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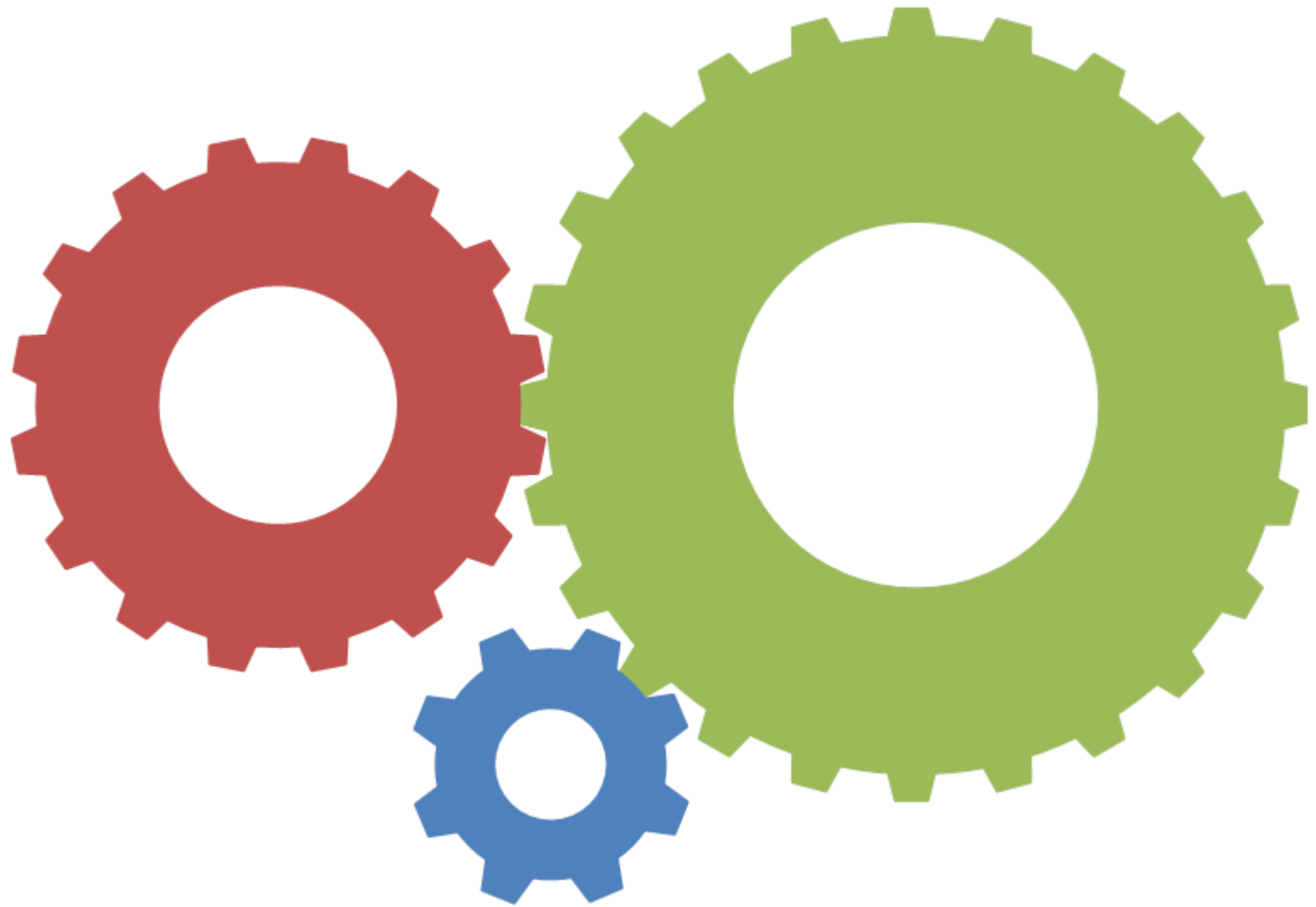
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[#csusmcoba](https://twitter.com/hashtag/csusmcoba)

What is your WHY?

Assignment

- Pair up with a partner, someone you don't know well and briefly discuss / explore your "whys."
- Introduce your partner and what you learned about their "why."



