



IMPROVING CUSTOMER SERVICE INTERACTIONS

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Customer Service Strategies



Customer Service

- ***Spend a lot of time talking to customers face to face. You'd be amazed how many companies don't listen to their customers. ~ Ross Perot***
- ***If you do build a great experience, customers tell each other about that. Word of mouth is very powerful. ~ Jeff Bezos, CEO Amazon.com***
- ***The key is to set realistic customer expectations, and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways ~ Sir Richard Branson, Virgin Group***
- ***Your most unhappy customers are your greatest source of learning. ~ Bill Gates***



Multiple Channel Strategies to Assist Customers

- Office Visit
- Call Center
- Website
- E-mail
- Consumer Materials
- Correspondence
- Social Media
- Kiosk
- Family & Friends





Customer Service Model

- Do your customers (students/families) have a clear idea of the service they expect from you?
- Can you be contacted easily?
- Do you have competent and well trained staff?
- Do you respond quickly to inquiries and requests?
- Do you gather information about your customers and what they want?
- Do you make it easy for customers to complain and to make suggestions about the quality of your services?
- Do you involve your customers in the development of products and services?



Keys to a Successful Customer Service Program



Your Brand Promise

- Does your institution have a brand promise?
- Does your staff know what it is/means?
- Can they give an “elevator speech”?



Brand Funnel

Awareness

Consideration

Preference

Purchase

Loyalty/Advocacy



Important Things to Consider

- Front Line Staff
 - Education
 - Training
 - Motivation
- Managing Issue Resolution
- Measuring Results
- Other Servicing Channels
 - Website
 - Social Media



Sallie Mae's Approach to Staff Education

- Education
 - Institutional Knowledge
 - Products and Services
 - Policies and Procedures
- Training
 - Communication Skills
 - Professionalism
- Motivation
 - Performance Feedback
 - Career Development

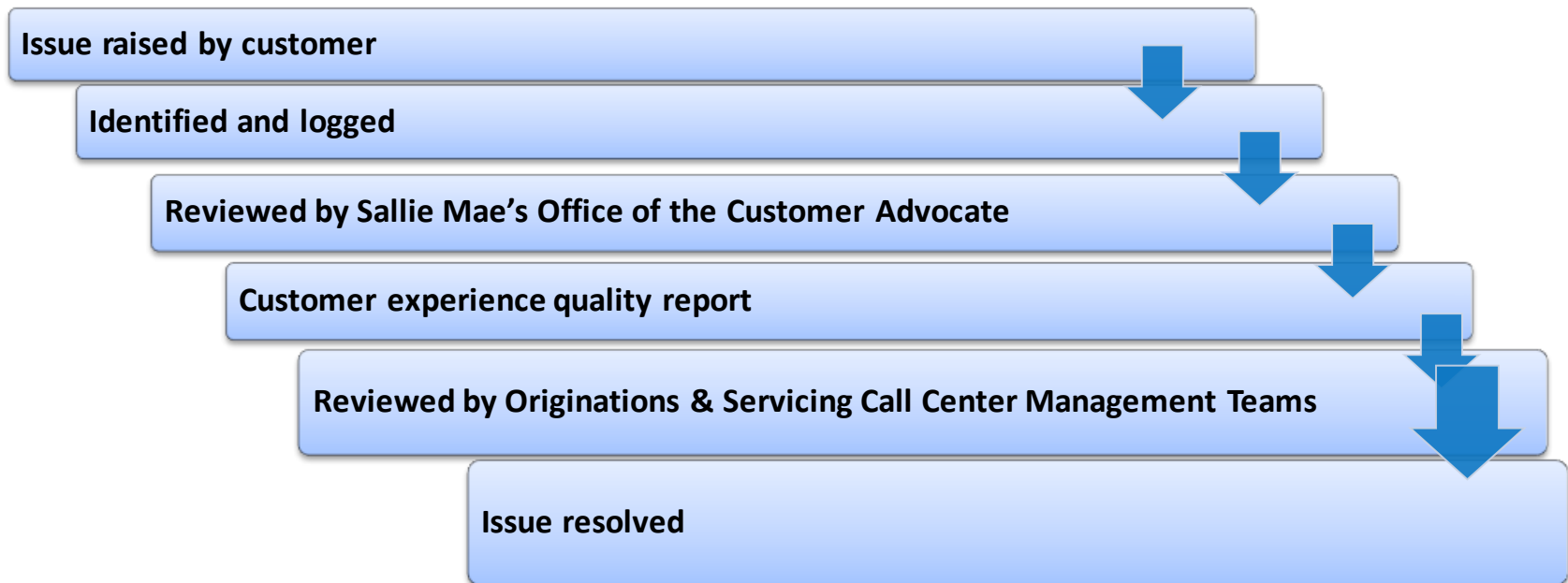


How Sallie Mae Manages Issues

- Listens to details surrounding issue
- Identifies root cause
- Communicates issue to stakeholders
- Major issues are logged and researched
- Shares issue/findings thru internal communication vehicles (KnowledgeShare and “Hot Topics” newsletter)
- Management Review



Sallie Mae's Issue Escalation Process





Measuring Results

- Service level tracking
- Issue resolution tracking
- Customer feedback



“What gets measured gets done.”~ Peter Drucker



How Sallie Mae Measures Results

- Focus on Quality Service
 - Quality Assurance Program = Customer Satisfaction
 - Compliance
 - Management Listening Sessions
- Issue Resolution Tracking
 - Review of “Hot Topics”
 - Customer Experience Quality Report
- Know the Service You Deliver



How Sallie Mae Measures Results

Customer Feedback – Post Call Survey

- Rate your agent's ability to resolve your issues
 - Rate your agent's overall customer service
 - Rate your agent's communication skills
- Rate how likely you are to recommend Sallie Mae to a friend, family member or business associate





Other Servicing Channels

- You can meet students where they are
 - Website
 - Social Media sites
- Larger reach using fewer resources
 - Field common questions
 - Reduce phone calls by addressing simple issues
 - Shorten lines and office traffic





How Can You Apply These Best Practices

- Solicit quantitative feedback directly
 - Comment cards/Email surveys
 - Post engagement survey (office visit, phone call, etc.)
- Open a forum for qualitative feedback and/or discussion
 - Facebook page creation/update
 - Focus groups (staff and students)



QUESTIONS?



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