

Coastal Carolina University

Feel the Teal Service Initiative

“Colleges are starting to see higher education in business- like realities. They are realizing that revenue depends on selling the college (recruitment) to its customers (students and parents). Sales (enrollment) are made based on the college’s brand (image), product (courses, programs, degrees), and by **creating a connection with the customer (customer service).**”

Embrace the Oxymoron: Customer Service in Higher Education,
Neal Raisman, PhD (LRP Publications: 2002)



FEEL
— THE —
TEAL
SERVICE EXCELLENCE

Defining Service Excellence

Service Excellence Is Not...

- “The customer is always right”
- “Free” grades
- Giving the “customer” whatever they want
- Smiling when someone is upset
- Focusing on only the external customer

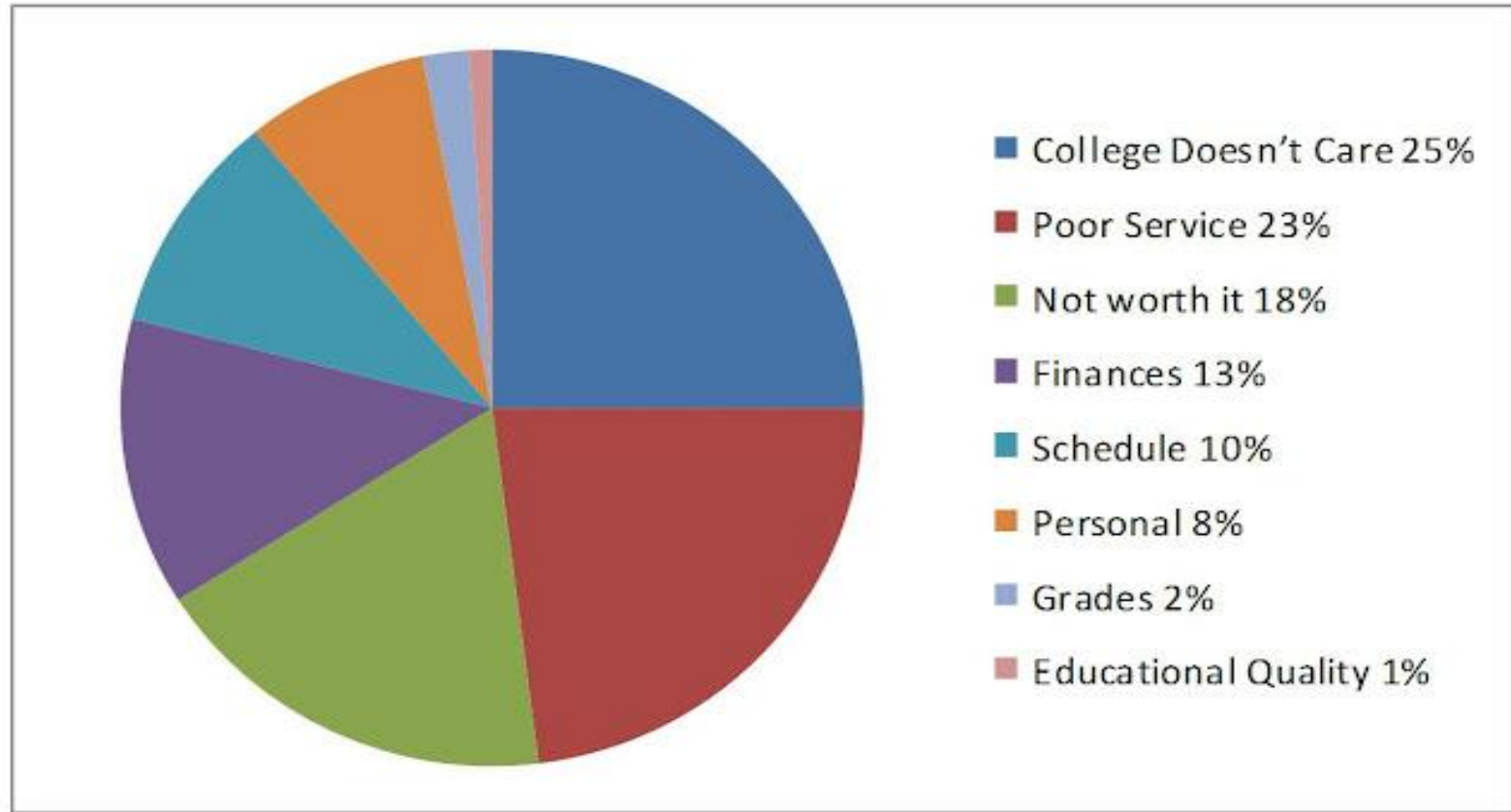
Service Excellence Is ...

- About making the **situation** right, not being right
- Educating the customer as well as serving the customer
- Embracing school pride
- Present even when there is no personnel to assist in the customer process
- Being “other focused”
- Working well with co-workers and internal customers

Why Focus on Service Excellence at CCU?

- Competition of higher education
- Rising expectations of our customers
- Create that brand identity and image for CCU
- Contributes to a more pleasant work environment
- Facilitates ongoing learning and improvement
- Turns recruitment success into retention success

Why Students Leave College- 2012



Source: Neal Raisman & Associates

Understanding our Customers

External Customers

parents, students, potential students, businesses and industries, employers, donors, potential donors, community members, media, other universities, alumni

Internal Customers

faculty, staff, board members, student workers, vendors, volunteers, alumni

Feel the Teal Training Modules

Module One: CCU Service Basics

Module Two: Attitude of Service

Module Three: Civility on Campus – Feb. 20

Module Four: CCU History and Traditions – April 17

Module Five: Dealing with Difficult Situations

Module Six: Personal Accountability

Module Seven: Branding the CCU Service Delivery

Module Eight: Service Relations and Retention

CHANT

COASTAL CAROLINA UNIVERSITY

MONDAY-FRIDAY | 8AM-8PM
SATURDAY & SUNDAY noon – 8PM

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Service Excellence at CCU

Commitment to Service Excellence

- **PRINCIPLE**

- Represent **CCU** with **HONESTY**.
- Abide by the **RULES**.

- **PRIDE** Show respect ...

- To **YOURSELF**.
- To **CCU**.
- To the **CUSTOMER**.

- **POLITENESS**

- Be **THOUGHTFUL**.
- Be **COURTEOUS**.
- Be **KIND**.

- **PROFESSIONALISM**

- Do your **BEST**.
- Use your **BEST**.
- Present your **BEST**.

*“We must together build a strong university wide culture of exceptional service where everyone can **Feel the Teal**. By focusing on undergraduate and graduate academic excellence and good academic customer service, we will see an increase in student willingness to learn and engage not only in their studies, but also in experiential learning and leadership activities. Good customer service will better enable us to offer a quality product – education.”*

*President DeCenzo
Coastal Carolina University*

