CASE STUDY

Improving Customer Service in Response to Increased Expectations and Accountability

Recommendations
The Fox MC team found that many drivers of customer service excellence were lacking among Temple’s support departments. By restructuring certain processes and managing customer expectations, and by driving a new culture, focal departments will improve customers’ experiences.

The team also recommended that the Employment division be restructured to enable key staff to focus on strategic, rather than transactional, tasks. Additionally, by coaching hiring managers, HR staff can reduce customer frustration and foster effective working relationships.

Opportunities to immediately address a lack of customer communication using existing software were recommended for Facilities Management. The team further recommended formalizing the department’s relationship with customers by establishing Zone (FM) and Unit (Customer) Managers.

To create a customer centric culture at Temple, the team recommended changes to hiring, training and recognition practices. By also pursuing ISO certification, Temple support services can ensure that best practices are used and secure a unique position among its peers.

Results
Following the project, Temple University’s CFO’s Office has implemented the recommendations provided by Fox MC. The Facilities Department sends an automated response to received emails and as a result, complaints have declined. Customer service has greatly improved since the completion of the project. http://temple-news.com/news/complaints-new-direction-offices/