IMPROVING CUSTOMER SERVICE INTERACTIONS

David Haygood, Director of Business Development

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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

► To understand the man, you must first walk a mile in his moccasin. ~ North American Indian Proverb

► Your most unhappy customers are your greatest source of learning. ~ Bill Gates
Customer Service Strategies
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 have a clear idea of the service they expect from you?
- Can you be contacted easily?
- Do you have competent & well trained staff?
- Do you respond quickly to inquiries & requests?
- Do you gather information about your customers and what they want?
- Do you make it easy for customers to complain & make suggestions about the quality of your services?
- Do you involve your customers in the development of products & services?
Keys to a Successful Customer Service Program
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 & Services
  ▪ Policies & 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 & “Hot Topics” newsletter)
- Management Review
Sallie Mae’s Issue Escalation Process

1. Issue raised by customer
2. Identified and logged
3. Reviewed by Sallie Mae’s Office of the Customer Advocate
4. Customer experience quality report
5. Reviewed by Originations & Servicing Call Center Management Teams
6. Issue Resolved
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
Brands are Taking the Wrong Approach to Social and Here is How to Fix That

by Emma Pauw • 0 Comments

Social media is undeniably an integral part of our daily routine and brings huge benefits to both our business and personal lives. As these benefits become more apparent, an increasing number of brands and businesses are integrating social media into their overall marketing strategies. These platforms give brands a free and invaluable way to connect with clients (both current and potential), spread brand warmth, monitor competitors, manage customer service, gain customer insights and drive website traffic....so what’s not to love?

Yet, many brands are jumping feet first into the social media realm without truly understanding the basics; mainly, how to post content. This seems like a no-brainer to some people, yet many brands still don’t know the most basic and fundamental ‘rules’ of social media. Yes, social media is integral to your brand, but going out all guns blazing with no planning or strategy may in fact do more harm than good.
Examples:

Could Lose Financial Aid for Keeping Aid Money After Students Dropped Out

Gretchen Kraft
September 22 at 10:01pm

My son’s financial aid has been screwed up by your ditzy office! Very horrible experience. I had to go there nine times. It seems like one knows how to correct anything.

- Percentage of brands that respond to negative social media posts within 24 hours: 70% (Tweet this stat) Last updated 3/7/14
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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