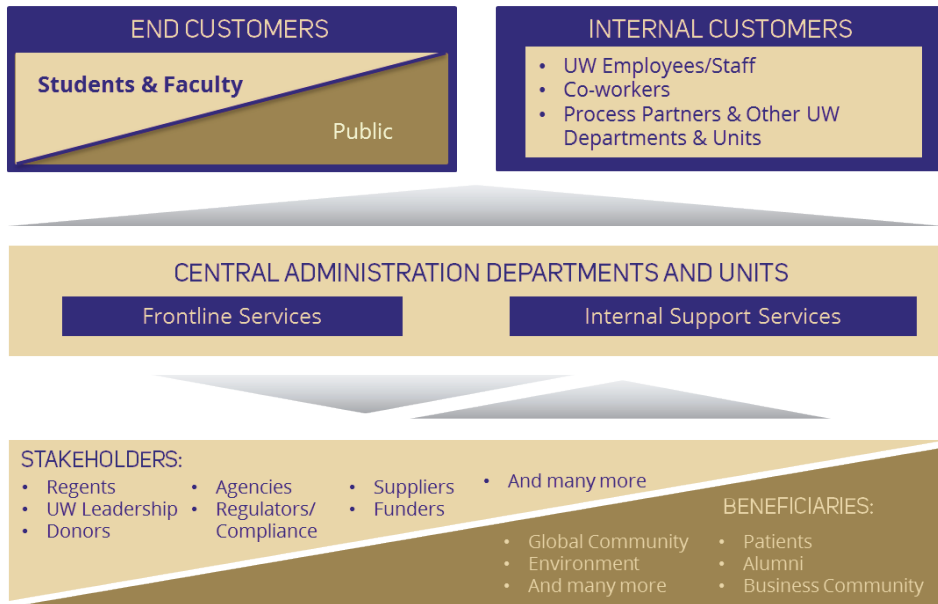


WHO IS THE CUSTOMER?

University Mission
Education • Research • Service



End Customers are the reason Central Administration exists. The university is a public institution, so the Public as whole may also be considered an End Customer

Frontline Services are provided directly to central administration's end customers - students and faculty

Stakeholders – Central Administration departments and units also support, engage or otherwise interact with stakeholders in support of providing Frontline and Internal Support Services

Internal Customers are integral to delivering services to the End Customers and are dependent on each other to produce these services

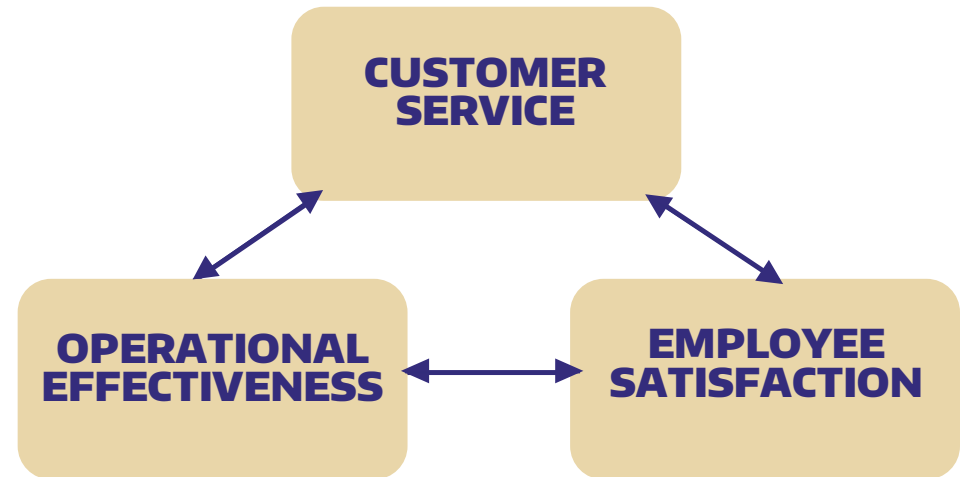
Internal Support Services support frontline services and university employees/ staff, co-workers, process partners and other departments and units

Beneficiaries have a vested interest in the effectiveness of Central Administration services and benefit directly or indirectly from the services provided

For more information, please contact Celeste Duncan at cduncan2@uw.edu
www.washington.edu/2y2d/oe

BUILDING A CULTURE OF SERVICE

A CULTURE OF SERVICE IS A SHARED PURPOSE WHERE EVERYONE IS FOCUSED ON DELIVERING VALUE FOR OTHERS INSIDE AND OUTSIDE THEIR ORGANIZATION AND ACROSS THE UNIVERSITY



CUSTOMER SERVICE

Know and understand customer needs and expectations. Develop and follow customer service standards. Everyone assumes responsibility for the customer's experience and the outcome. Build customer relationships. Gather and analyze customer satisfaction feedback.

