

CUSTOMER SERVICE IN TODAY'S VIRTUAL/DISTANCED ENVIRONMENT

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INTRO



OC.EDU

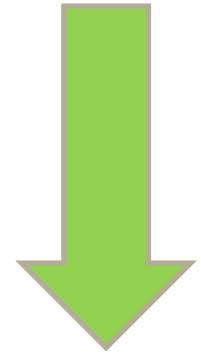
CUSTOMER SERVICE

Why is it so important?

- Expectations Have Changed
- Pandemic Expectations



21%

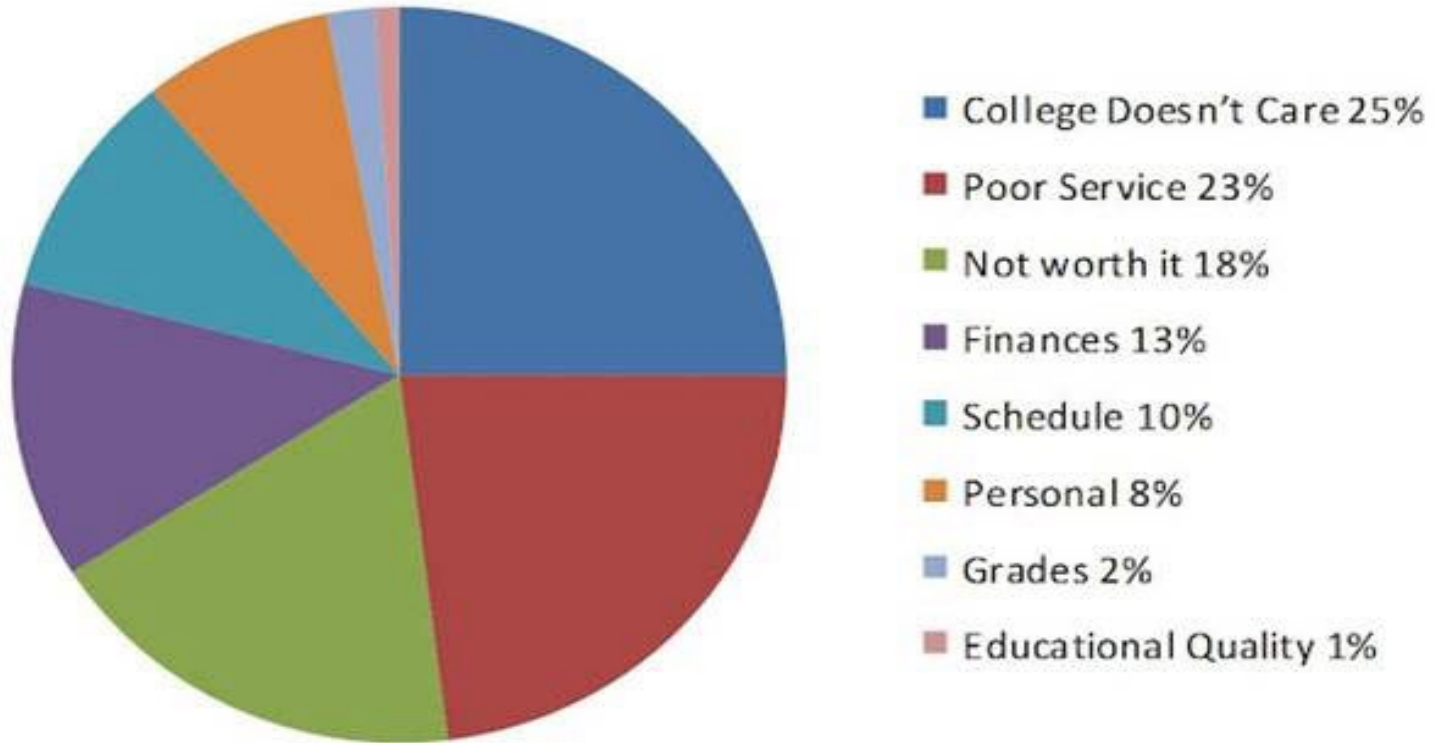


21%

CUSTOMER SERVICE

Why is it so important?

- Expectations Have Changed
- Students are Shopping
- Retention



Source: (Raisman, *Why Students Leave College 2012 Study Results*, 2012)

CUSTOMER SERVICE

WHAT DOES IT MEAN?

What It DOESN'T Mean:

- The Customer is always right
- Cutting Corners



"We've talked it over and we've decided that you must not really be a customer."

CUSTOMER SERVICE

WHAT DOES IT MEAN?

- You can solve the customer's problem and they can leave UNHAPPY.
- You can decide not to give the customer what they asked for and still have a HAPPY customer.

CUSTOMER SERVICE

WHAT DOES IT MEAN?

