



Customer Service

You know what? No matter what we do, we all have customers; internal and external.

Good customer service is vital to any organization, and improving customer service should always be a top priority. If you want to fix customer service,

fix what doesn't work for your customers.

Two ways to fix what doesn't work:

- 1. Look at your processes.** Take a hard look at how your department works and determine if processes are as smooth as they could be. If the processes aren't working, it's going to be very frustrating for employees and customers. Beautiful new buildings and the best new tech is great, but if it doesn't work well for employees and customers, it won't matter.
- 2. Talk to your people.** Look to the people who do the work every day. Ask them for what their frustrations are. Ask them about why they believe customers find frustrating, and then ask them what they think could be done about it. Some of the best innovations come from employee ideas.

Every department at Auburn can always improve, and the bottom line in improving customer service starts with processes and your own people. Get a group of employees together and work as a team to fix what doesn't work. You've heard the complaints. Pick them off one by one. You'll be amazed by what your employees come up with. If you fix them, you'll improve service and build a great habit in doing so for your department.

For more information, contact us at autrain@auburn.edu or at aub.ie/quickdive.



AUBURN UNIVERSITY
HUMAN RESOURCES