OPERATIONAL EFFECTIVENESS

Staff have tools and ability to identify issues and solve problems. Prioritize work and design workflow around customer needs. High employee engagement - always looking for ways to better balance customer and stakeholder needs (including compliance) effectively and efficiently. Work across units and across departments to identify and eliminate bureaucracy and reduce administrative burden.

EMPLOYEE SATISFACTION

Engaged and supportive leadership. Staff have access to knowledge, skills and are empowered to do the right thing. Clear performance measures and expectations built on customer standards. Employees recognized for service excellence. Gather and analyze employee satisfaction feedback.

STEP 1: CULTURE OF SERVICE JUMP START CHECK LIST

HERE IS A LIST OF ACTIVITIES YOUR DEPARTMENT OR UNIT CAN LAUNCH IMMEDIATELY TO BEGIN IMPLEMENTING CENTRAL ADMINISTRATION'S SERVICE STANDARDS.

To Do:

Email

- ❑ Standardize an email signature for all staff in your unit to use, ensuring alternate contact information is provided as appropriate and using UW brand standards including fonts
www.washington.edu/brand/e-comms/email-signature-template
- ❑ Develop and implement a standard out of office/extended absence email message template for everyone in your unit to use whenever they will not be able to access and respond to email in a reasonable timeframe. (Later, your unit may establish a specific timeframe based on customer expectations and documented customer service commitments.)

Calendar

UW Exchange Online Calendar (Outlook) is considered the standard for email and calendaring.

- ❑ Ensure all staff in your unit have updated to the most recent UWIT supported version of Outlook
- ❑ Most staff should open their calendar and set the default permission level to "Free/Busy time, subject, location" in Calendar Permissions
- ❑ Staff in roles considered sensitive (some examples: President, Provost, Human Resources, CISO, UCIRO) should set default permission level to "Free/Busy time" in Calendar Permissions
- ❑ Schedule all UW related meetings (especially among other Central Admin units) through UW Exchange Outlook utilizing the Scheduling Assistant feature to determine attendee availability, to send and accept invites, decline or suggest alternate meeting times
- ❑ Eliminate meeting scheduling via alternate methods such as multiple emails, phone calls and surveys not supported by Outlook whenever possible

Phone and Voicemail

- ❑ Standardize a phone greeting for all staff in your unit to use when answering the phone

- ❑ Standardize the voice mail message all staff in your unit will use, providing alternate contact information as appropriate
- ❑ Standardize the out of office/extended absence greeting staff in your unit will use whenever they will not be able to access and respond to voicemail within a reasonable timeframe. (As with email messages, your unit may later establish a specific timeframe based on customer expectations and documented customer service commitments.)

Online/Website

- ❑ Ensure UW Directory information and unit website (as applicable) contain current staff contact information and functional duties/responsibilities

To Assess:

Standards for Acknowledging Customer Requests and Communication

- ❑ Compare your unit's and your unit staff's current ability to acknowledge customer requests and communication within the Central Administration Service Standards: 2 hours for frontline services and 2 days for support services
- ❑ Determine your unit's ability to provide communication to customers regarding expected time for delivering common services or responding to common inquiries

Website Design

Assess current website for alignment with the service standards

- ❑ Design
- ❑ Follow UW standard website template with common elements
- ❑ Universal Design considerations, keep number of clicks to a minimum
- ❑ Content and Functionality
- ❑ Provide links to partner department/unit websites rather than actual content to eliminate redundant or out of date information
- ❑ Forms should be electronic and automated wherever possible
- ❑ Org chart and contact page with associated functional duties
- ❑ Service standards and changes to service standards clearly visible with feedback mechanism

Develop action plan to close the gaps identified in the Standards Assessment