

## *A Culture of Service Excellence*

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



### **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.



### **Contact with Department**

- ✓ Include the direct phone numbers of all faculty, administrative staff, and general office numbers on [Phonebook.fiu.edu](http://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 Update promptly when there are changes and remove outdated information.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.



### **Written Correspondence Emails, Memos, Letters, Faxes**

- ✓ 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 <http://www.fiu.edu/brand/digital-media/>.
- ✓ 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, correspondences, and system messages to ensure correctness of the content and clarity of the information and any action required.
- ✓ Do not use email when a conversation would improve understanding.

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### **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 full name and 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.