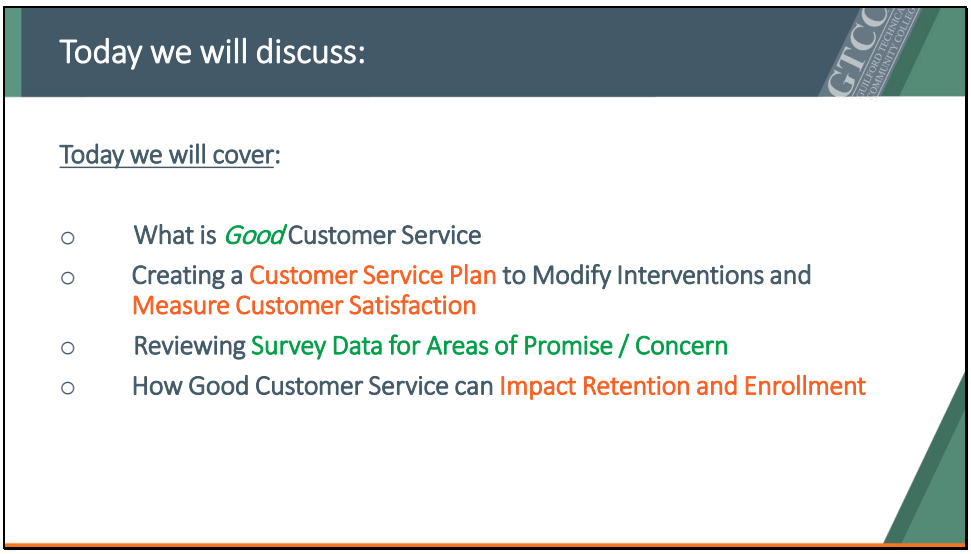
Slide 1

GTCC
GUILFORD TECHNICAL COMMUNITY COLLEGE
MAKE AMAZING HAPPEN
Giving Bad News,
Getting Good Reviews:
Embracing Customer Service in the Financial Aid Office
Ryan James Bonner – Assistant Director Financial Aid, Customer Relations

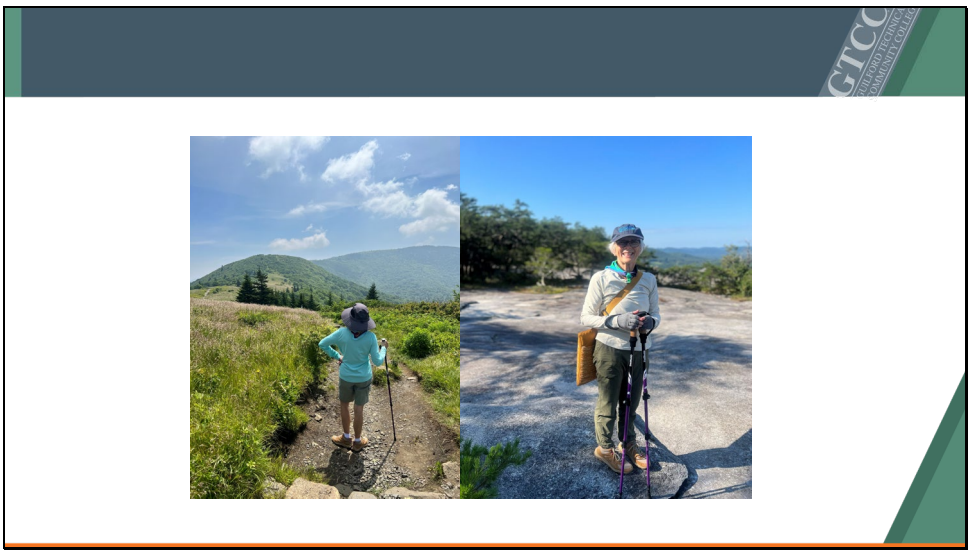
Slide 2


Today we will discuss:
Today we will cover:
What is *Good* Customer Service
Creating a Customer Service Plan to Modify Interventions and Measure Customer Satisfaction
Reviewing Survey Data for Areas of Promise / Concern
How Good Customer Service can Impact Retention and Enrollment

Slide 3

"No, you don't have a refund coming, you have not been enrolled since the fall of 2018."

