Promoting Professional Customer Service

Saturday, July 22, 2017 4:00-5:00 pm APPA Annual Conference

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TOGETHER FORWARD



Learning Outcomes

- Understand why professional customer service is important from a data and experiential perspective
- Define what exactly is professional customer service including specific examples you can take back to your institution
- Identify ways that you can instill a commitment to strong customer service throughout your organization
- 4. Understand how to measure success



Customer: one that purchases a commodity or service

Service: a helpful act, useful labor that does not produce a tangible commodity



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Nearly 9 out of 10 U.S. consumers would **pay more** for a superior customer experience

Source: Customer Experience Impact Report by Harris Interactive/RightNow

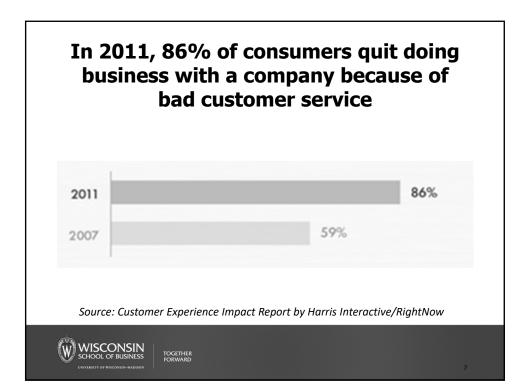


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Why is Customer Service Important?







In Small Groups....

- 1. Select a person to be a note taker, and a person to be a spokesperson
- 2. Review your scenario and as a group, discuss what could have been done to make for a more positive experience.
- 3. Report out:
 - 1. Share the scenario.
 - 2. How could the situation have been more positive?



How do you become a more Customer Focused Organization?





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What does Success look like?





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For every customer who complains, 26 others remain silent

Source: White House Office of Consumer Affairs



Questions?



Thank You!

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