



Service Excellence Guidelines for Front Line Staff

DO

- Remain conscious at all times that you are representing Rollins College
- Create a positive service experience
- Greet customers immediately with eye-contact, a smile and an introduction (if introduction is possible)
- Answer your phone, when at all possible, and respond to voicemails within 1 business day
- Try to exceed expectations
- Ask if there's anything else you can do to help at the end of every conversation
- Use appropriate email etiquette, including a greeting and signature in emails.
- Respond to emails within 1 business day
- Address the human side of the problem before the business side. Respond with empathy and attempt to see encounters through the lens of the person served.
- Try to treat others how they want to be treated
- Anticipate needs
- Own mistakes and fix them
- Focus on solutions
- Accompany or guide customers where they need to go if that location is not your office when possible
- Follow up with customers if you were unable to resolve their request to ensure that it was resolved
- Use appropriate out-of-office email and voicemail messages when necessary

DON'TS

- Criticize other departments to customers
- Pass a customer's concerns to another office because "it's not your area"
- Transfer a call without introducing the call to the responding office
- Say no without fully understanding request and explaining alternatives
- Become defensive or reactive.