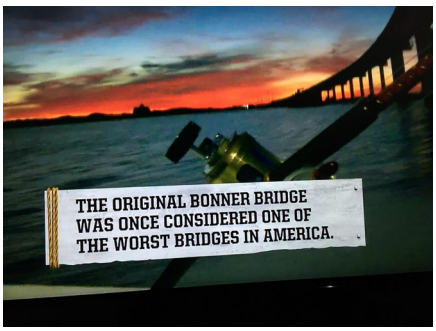
Slide 4



Slide 5

What are my credentials, you ask?

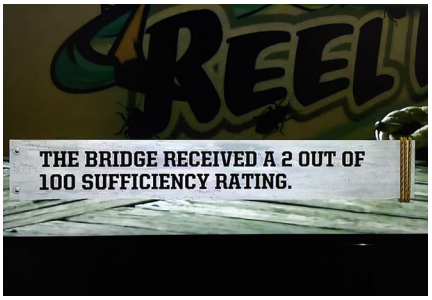
It's all in a name!



Slide 6

That can't be right…

They probably just forget to measure the sufficiency rating…



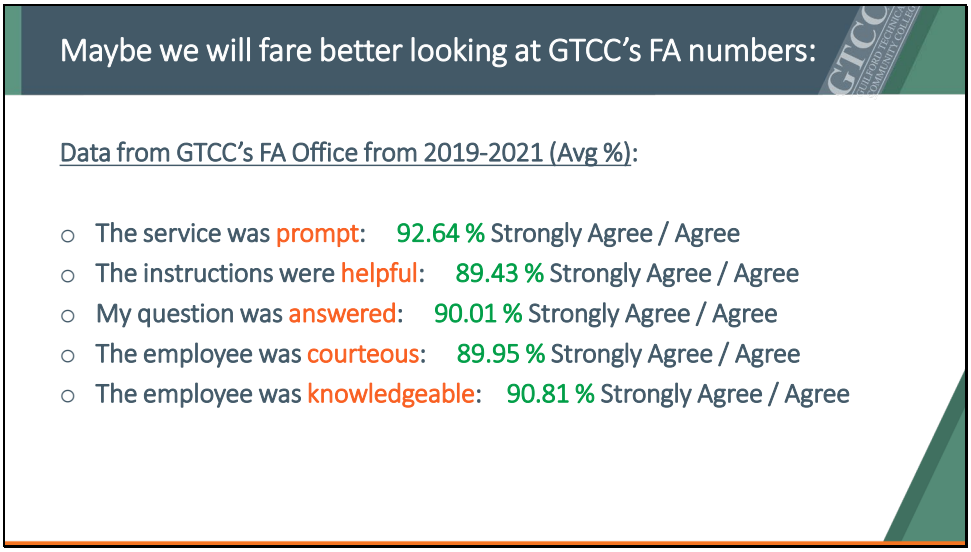
Slide 7

What are my credentials, you ask?

Okay maybe we should look at some of the reviews our staff received, and count that as my own work…

Really, a 2 out of 100?

Slide 8


Maybe we will fare better looking at GTCC's FA numbers:
Data from GTCC's FA Office from 2019-2021 (Avg %):
The service was prompt: 92.64 % Strongly Agree / Agree
The instructions were helpful: 89.43 % Strongly Agree / Agree
My question was answered: 90.01 % Strongly Agree / Agree
The employee was courteous: 89.95 % Strongly Agree / Agree
The employee was knowledgeable: 90.81 % Strongly Agree / Agree

