



SERVICE STANDARDS

Email Service Standards

- Responses will be sent within 24 hours or 1 business day unless there is communication explaining the delay.
- Use the out-of-office reply for scheduled days off and all day meetings. Out-of-office messages will state your expected return date.
- The subject line will be specific with content information.
- Maintain email signature per the M State standard (guideline).

In Person Standards

- Focus on one person at a time.
- Acknowledge the next customer waiting for service.
- Seek to understand the needs of the customer.
- Maintain professional demeanor.
- Follow up to resolution.

Voicemail Standards

- Maintain updated voicemail message per M State standard (guideline).
- Response will be returned within 48 hours unless there is a communication explaining the delay.

Telephone Standards

- For both incoming and outgoing calls, identify yourself in a courteous manner.
- Seek to understand the customer's need. If the call needs to be transferred, the name and telephone number will be provided to the caller.
- When leaving a message, speak slowly, leave telephone number, including area code, and identify a target time to call you.
- When receiving an external call, include the following in your greeting: name, title or department, and campus/college location.

Handling Complaints (Service Recovery)

- Listen carefully and with interest.
- Put yourself in the customer's place and respond in a caring way with phrases such as, "I see," "I can understand," or "I don't blame you for being upset."
- Ask questions in a caring, concerned manner and listen attentively to the customer's answers.
- Be empathetic.
- Suggest one or more alternatives, as appropriate.
- Resolve the situation or find someone who can.

Written Standards (Other than E-mail)

- Use current fax cover page, letterhead and envelopes that are provided by the Communications and Marketing Department.
- Written correspondence should be formatted to professional standards as defined by the Communications and Marketing Department.
- Regarding formal written communications.
 - *Date the document*
 - *Introduce yourself*
 - *State the purpose of the communication*
 - *Present supporting documentation*
 - *State your expected outcome*
 - *Timeline for response (if required)*
 - *Contact information*
 - *Signature – name, title, campus*