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## Sample of Customer Service Standards

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### Example of Customer Service Standards

#### Face-to-Face Standards

- Greet with a smile
- Promptly acknowledge individuals as they enter your work area
- Project a positive, respectful attitude
- Project positive body language and use eye contact
- Listen first, then acknowledge customer requirements
- Provide an accurate response
- If you don't know, say you are unsure and advise you will ask someone who does
- If you are responsible for the commitment, adhere to it
- Respect confidentiality and be discreet where appropriate
- Ensure the customer is kept informed of the progress of their request
- If an unscheduled inquiry is prolonged, suggest an appointment be made or provide a time frame by which you will respond to them
- Each department must ensure that staff is on hand with expertise to either deal with customer inquiries of any type or to refer the matter to the correct person
- Thank customers where appropriate

#### Telephone Standards

- All phone calls will be answered within two rings by the individual staff member and within four rings by any available staff member
- Have a smile in your voice
- Greeting should include department/school and name
- All outgoing voicemail messages should include a greeting, the department/school, name, and how to connect with someone else for urgent matters

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- Incoming voicemail messages will be returned the same day if possible—if not, then within 24 hours
  - If you can't answer the question, forward the caller to someone who can
  - If the person asked for is unavailable, say they are unavailable and refrain from elaborating
  - If someone is on hold, keep them informed at suitable intervals
  - When you transfer a call transfer the caller identification and subject matter/question

#### Email Standards

- All email messages will be responded to within 24 hours
- Emails include your full name, title, phone number, department, district name (or school name), and mailing address
- All email messages will use appropriate business style with correct grammar and spelling
- If you can't answer the question, forward the email to someone who can and let the customer know that you are doing so
- Confidential information should not be transmitted by email

#### Overall

- Keep customers informed of the progress of matters that are not resolved quickly
- Keep website information updated on at least a weekly basis
- Provide confidential information only to colleagues that need the information to perform their duties
- Provide accurate information to colleagues and customers
- Speak courteously and respectfully to each other
- Respect others' time by being prompt with responses and when fulfilling commitments for meetings or appointments
- Ensure that your colleagues know where you are at all times during work hours
- Encourage a culture of customer and student focus