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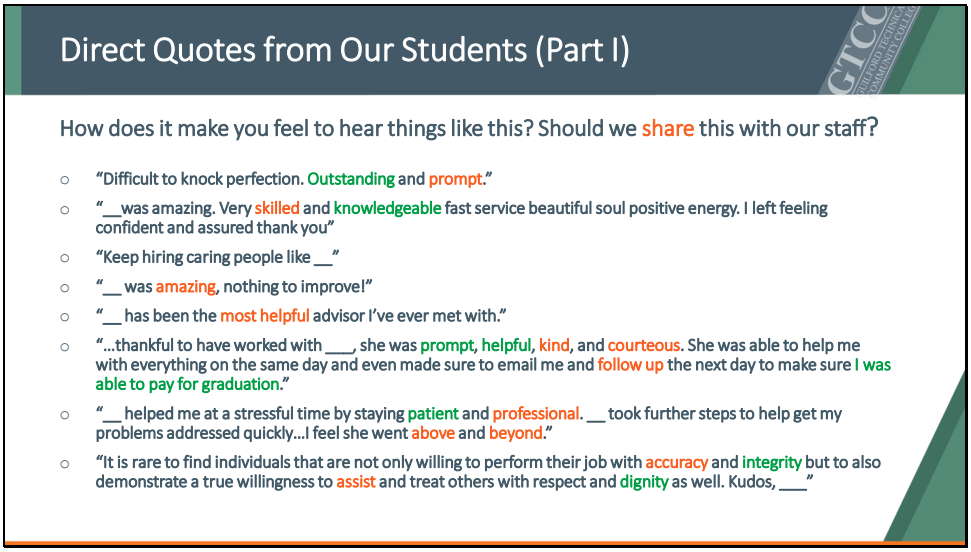
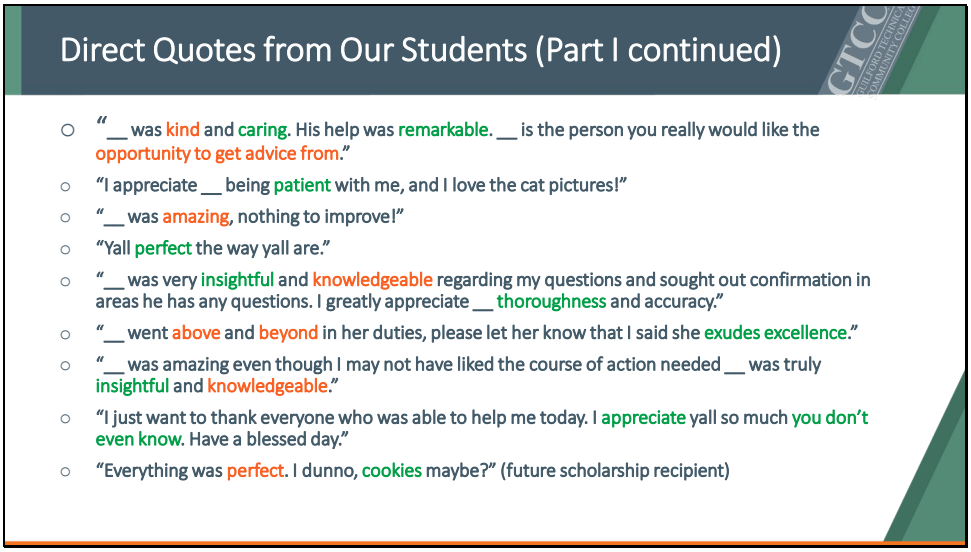

Direct Quotes from Our Students (Part I)
GTCC
How does it make you feel to hear things like this? Should we share this with our staff?
"Difficult to knock perfection. Outstanding and prompt."
"__was amazing. Very skilled and knowledgeable fast service beautiful soul positive energy. I left feeling confident and assured thank you"
"Keep hiring caring people like __"
"__ was amazing, nothing to improve!"
"__ has been the most helpful advisor I've ever met with."
"...thankful to have worked with ___, she was prompt, helpful, kind, and courteous. She was able to help me with everything on the same day and even made sure to email me and follow up the next day to make sure I was able to pay for graduation."
"__ helped me at a stressful time by staying patient and professional. __ took further steps to help get my problems addressed quickly...I feel she went above and beyond."
"It is rare to find individuals that are not only willing to perform their job with accuracy and integrity but to also demonstrate a true willingness to assist and treat others with respect and dignity as well. Kudos, ___"

Slide 10


Direct Quotes from Our Students (Part I continued)
GTCC
"__ was kind and caring. His help was remarkable. __ is the person you really would like the opportunity to get advice from."
"I appreciate __ being patient with me, and I love the cat pictures!"
"__ was amazing, nothing to improve!"
"Yall perfect the way yall are."
"__ was very insightful and knowledgeable regarding my questions and sought out confirmation in areas he has any questions. I greatly appreciate __ thoroughness and accuracy."
"__ went above and beyond in her duties, please let her know that I said she exudes excellence."
"__ was amazing even though I may not have liked the course of action needed __ was truly insightful and knowledgeable."
"I just want to thank everyone who was able to help me today. I appreciate yall so much you don't even know. Have a blessed day."
"Everything was perfect. I dunno, cookies maybe?" (future scholarship recipient)

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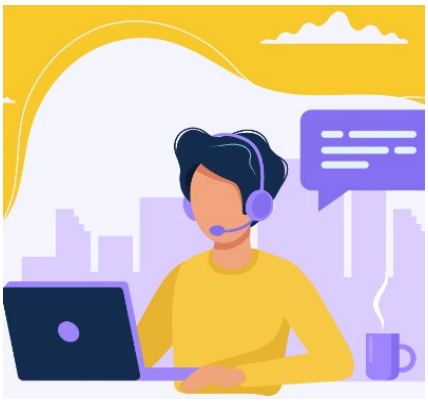
Defining Customer Service…

Customer Service is the support provided by a company to those who use its products or services.

