



Service Excellence Initiative Talking Points

Background: Rollins aspires to achieve higher levels of excellence and strategically market the College's unique value. The administration recognizes that success will ultimately depend on how effectively the College can deliver on its promises conveyed in marketing messages—the promise of a distinctive, transformative, and engaged learning experience that is truly exceptional and unique to Rollins. Service excellence will play an important role in the College's overall success. To achieve this end, the College implemented a Service Excellence Initiative (SEI). A new service philosophy and service standards delineate what Rollins considers important—both in the treatment of colleagues and in delivering a seamless service experience to students and customers. The new service philosophy and standards are an outgrowth of several discussions by the President's extended leadership team. The College formed a Service Excellence Team (SET) that has been charged with leading an inclusive campus-wide effort to integrate the new service philosophy and standards into our internal processes, identify solutions to service issues and problems on an ongoing basis, and provide training and support to the campus community. Training of management and staff began in November 2010 and is now complete.

Key Messages

- Service excellence plays an important role in the success of Rollins College.
- Rollins is committed to building a lasting culture of exceptional service.
- Lasting change takes time—perhaps three to five years.
- Everyone will be held accountable for providing exceptional service.
- Exceptional service will be recognized and rewarded
- Rollins Service Standards are: Responsive, Respectful, Collaborative, Competent.
- Every detail speaks.
- Create service *wows*.
- Our plan to achieve a culture of service excellence is through:
 - Clear and open communication about our service excellence standards
 - Selection of new staff committed to our service excellence standards
 - Training of all staff to our service excellence standards
 - Ongoing assessment and measurement to know where we are successful and to identify areas of improvement
 - Identifying and removing obstacles that keep employees from providing great service
 - Holding everyone accountable for providing exceptional service
 - Recognizing and rewarding exceptional service