WMU – Auxiliary Enterprise Standards of Customer Service

Guiding Principles

To offer courteous, helpful and friendly service to all customers in a prompt and timely manner, regardless of age, ancestry, color, creed, disability, marital status, national origin, presence of children, race, gender or sexual orientation.

It is believed that customers are not just those that we serve, but those that we work with and that each employee and volunteer should be treated just as we would treat a customer.

Standards Covering All Customer Interactions

“Customers have a right to expect …”

• Courtesy, respect, honesty and professionalism.
• That the staff person will listen to their request/question, ask for clarification if necessary, and provide complete, knowledgeable, accurate, precise information regarding their inquiry.
• The staff person will make a reasonable effort to provide information about WMU and, as appropriate, other outside agencies related to their department’s/division’s function.

WMU Auxiliary Enterprise Customer Service Standards

In Person

“Customers have a right to expect...“

• That upon entering a building, store or office, they will be greeted verbally with a welcome and asked how they may be helped, not having to wait or have to ask for assistance because of inattention of staff members.
• A timely, courteous acknowledgement, such as eye contact or a positive indication that the staff person knows they are there, especially if the staff person is on the telephone or with another customer.
• If there is a person at a counter and the phone rings, the staff person will excuse themselves, answer the telephone, ask the caller if they prefer to be put on hold or have their call returned, and continue to help the customer.
• That each main informational counter will be staffed during business hours or, if staff is unavailable, will have signage referring them to the appropriate department.
• That they will get the full attention of the staff member and all side bar conversations will cease in the presence of customers. Additionally, cell phones will not be used unless of emergencies. Always be sure to have your area covered in these instances and excuse yourself to handle the call.
• To be informed via parking lot signs, sign-in logs on each floor and at front counters of the need to sign-in their car to avoid a ticket when visiting WMU.

Telephone/Voicemail

“Customers have a right to expect that...“

• Telephones will be answered promptly (within three rings) whenever possible.
• Calls will be answered in a courteous manner and a smile.
• A person, not voicemail, will answer the main number at each answering station during business hours.
• Staff will: listen and understand the nature of requests before transferring a call; inform callers to whom they are being transferred; and provide callers with the telephone number and division of the person to whom they are being transferred. (Each department is responsible for making arrangements to ensure the telephone is answered during business hours.) If a call comes during interdepartmental coverage,
Staff will explain that they are covering for a different division and offer to take a message or transfer the call to voicemail.

- Staff will, before transferring a call, provide the caller with the option to go to voicemail or leave a message.
- Callers will receive acknowledgements of their voicemail messages within 24 hours on regular business days, even if there is no answer yet, be sure to let the caller know you received their request and are working on it and will get back with them when you do.
- Outgoing voicemail messages will be kept current and voicemail messages at answering stations will be changed on days that WMU is closed.
- Voicemail messages give at least one optional telephone number to call or hit zero for receptionist.
- Calls should be returned in order of urgency, but ensure that all calls are returned in an acceptable time.
- If necessary to place a customer on hold, be sure to ask their permission first and wait for their response.
- If a caller is on hold for an extended period of time, periodic updates will be provided.
- All incoming telephone calls will be answered with a consistent greeting such as "Miller Auditorium, this is Tracey, how may I help you?"
- Staff will leave their full name, department, state their phone number slowly and repeat it, and time available when leaving a message.
- If the person answering the call doesn't have the answer to the customer's questions, that they will conduct research to determine the accurate response.
- They will not be bounced around or given the run around. Do not transfer a customer to someone unless you know they will be able to assist and not transfer the customer to someone else.

Meetings

"Customers have a right to expect that..."

- They will be given reasonable advance notice of meetings.
- Meeting notifications contain accurate information (date, time, place, point of contact, telephone number, and directions).
- They will be informed of schedule changes or cancellations prior to the meeting.
- Agendas will be available and distributed in advance of meetings.
- Meetings will start on time and end on time.
- Meetings will be organized, run efficiently (proper equipment and handouts), and conducted in a professional manner.

Public Amenities

"Customers have a right to expect..."

- Properly maintained facilities, which are sanitary, completely operational, fully stocked and supplied, accessible, adequate to need, and compliant with ADA (Americans with Disabilities Act) standards.
- Appropriate and timely responses to identified problems at a facility.
- Hours of regular operation to be posted and observed.

Money/Currency Exchange

"Customers have a right to expect..."

- User-friendly bills/statements.
- That bills and permits may be paid via cash, check or credit card.
- That individual offices within AE are prepared to handle the daily monetary exchanges.
- Accurate financial transactions.
- A receipt or verification of transaction, if requested.

Written Correspondence
“Customers have a right to expect...”

- Written correspondence formatted to WMU standards.
- Information regarding their inquiries is complete, accurate and precise.
- A timely response to their request or an interim communication explaining the delay. A timely response for e-mail is within 24 hours on a regular business day and for letters is within five business days.
- All e-mails to contain a signature block including: the staff person’s name, title, department, Western Michigan University, address, telephone number, fax number and e-mail address.
- E-mails sent to a large group of people will be blind carbon copied to protect the privacy of recipients.
- Fax cover sheets are legible, includes name, telephone number and department of the sender and the name and fax number of the receiver.
- If a recipient of a written correspondence needs to pass it along to another staff person to handle, then the sender of the letter/email/etc. should be notified that there is a new contact person.

In Closing

- Always partake in appropriate at-work conversations. Do not discuss problems or discord about your job, co-workers or work place in public areas. Maintain those conversations with the appropriate people in appropriate surroundings.
- Cell phones should be turned off or to vibrate during working hours and under no circumstances should personal conversations take place while at work unless they are of an urgent matter. If urgent, you should excuse yourself to a private area away from the public areas and customers, only if there is someone else to take care of the customers.
- Be sure to end personal conversations with co-workers prior to answering the phone or upon seeing a customer enter your work space.
- When completing a service, task, sale, etc. for a customer or co-worker, be sure to let them know that it is completed. They should not have to contact you again to ensure what they needed was taken care of.
- ALWAYS STRIVE TO BRING A GOOD ATTITUDE TO WORK WITH YOU!

Final thoughts...that it is imperative for everyone to follow these guidelines from the top management to the part time student employees. We cannot expect staff to hold these values if they are not lead by example.