Your interactions reflect directly on the business you represent:



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Defining Customer Service…

Customer Service can include:

- Answering questions
- Resolving complaints
- Finding solutions
- Customer interactions
- Follow-up

This can take place in person, over the phone, through email, or various other methods. It will consist of many interactions over time. Although there are days it feels like several calls a day include a little of everything above.

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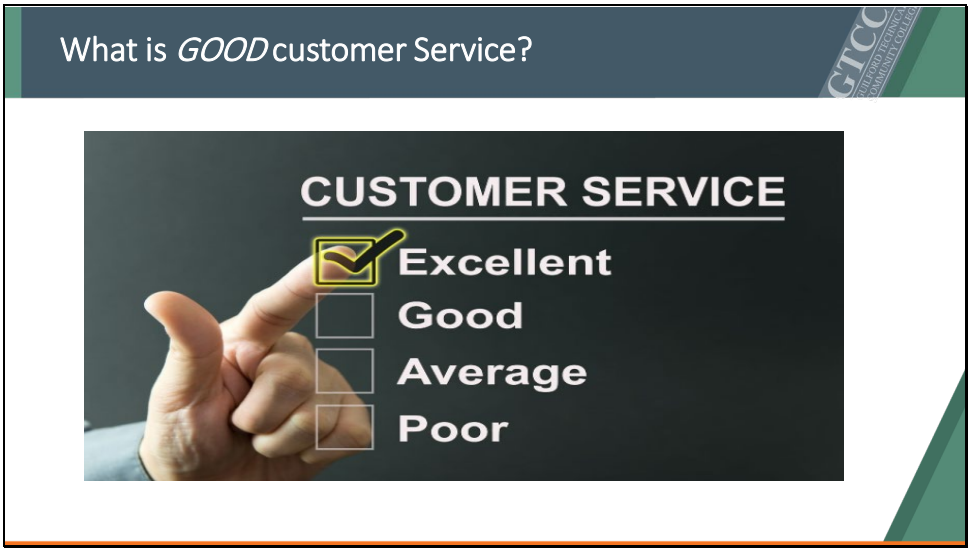
What is *GOOD* customer Service?
CUSTOMER SERVICE
Excellent
Good
Average
Poor

Slide 14

Customer Service in the Financial Aid Office…

Financial Aid staff interact with students every day, in many different ways:

- In-person queue
- Phone queue
- Email responses
- Community interactions
- Campus interactions

Let's take a look at each one of these areas for possible ways to improve the quality of your customer interaction.

"Turns out it's only good for baking!"

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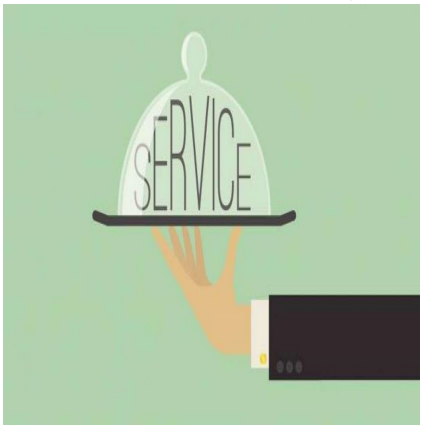
In-Person Service…

Here's some food for thought:

- Is the lobby area clean, welcoming?
- How long is the average wait?
- GREET the student, do not beckon them, if physically able. Then have a CONVERSATION.
- Listen, *then* respond. Is your office set up in a way that is conducive for eye-contact? (Hint, where are your eyes when the student is talking)
- Share your screen when possible. Demonstrate and navigate for them!
- Anticipate future needs / conversations. Gas ain't cheap so route as needed. Ask if other service can be provided.
- Match voice volume. If they get louder, try to soften your voice.
- Provide survey. This can be set up with your IR staff.



