concentration focusing on service leadership, customer service, and the student experience. This is a one of a kind program in the world.

Additionally, Heath holds an appointment as an associate faculty member with the School for Advanced Studies at the University of Phoenix and was chosen as one of three faculty members to serve on an academic program council to develop a PhD in higher education program. Most recently, Heath has been awarded a prestigious research fellowship from the Center for Leadership Studies and Educational Research on the topic, Identifying Value in Higher Education: A Practitioner's Perspective.

### **Emily Richardson, Dean of the Hayworth School of Graduate & Continuing Studies, Queens University of Charlotte**

Since July 2014, Emily Richardson has been responsible for the adult learning population in both online and seated modalities, as well as summer school. Prior to this position, she was the associate vice president for Boundless Learning at Stetson University for two years. She began her education career at Widener University, where she spent twenty-one years, initially teaching in the School of Hospitality Management. Prior to her departure, she also served as dean of the University College, a home for non-traditional students.

Richardson started her career in the hotel management industry, where she spent time in multiple positions throughout the United States and worked for companies such as Hyatt Hotels, Harvey House Hotels, and RockResorts. Her emphasis during most of her hospitality career was on training for customer service employees.

Since 2002, Richardson has been a member of the University Professional and Continuing Education Association, has served on the board, as regional and cabinet chair, and currently is working on the network for small and specialized institutions.

### **Eileen Soisson, Executive Director of Training, Development and Service Excellence, Coastal Carolina University**

Since July 2011, Eileen Soisson has been leading Coastal Carolina University's service excellence initiative, Feel the Teal®, created to enhance the university's culture and become more service-oriented and focused on student success. Soisson designed the service excellence program into eight training modules and oversees all operations within the initiative. She teaches university employees and others how to deliver better service within higher education. This past year, she led 262 customer service trainings for Coastal Carolina University employees, student workers, affiliate groups and other university stakeholders. She also oversees the Feel the Teal® Steering Committee and Feel the Teal® Leadership Team at Coastal Carolina University.

Eileen began her career in the hospitality industry and worked with the American Hospitality Academy for more than 10 years before starting her own business, The Meeting Institute, in 2004, which provides various training and development programs in the areas of leadership and customer service within the private sector. Her clients included the U.S. Army, Audi of America, the Myrtle Beach Area Chamber of Commerce Leadership Grand Strand Program, National Recreation Parks Association, and others.





OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



## LOCATION

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March 3, 2016 :: Denver, CO

### HOTEL

Crowne Plaza Denver  
1450 Glenarm Place  
Denver, CO 80202

To reserve your room, please call 303-573-1450. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE

The rate is \$195 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES

A room block has been reserved for the nights of March 6, 7 and 8, 2016.

### RATE AVAILABLE UNTIL

Make your reservations prior to February 5, 2016. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

### ADDITIONAL INFORMATION

Our hotel is walking distance of exciting attractions, shopping, restaurants, and sports and entertainment venues. One block from the Colorado Convention Center, our hotel is steps from Denver Art Museum, Denver Pavilions, Downtown Aquarium, Denver Center for the Performing Arts and the hip LoDo district. Play at Elitch Gardens Theme Park, Denver Zoo, Coors Field Colorado Rockies and the Pepsi Center.

### TRANSPORTATION

Getting to our hotel is easy by plane, light rail, train or bus. Our hotel is located only 26 miles from the Denver International Airport. We are within walking distance of the Denver's Public Transit that can whisk you to nearby train stations for transfers to local neighborhoods and cities. When you need transportation to our hotel, we recommend these companies:

- D&D Transportation: 303-960-9229
- Super Shuttle: 800-258-3826



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

**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.

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop	Conference only	Post-Conference Workshop only	Get \$100 OFF with your AI Pro Membership  <a href="#">Learn More</a>
\$1595	\$1295	\$395	\$100 OFF

### EARLY BIRD PRICING

Postmarked on or before February 19, 2016. For registrations postmarked after February 19, 2016, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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.) \_\_\_\_\_

## ADDITIONAL CONTACT INFORMATION

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

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)

## HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

**DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.

**WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

**DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: [www.academicimpressions.com/news-sign-up](http://www.academicimpressions.com/news-sign-up)

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



## 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.

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### 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.