Providing a product or service

Identify customer

Satisfy customer

Retain customer

Providing a product or service: *Conventional* business

R&D Group develops a unique product or service

Manufacturing produces it

Finance puts the systems in place to track money

Marketing designs the promotional campaign

Sales sells the product/service

Providing a product or service: *Education*

Faculty develop a unique new course

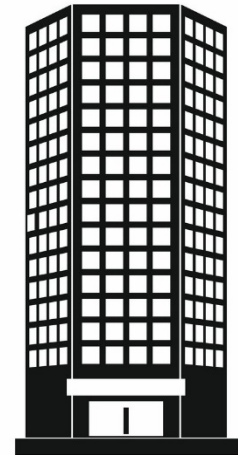
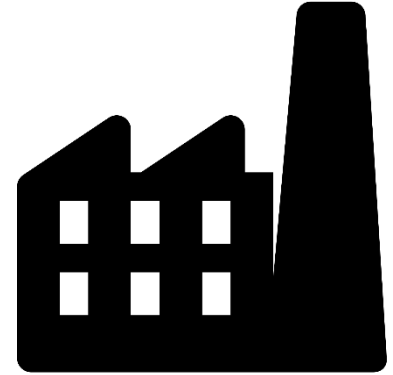
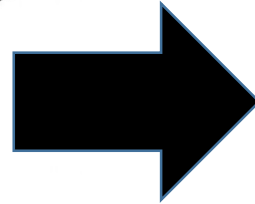
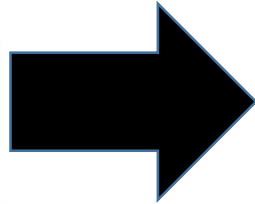
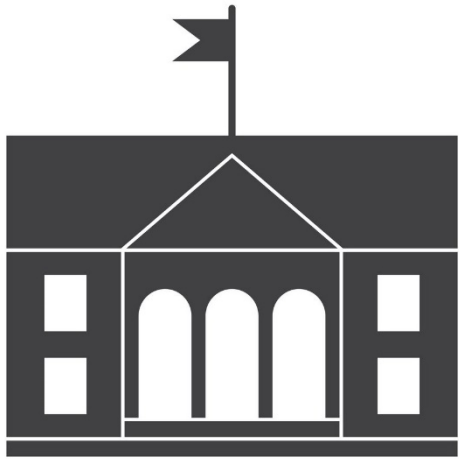
Faculty or lecturers deliver it

Finance puts the systems in place to track money

Marketing designs the promotional campaign

Sales sells the product/service

Providing a product or service



Test: Who “owns” the customer relationship?



Test: Who “owns” the customer relationship?

Faculty

Faculty?

Faculty or lecturers

Advising?

Finance

Marketing & Sales?

Marketing

Another customer-facing functional group?

Sales

Who should it be?

Test: Who “owns” the customer relationship?

Faculty develop a unique new course

Faculty or lecturers deliver it

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With the rise of social media, the customer can now determine how they want to communicate with companies, who they engage with, and whether to do so in a very public forum.

Rise of social media

- JetBlue has 2M+ followers, responds in ~ 5-6 minutes to a customer service issue
- Whole Foods ~5M Twitter followers
 - over 300 different Twitter accounts and 250 Facebook accounts, mostly run by local employees
- CSUSM/Communications has a group of three that monitor and respond to Twitter, Facebook, Instagram, etc.

Customer service quiz

Think about your job at CSUSM.

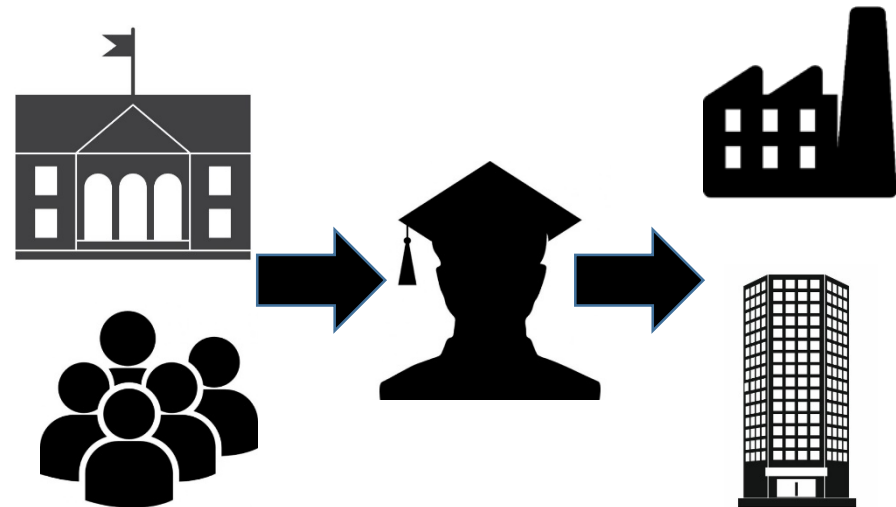
Who is your “customer”?

What other people are required to satisfy your “customer”?

Customer service quiz

Think about CSUSM.

Who is CSUSM's "customer"?



Exercise

- Think about your job.
- In a concrete way, how does what you do help a *student to succeed* at CSUSM?

Exercise

- Pair up with your partner again, and discuss / explore how each of you help students to succeed.
- Tell us about your partner's method of helping students to succeed.

Customer satisfaction

- Customer Service is everything and anything that touches a customer – directly or indirectly.
- Meeting customer expectations requires that everyone work in harmony.
- There is only one boss-the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.
- When a customer complains, he is doing you a special favor; he is giving you another chance to serve him to his satisfaction.

Student success and your role



Customer satisfaction

- Is a shared responsibility
- Improves the “bottom line”
- Improves sense of self-satisfaction
- Improves team morale and retention

Customer satisfaction

Transactional exchanges

- Customer response is activated after each transaction. This will be at multiple customer touch points.