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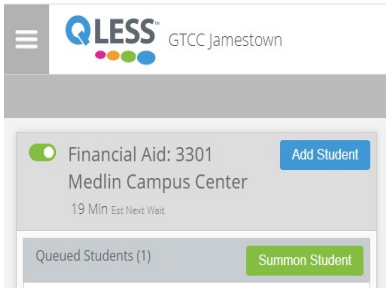
In-Person Service…

GTCC is a larger school, so we use a service called Qless to monitor and summon students that are here in-person looking for service.

- We can route to other departments
- We can observe wait times
- Share notes between departments
- Access to data / reports to track areas where we may need to address coverage



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Monthly Reports
QLESS REPORTS
Service Wait
Service Wait
Outcomes
By Date or By Service Wait
Return Customers
Return Customers
Service Transactions
By Employee or By Queue
Delays
Delays
Queue Length
Queue Length
Service Duration
By Employee or By Queue

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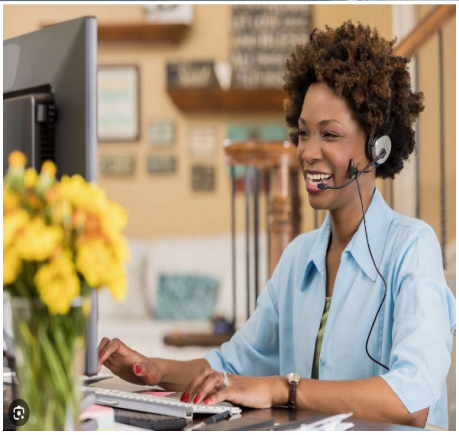
Phone Service…

"I'm sorry Mr. Bell, this is 5, were you trying to reach 6?":

- Is there a standard / uniform phone greeting used by your advisors? Does there need to be?
- Review data for average wait times, abandoned calls for gaps in coverage. (Backup)
- Anticipate human nature. An advisor that handles 100 cold calls a day is either going to burn out, or give advice of deteriorating quality. ….Consider staff when creating schedule. Input and needs.
- "Warm" transfer / hold. Call back if necessary.
- Ask if other service can be provided.



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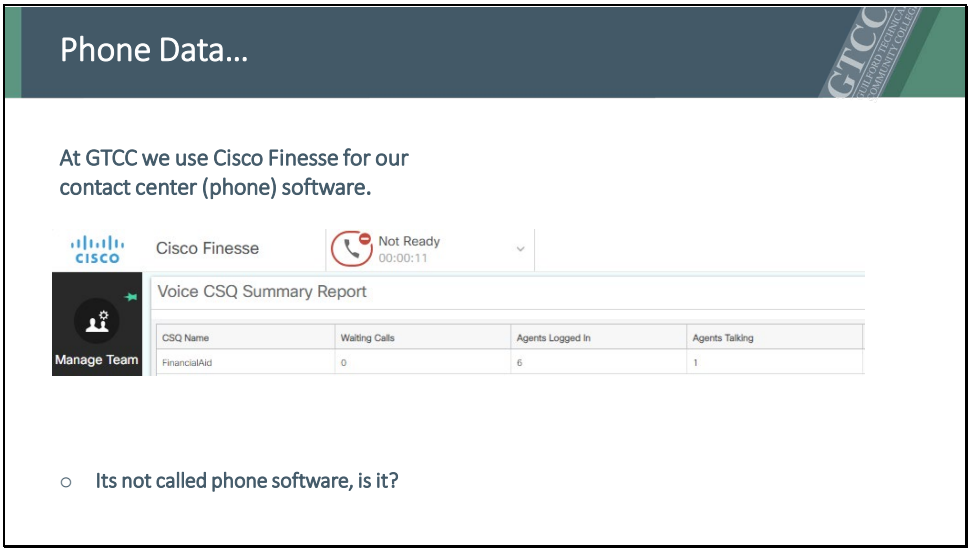
Phone Service…

The operating hours says 9-6, but no one is answering at 5:20, we got a live person at pressing 0, but she was not helpful at all, she didn't know the hours of any depts, we went online for in que calling which told us to go to station 3, what is station 3 online?? No explanation what station 3 is

Slide 20


Phone Data...
At GTCC we use Cisco Finesse for our contact center (phone) software.
Cisco Finesse
Not Ready
00:00:11
Manage Team
Voice CSQ Summary Report
CSQ Name
Waiting Calls
Agents Logged In
Agents Talking
FinancialAid
0
6
1
Its not called phone software, is it?

