

FIU Service Excellence Standards

“At FIU, every day and for every customer, we aim for EXCELLENCE – in our interactions, job knowledge, streamlined processes and commitment to serve.”

In-Person Contact



- Present an image that is professional and appropriate for the department and the responsibilities.
- When assisting students, wear a name badge.
- Greet each person promptly, in a courteous manner, with eye contact and a smile.
- Introduce yourself, and apologize for any wait, if applicable.
- Listen carefully to the individual and ask questions to ensure you fully understand the person’s need.
- If a sensitive topic needs to be discussed, provide privacy.
- Demonstrate empathy for an individual who is experiencing a problem or frustration.
- Show respect for individuals with different cultures, languages, and customs.
- Speak clearly and in a professional tone.
- Demonstrate friendliness and accessibility, through your words, tone, and body language.
- Provide accurate and understandable answers.
- Use the individual’s name in the conversation.
- If you do not know the answer or solution to a situation, find the appropriate person to assist, learn, and share knowledge with others.

Video Conferencing



- Look your best:
 - You are always representing FIU. Please wear business casual attire and add some FIU gear when possible.
 - Creative virtual backgrounds can help break the ice during virtual meetings, but please be mindful of having a consistent image that reminds your colleagues or students of your role - and their FIU experience. Here is a gallery of great backgrounds.
- Choose the right environment:
 - Please choose the right environment to conduct your Zoom meetings, such as a quiet place in your home or another area where you can comfortably set up your equipment.
- Mind your lighting and camera angle:
 - Pick a seating area for your Zoom meetings where good lighting is available, such as near the window or other light source.
 - Sit facing a light source and try to keep the camera on your device at eye level.
- Test your audio and use the mute button:
 - Please test your audio, speakers and microphone before beginning a meeting to avoid disruptions.
 - Use the mute button when you are not speaking to avoid background noise interference.
- Use video conferencing etiquette:
 - If possible, refrain from activities not related to your meeting, including but not limited to eating, house activities, etc.
 - If you need to attend to an immediate situation, please turn off your camera and microphone.
 - When you finish speaking, use a phrase to let others know you have concluded. Examples of these phrases include: “I’m done,” “Thank you,” “That’s all.”

All Telephone Calls



- Answer the phone promptly, within three (3) rings.
- Begin each telephone conversation by making a personal connection.
- Be present. Make the caller the focus of your attention.
- Make sure to identify yourself, department and/or FIU if appropriate.
- Pay close attention to your tone of voice. Remember: it's not only what you say, it's how you say it.
- Sample greeting for external calls or those of an unknown origin:
"Good (morning/afternoon/evening), Florida International University, this is (your name). How may I assist you?"
- Sample greeting for internal calls:
"Good (morning/afternoon/evening). Thank you for calling (name of department). This is (your name). How may I assist you?"
- Sample call closing:
"It was my pleasure to serve you today. Is there anything else I can help you with? Thank you, and have a great (morning/afternoon/evening)."

Holds



- Before placing a caller on hold, ask the caller's permission. For example:
"Are you able to hold while I research this for you?"
- Provide periodic updates if the additional hold time will exceed one minute.
- When returning to the line, thank the caller for holding and apologize for the wait.
- If more time is needed, offer to return the call, agree on a time, and exchange phone numbers.
- If another individual will be placing the follow-up call, let the caller know who to expect.

Transfers



- To transfer a call, ask the caller's permission, and provide the name and number of the person you will introduce.
- Conduct a "warm transfer", remaining on the line to introduce the person receiving the call and explain the caller's need. For example: "Hello (colleague's name). This is (your name) from (department), and I have (caller's name) on the line. (Caller's name) needs assistance with _____. Will you be able to assist? Thank you, and goodbye."
- If the transfer cannot be accomplished immediately, contact another person in the department or the supervisor to ensure that the caller receives assistance.

Voicemail



- Voicemail messages should include your:
 - Your full name / department / Alternate contact information for immediate assistance
- Respond to phone messages daily, even if just to acknowledge receipt and to provide an estimated timeframe for resolution or response.
- When leaving a message always provide:
 - Your full name / Department / Telephone number / Best time to reach you
- When planning to be away for more than eight hours, your voicemail message should offer appropriate options and expected return.

Written Correspondence



- Remember that all written communication sent at work, including email from a personal account that also gets used for business, is considered public record.
- Provide accurate, concise, and relevant information.
- Determine the audience, purpose, and timing of each correspondence.
- Monitor the tone of your messages to ensure they are professional and courteous.
- Ensure your Outlook auto signature meets the FIU published standards which include your full name, title, department/division, address, contact number, FIU logo and branding. For details see instructions at <https://brand.fiu.edu/downloads/index.html>
- Do not send or forward emails or text messages that are inappropriate, in poor taste, or that could reflect negatively on you or FIU.
- Begin all written communications with a greeting.
- Do not “reply all” unless absolutely necessary.
- Proofread, spell check, grammar check, and obtain appropriate authorization before sending written communication.
- Periodically review templates, correspondence and system messages to ensure correctness of the content and clarity of the information and any action required.

Contact with Department



- Include the direct phone numbers of all faculty, administrative staff, and general office numbers on Phonebook.fiu.edu, and update regularly.
- Monitor accuracy of information on web pages, update promptly when there are changes, and remove outdated information.
- Ensure that all areas visible to the public are clean and neat.
- Provide clear and professional signage, directions, and information.
- Ensure that department phone messages are responded to promptly.
- If high volume needs are expected, provide scheduled or alternative appointment options.
- Anticipate seasonal needs by preparing in advance, i.e., new faculty equipment and supplies.
- Ensure there is always a person designated as the point of contact during business hours.
- Designate a contact person for any after-hour emergencies.
- Ensure that all sensitive and confidential documents are properly secured.
- Cross train staff to answer frequently asked questions and to provide quality service regardless of vacations, schedules, or other illness.
- Maintain a desk manual of procedures for key tasks.