- Responsiveness
- Clear Communication
- Conflict Management

UNDERSTAND THE NEEDS OF YOUR STUDENTS

Identify Students

- Traditional
- Non-Traditional
- First Generation
- International
- Concurrent

UNDERSTAND THE NEEDS OF YOUR STUDENTS

- Identify Students
- Identify Specific Needs
 1. More Help with Processes
 2. Visas
 3. Schedules
 4. Emotional Support

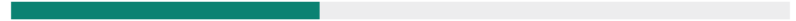
UNDERSTAND THE NEEDS OF YOUR STUDENTS

- Identify Students
- Identify Specific Needs
- Consider Communication Preferences

Online: 55%



On the Phone: 40%



In Person: 5%



Microsoft 2016 State of Customer Service Report

UNDERSTAND THE NEEDS OF YOUR STUDENTS

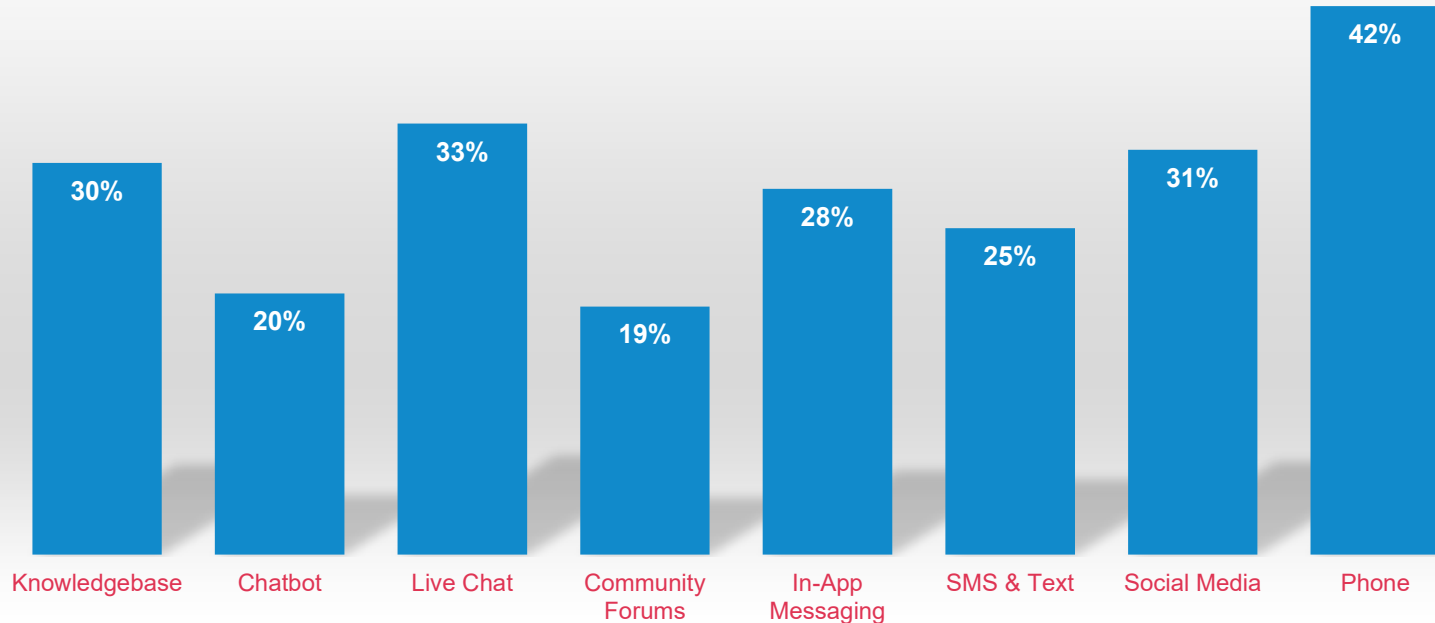
- Identify Students
- Identify Specific Needs
- Consider Communication Preferences

30%

of Gen Z said that “not being able to find the information I need online” would indicate a bad customer service experience.

COMMUNICATION PREFERENCES

2021 CHANNEL INCREASE GEN Z



IMPROVE RESPONSE TIMES

- Utilize Self-Help
- Response vs Resolution
- Set Expectations

CHANGE YOUR CULTURE

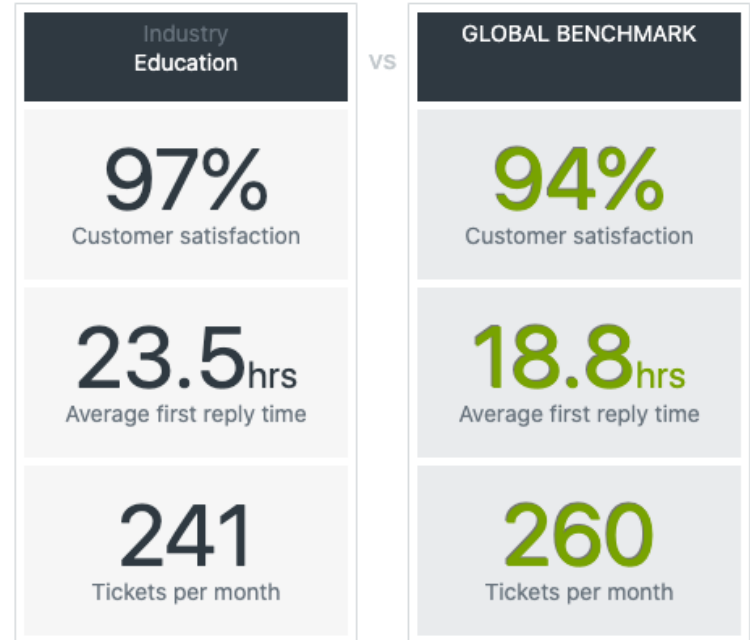
- Best When It's From the Top Down
- Build Your Team

TRAIN YOUR STAFF

- Train Your Staff to Be Empowered
- Don't Hoard Information or Skills
- Goals and Celebrations

MEASURE YOUR SERVICE

- Both Qualitative and Quantitative
- Benchmarks



CONCLUSION

Q&A