Customer Service Initiatives
Enrollment Management
Student Services Center (Round Building)
November 13, 2008

Current Customer Service Initiatives (What we have already done):
- Customer Service Training for the entire Enrollment Management Division provided by Mr. Sam Ramirez, Director of EEOC.

- Begun providing standard operating procedures (SOP) and updating SOP manuals to ensure consistent service. This helps the staff to handle routine and non-routine problems in a consistent manner thus creating a uniform experience for students.

- Hold regular staff meetings in all the Enrollment Management Offices to allow staff to voice concerns and actively participate in problem resolutions. This also allows the staff to take ownership of the problems. This improves overall communication, increases staff satisfaction and lays the ground work for providing a better customer service experience.

- Every area has two people dedicated to answering telephones. Hiring two more temps to only answer phone in the Offices of Admissions and the Registrar’s Office.

- Cross training continues between the Office of Admissions and Registrar’s Office.

- Tie in level of customer service provided by staff to yearly performance reviews and merit increases which has been done in the past, but to a greater extent, in that it is now an expectation on the evaluation form.

- Held student centered Halloween costume contest that was aimed to bring students into the Round Building and create positive associations between students and Round Building administration.

Future Initiatives to be Implemented this Year (What is our plan for the upcoming year):
- Purchase Super Service Training Program from McNeil and Johnson Learning Company (http://www.mjlearning.com/). This 12 month program is scheduled to start January 2009 and will train 3 “train the trainers”. These 3 trainers will in turn train 25 other staff members in the Round Building. This training is not a one time course, but a comprehensive program that reinforces excellent customer service and rewards excellent customer service. Customer service activities will be held throughout the
course of the training program that will reward staff and reinforce excellent customer service.

- Redesign of the center counter area in the Round Building that will provide centralized location for all students to ask questions, obtain help with forms, be directed from one location to another, and be able to use computers. Meetings are currently underway with Dr. Raul Prezas and Dr. Gerry Moreno to advise on redesign to take into consideration the institutions designation as a Hispanic Serving Institute. This redesign will serve as a one stop center and tier one resolution. When final implementation is complete, this will allow departments within the Round Building to scale back present counter space and will open up square footage for more cubicle space on the first floor. Tier two problem resolution will be handled by subject matter experts who are also charged with running the day to day operations of the Round Building.

- Meetings are currently underway with Joe Pena, Director of Weil Gallery to display student art and art projects that invites participation and foot traffic into the Round Building. Again, the object of doing this is to invite faculty, staff and students into the Round Building and reinforce positive associations with the Round Building staff. This is an effort to counter already established negative associations concerning the perception of the Round Building staff and the business that occurs in this building.

- Set up the FAFSA/APPLYTEXAS Lab in the Financial Assistance Office in order to assist new, currently enrolled, returning students with these cumbersome applications. Full time staff and students will be assigned to assisting these students.