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Email Response…

"This reply may take 1-2 days, unless your question is easy and your tone was nice":

- Should you ever take more than 1 business day to reply to an email, outside of busier periods? (Hint, No.)
- Don't fight fire with firewood. They may 'text' you, but you respond with complete, articulate thoughts. Written record.
- Keep "FA jargon" to a minimum. They don't do this for a living…Provide links or screenshots if able.
- Include survey. (Streamline your signature line)
- QA…this is likely a primary source of contact now for your students.

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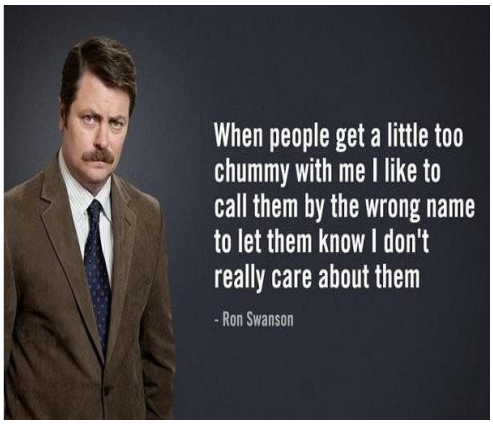
Interactions that Represent your School…

"Finally its 5:01PM, no more eye contact with humans":

- Walking / driving around campus
- Bookstore
- Local stores / community buildings
- Events / conferences.
- Social media.
- Fence Install technician…
- Literally everywhere.



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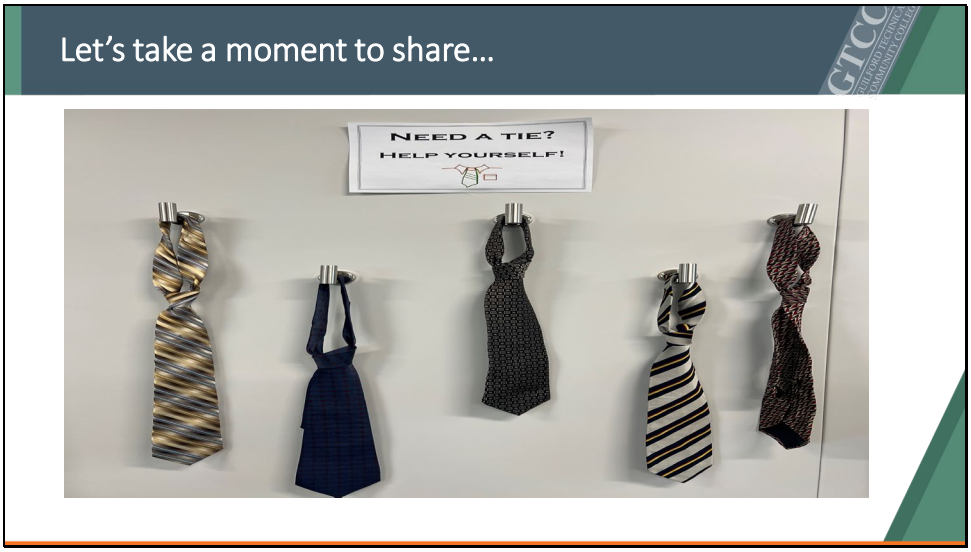