Relational exchanges

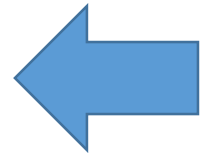
- Customer response is activated in the customer relationship.

Examples

- You can meet the need  Transactional


Examples

- You can meet the need
- You can exceed the need with a smile 😊



Transactional *and* relational

Examples

- You can meet the need
- You can exceed the need with a smile 
- Focus on the very first engagement with the customer – its like being on a first date.
- View our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better
- Always offer a solution: "I don't know, but I know who may be able to help you"

However...

You can't require engagement.

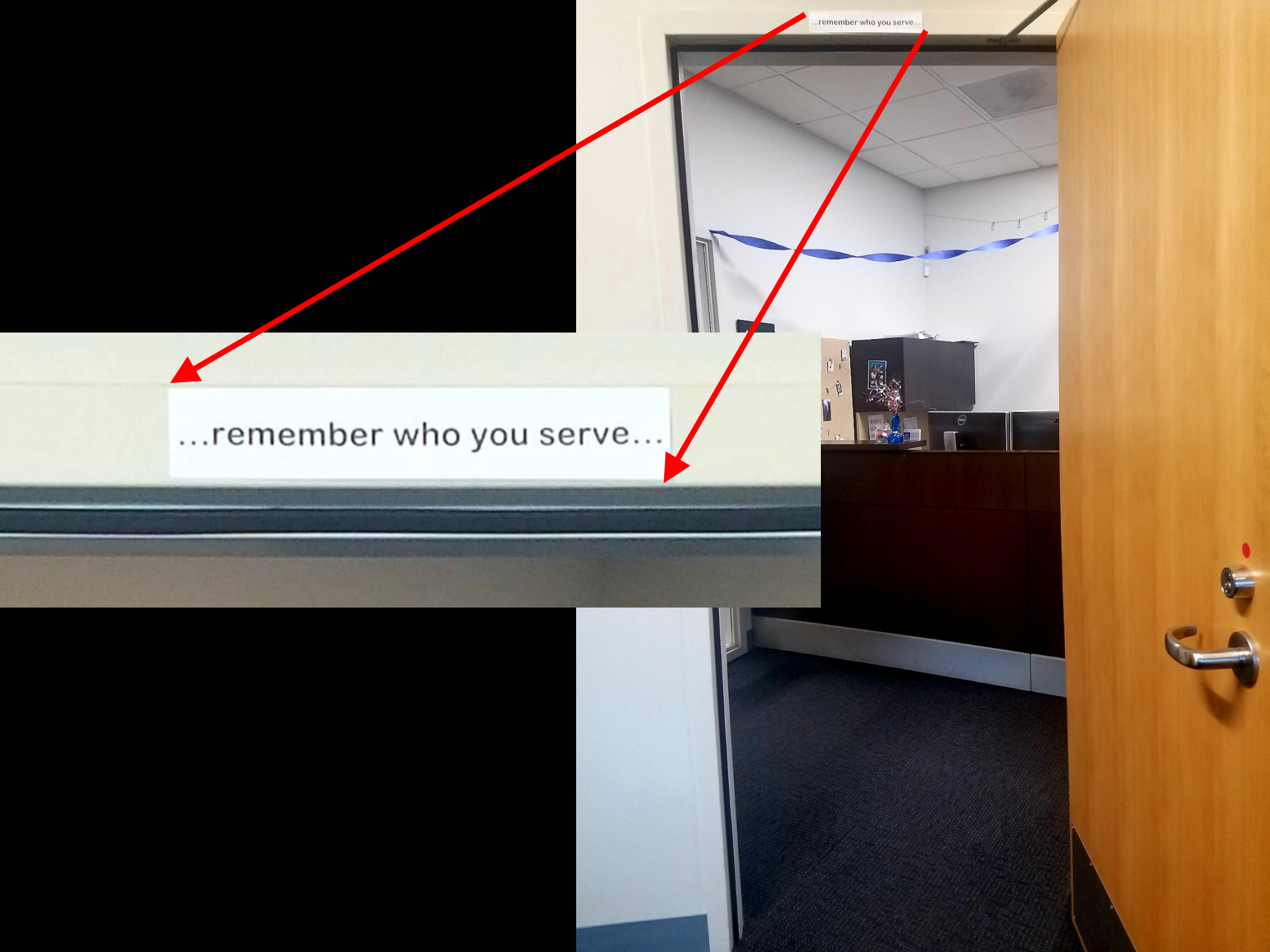
You can't force people to pour more heart and passion into their work.

All you can do is become a workplace that people want to engage with.

An organization can *improve* customer satisfaction by *improving* processes and working culture.

Satisfaction

- Own it
- Do it for the students...
- Do it for you!



...remember who you serve...

...remember who you serve...

**IF SERVING IS
BENEATH YOU,**

**THEN LEADERSHIP
IS BEYOND YOU.**

