

# Customer Service

## cus-tom-er serv-ice

1. The act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.

## Customer Service at Berry College

Martha Berry dedicated herself to educating not just the head but also the heart and the hands. It is a part of the foundation upon which Berry was built. Serving others well is at the core of our values. It is a part of good work. It is what sets us apart from other college environments. We learn when we serve each other well.

### Whom do we serve?

At Berry every single person we encounter is a person we serve. Whether it is staff, faculty, student, alumni, visitor or prospective student and family. The persons we serve daily are internal to the college and they are external to the college. For our students the persons we serve may become a part of the network upon which a foundation is built for internships and that first destination job. They become a reference.

### Who is involved in providing an extraordinary level of service?

Creating a true service-centered environment is everyone's job. Meeting the expectations of those we serve and providing an extraordinary level of service is everyone's job. Thinking about customer service as only a face to face interaction limits the ability of those who do not see customers face to face to serve. Those who are behind the scenes making sure processes, the internet, systems and facilities and grounds are working and look their best are part of the total customer experience. The support of those behind the scenes making sure all of the above work are a critical part of the service team. Every single team member is involved in creating the extraordinary service experience here at Berry College, regardless of the job or position.

**“We also want students to understand that good work always means providing good service to someone else.”**

**Dr. Stephen Briggs**

### Why does it matter?

Because we live in a hyper-connected world every interaction matters. It takes only a moment for a post on Facebook to go viral with exposure to millions. Consider the numbers:

- 98% of 18 to 24 year olds use social media
- Facebook has 1.2 billion users
- 190 million tweets are sent out each day
- There are 490 YouTube users

And there are more social media outlets from Instagram to WhatsApp to Snapchat with more being created daily. Google social media outlets and be astounded at the lists that pop up.

The bottom line is this, providing the best possible service, an extraordinary level of service, creates a positive environment that not only enhances our service but our entire community. We insure that no negatives go viral and damage what Martha Berry began and continues to be, our mission to educate the head, heart and hands!

### The Ultimate Goal

Many remember the motto of Sears and Roebuck, the customer is always right. They set the standard for many years in customer service. We know however, that those we serve are not always right. They can be difficult, contentious, unhappy making our job challenging. Even though those we serve are not always right the ultimate goal is to serve them in such a way that they go away happy or at the very least satisfied.

Most customers simply want to be heard and respected. We provide extraordinary service when we make even the most difficult or unhappy person glad they encountered us, when we listen and respect the person. Treating others as we would like to be treated, is the challenge, regardless of the circumstance.

## For Students

- do communicate clearly
- use positive language
- do keep a smile in your voice
- do go the extra mile
- do try to be empathetic
- do what you say you are going to do
- do know what to do with an abusive customer
- do get answers to customers questions
- do treat every customer as if they were your only customer

## For Supervisors

Encourage students to:

- Own the problem and seek solutions when dealing with customers/guests
- Always follow up, make things happen
- Promise only what can be delivered
- Never take anger personally
- Not to discuss difficult situations or customer problems in front of other customers/guests
- Remain cool, calm and collected, strictly professional
- Seek a supervisor when they cannot handle a situation
- Be positive and respectful regardless