“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.

**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- Monitor accuracy of information on web pages, update promptly when there are changes, and remove outdated information.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.

**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.
- Do not use email when a conversation would improve understanding.
FIU Service Excellence Standards

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

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.