Customer Service Standards

The following areas will serve as the standards by which we will continuously and consistently appraise our efforts as we serve students and other constituents interacting with Campus Living & Learning at Baylor University. All policies, procedures, programs, and staff behaviors are influenced by these standards. Our desire to be good stewards of customer service is not merely an extension of cultural trends and expectations, but also our commitment to the mission of Baylor University as we aspire to model the heart of Jesus Christ.

Safety
The immediate physical safety and security of the resident students, guests, staff, and other customers served by Campus Living & Learning are our most imperative and basic concerns. Campus Living & Learning staff will remain constantly alert to and will act immediately to address problems that pose a threat to safety.

- Policies, procedures, and programs will be constructed and implemented in a manner that accords a first priority to physical safety.
- All facilities in which residents live or Campus Living & Learning does business will be set up and maintained in a manner that does not create safety risks.
- Staff in the conduct of their duties will not engage in any interaction or behavior that would intentionally pose a threat to or ignore real risks to the physical safety of our customers.

Courtesy
Interpersonal interactions that occur between Campus Living & Learning staff and our customers will always be conducted in a courteous, pleasant, empathetic and dignified manner in an effort to gain an understanding of the customer's perspective or problem. In any interactions in which pleasantry is not possible, staff will act in an assertive and professional manner; staff will not engage in adversarial or abusive interactions with our customers.

- All customers will be greeted by staff in a pleasant, courteous, and respectful fashion in the conduct of business.
- All customers will be acknowledged immediately when they present themselves in a point of service setting. If customers must wait, staff will greet them and request politely that they wait until they can be served.
- The same standards that apply to courtesy in face-to-face interactions will apply to telephone, email and other written contacts with customers.
- Staff who are aware that a desired service cannot be provided at the immediate time of customer's request will insure that the delay is a reasonable one, either by finding other staff who may help, or arranging an alternate time when staff will be available.
Efficiency
Staff will conduct their duties and implement policies and procedures with efficiency, accuracy, dependability, and timeliness. Staff will prepare themselves intentionally and proactively with knowledge of Campus Living & Learning processes so as to discharge their duties efficiently and serve as effective resources for our customers.

- Staff will provide accurate and specific answers to customers' inquiries and problems. When no immediate answer is available, staff who receive an inquiry or problem will serve as the immediate contact and follow-up point for a customer until he/she is referred to the most appropriate resource that should handle the inquiry.
- Customers will leave any point of service location with more information than they had upon arrival. Staff will work actively to direct customers to appropriate resources and will advise that resource of the customer's needs upon referral.
- All point of service locations will maintain effective hours of availability of staff to provide the assigned services. Special or additional hours will be scheduled during peak service periods or periods where demands will be unusual.
- Each individual staff member will maintain actively his/her effective knowledge of all processes and services that are delivered in his/her point of service location. In addition, staff will maintain actively their basic understanding of all Campus Living & Learning structures and processes so as to refer customers effectively and quickly to an appropriate point of service location or resource and/or provide accurate answers to questions.

Presentation
Campus Living & Learning will present its staff, policies and procedures, and facilities to the customer in a manner that communicates order, credibility, and professionalism. The importance of a quality presentation applies to the individual appearance of staff, the organization and order in point of service locations, the cleanliness and maintenance of facilities and the appearance of grounds.

- The personal appearance and demeanor of individual staff will support a presentation characterized by competence and professionalism. Staff will maintain individual office areas, and service desks in a fashion that communicates order while also serving as a comfortable and inviting environment in which customers can be received.
- The presentation of individual student rooms, hallways and stairwells, bathrooms, lounges, and other common areas will be characterized by cleanliness, comfort, and order.
- Facilities that are employed for large Campus Living & Learning processes will be set up and structured in a manner that effectively handles traffic loads, moves students efficiently through a process, and provides adequate communication and information needed by customers.
- Visual communications, ranging from directional signs, postings, and mailings to more substantial publications will be polished, well organized, and effectively updated so as to provide accurate information and prevent inconsistencies. Information on all policies will be readily available to customers. Policies will be presented with apparent and effective rationale, and wherever possible will be presented with simplicity. Policies will avoid contradictions or the creation of situations that would not withstand the scrutiny of a reasonable individual.
Learning
Students will have the opportunity for multiple types of learning as a result of their living experiences.

- Where desirable and appropriate, Campus Living & Learning policies and procedures will contribute to students' development of personal responsibility and constructive participation in a residential academic community. When implementing Campus Living & Learning processes with individual students, staff will place decisions in the hands of the student wherever it is possible and appropriate.
- When dealing with individual customer requests from students and parents, Campus Living & Learning staff will seek to balance the individual needs with the interests of the larger community.
- Campus Living & Learning staff will understand their role as facilitators and supporters of the academic mission of the institution. Policies and educational programs will remain in consonance and avoid competition with that mission.
- Where possible, the manner in which staff handle behavioral problems with students will contribute to individual learning and development. However, this objective will be secondary to the primary goal of behavior and crisis management on behalf of the welfare, order, and benefit of the larger academic community.

* This document was adapted from customer service standards published by the Department of Resident Life at the University of Maryland, College Park. Campus Living & Learning at Baylor expresses its gratitude to the University of Maryland for allowing us to learn from their efforts to improve service to college students.