

Macomb Community College

CRISP

Customer Service Initiative

Customer Service Standards

Macomb Community College's continued success is directly dependant on having satisfied students (external customers) and employees (internal customers). For this reason, it is important all employees of the College understand the necessity of maintaining good relationships.

The existence of good customer service improves performance, prevents misunderstandings, builds morale and makes our daily jobs more pleasant. We should strive to provide the highest level of service to our students and ourselves which begins with understanding the College's mission.

Mission

As a publicly funded and community-based institution of higher education, Macomb Community College will provide a comprehensive program of high-quality educational, enrichment, and economic development experiences designed to promote individual growth and social improvement.

Standards

The standards are guiding principles and have been separated into five categories to facilitate training and the employees' retention of the standards:

<u>C</u>	<u>Communication</u>	Listen and Speak Effectively
<u>R</u>	<u>Responsiveness</u>	Be Polite, Accurate and Timely
<u>I</u>	<u>Image</u>	Look Your Best
<u>S</u>	<u>Service</u>	Be a Resource
<u>P</u>	<u>Professionalism</u>	Be Your Best

*"Using the CRISP standards, customers - **prospects, applicants, students, vendors and employees, etc.** - have the right to expect.."*

C - Communication

- Greet students and employees with warmth and enthusiasm.
- Address customers by name (depending on the circumstances, Mr., Mrs. or Ms. may be appropriate).
- Be polite, courteous and respectful at all times, to all students and employees.
- Listen to what the customer is communicating. Give the customer your full attention and put yourself in his/her shoes.
- Acknowledge the problem and show genuine interest– while you may have not done anything wrong, it is good to let the customer know that you understand that they have been inconvenienced.
- Demonstrate clear and concise verbal and written communication skills.
- Call trees (a menu of options for callers to choose from before reaching an actual department or staff member) need to be limited in scope and not become the standard.
 - Personal interaction is the preferred standard. Call trees should only be used when a staff member is not available to answer calls.

- Call trees should be used to give customers information about office hours and services provided.
- When a call tree is used, there should always be the option to reach a staff member of the College.
- Every call tree should have an extension to a staff member for use by the Information Center when transferring calls to appropriate departments.
- External phone calls will be answered with the following greeting: "Macomb College, [department and name], may I help you?"
 - Put a smile in your voice.
 - If you must transfer a call, avoid the use of the word "transfer". Say instead: "I am going to connect you with..." Be sure to provide the transfer number to the caller in case the transfer is lost; thus, the caller has the option of calling directly.
 - Callers should be given the option to go to voicemail to leave a message.
 - When closing calls, say "Thank you for calling. Is there anything else that I can assist you with?"
- Keep voice mail greetings updated.
 - Consider giving a time frame when calls will be returned.
 - Voicemail greetings should notify callers when you are out of the office.
 - Provide the name and contact number for another employee within your department who can immediately assist the student or employee in your absence.
 - When appropriate, utilize the call forwarding option.
- Email notification should notify senders when you are out of the office.
 - Provide the name and contact number for another employee within your department who can immediately assist the student or employee in your absence.

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R - Responsiveness

- Understand the nature of the customer's request before deciding what needs to be done.
- Respond promptly when a customer comes to a front desk / counter.
 - Customers should be served in a timely manner.
 - Customers should be advised of an expected waiting time.
 - Do not interrupt your service to a customer you are dealing with face to face to answer the phone. Utilize call system technology when possible (e.g., ACD routing), or let the call go to voice mail and return the call promptly after serving your current customer.
- Phone calls will be answered promptly (within four rings) when not dealing directly with a customer.
- Phone calls will not be redirected more than once, unless under unusual circumstances.
 - Do not complete the transfer until you reach a person and explain the nature of the call.
 - If necessary, take the customer's name and phone number and have the appropriate employee return the call.
- All voicemail / email messages will be returned / responded to within one business day.
 - Customers should always have the option of reaching a person.
- Customers should not be kept on hold for more than three minutes. If you sense it will take longer than three minutes, ask the customer if they would like to continue to hold. If they do not want to continue to hold, take the customer's phone number and return the call once time avails.
- Take personal responsibility for acknowledging customer questions, complaints or issues. If you personally cannot resolve the problem, refer the customer to the proper person who can.

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I - Image

- Put forth your best "personal image"
 - Smile.
 - Introduce yourself.
 - Dress neatly. Keep your work area tidy and professional.
 - Demonstrate a positive / cooperative attitude and patience.
 - Have a pleasant tone of voice.
 - Say "please" and "thank you."
 - Take pride in your work and the College.
 - Remember that you represent the College in the job you do.

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S - Service

- Know and understand the College Mission and components of the Mission.
- Resolving student-related issues, especially complaints, should be the priority.
- Maintain effective knowledge of:
 - College Operations
 - Relevant resources and services available within your department and other College departments.
 - Strive to be as knowledgeable as possible.
- Stay familiar and up-to-date with services, programs and resources offered by other departments to foster a more coordinated and integrated approach to service. Visit and review the College's website often, especially "What's New."
- All information provided to customers should be accurate and complete.
- Encourage feedback from customers on how to improve service.
- Admit if you do not know and offer to find out.
- Defer/refer to your manager/supervisor in extremely difficult situations with a customer.

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P - Professionalism

- Always wear your College ID so the customer knows to whom they are speaking.
- Respect the confidentiality of students' issues; avoid discussion about students' issues in public areas.
- Customers come first. Avoid social conversations and discussions in service areas.
- Keep all offices and service areas clean, neat and organized.
- If you work in an area visible to customers, do not eat, read a book at your desk, etc. This should not be done in view of the customer.

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