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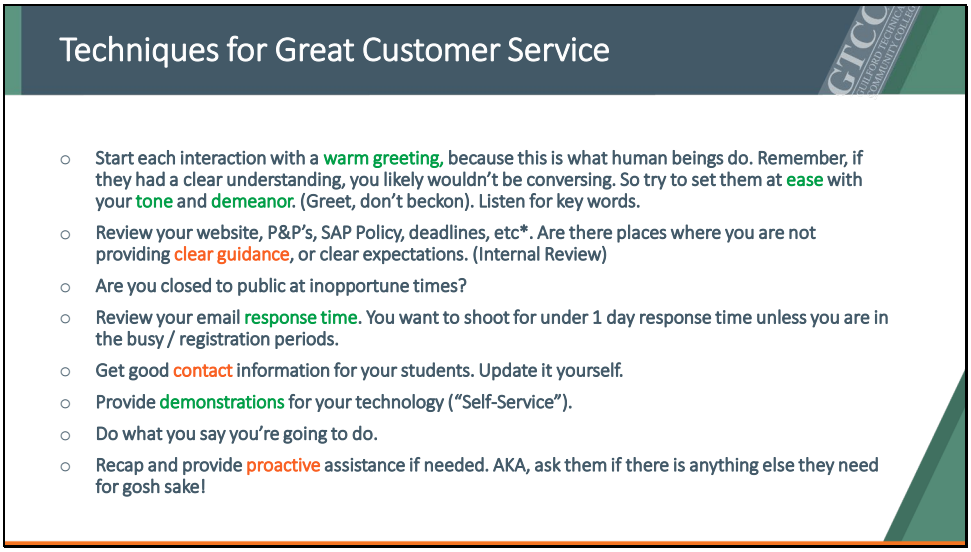
Techniques for Great Customer Service
GTCC
Start each interaction with a warm greeting, because this is what human beings do. Remember, if they had a clear understanding, you likely wouldn't be conversing. So try to set them at ease with your tone and demeanor. (Greet, don't beckon). Listen for key words.
Review your website, P&P's, SAP Policy, deadlines, etc*. Are there places where you are not providing clear guidance, or clear expectations. (Internal Review)
Are you closed to public at inopportune times?
Review your email response time. You want to shoot for under 1 day response time unless you are in the busy / registration periods.
Get good contact information for your students. Update it yourself.
Provide demonstrations for your technology ("Self-Service").
Do what you say you're going to do.
Recap and provide proactive assistance if needed. AKA, ask them if there is anything else they need for gosh sake!

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Techniques for Great Customer Service Continued
GTCC
Make timely initial awards.
Provide convenient contact opportunities.
Train, and cross-train, staff whenever possible.
Review marketing materials, including signage, for opportunities for improvement.
Experience your services from the student perspective. You will want to use your forms, website, communications, etc.
Go the extra mile. (Spanish Marketing Materials)
Create a plan in your office so that you can assess, implement, and modify your processes. You will likely need one person to spearhead this, but Customer Service Plans will take buy-in from multiple parties, and institutional commitment.
If you don't have a survey sent to students that measures customer service satisfaction, you will need to create one.
Promote Your Services!

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Conversation Summaries

It helps to recap the conversation that has taken place, to ensure that you have addressed all needs.

- This can also be a great way to show that you have been truly listening to your student's concerns.
- Don't be afraid to tell a student that you will need to gather more information before you can respond… Accuracy then Speed.
- Summaries provide the student an opportunity to correct anything or ask for clarification.

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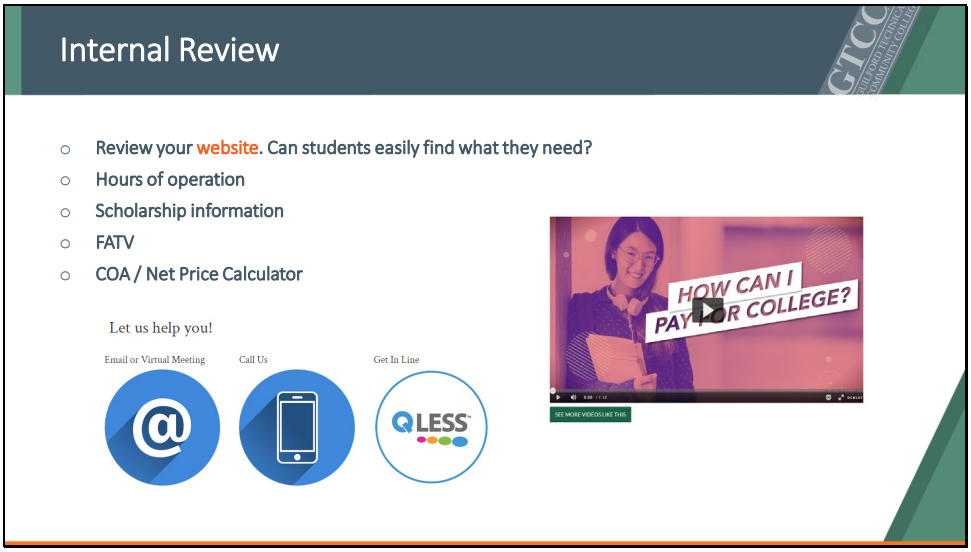
Internal Review
Review your website. Can students easily find what they need?
Hours of operation
Scholarship information
FATV
COA / Net Price Calculator
Let us help you!
Email or Virtual Meeting
Call Us
Get In Line
QLESS
HOW CAN I PAY FOR COLLEGE?
SEE MORE VIDEOS LIKE THIS

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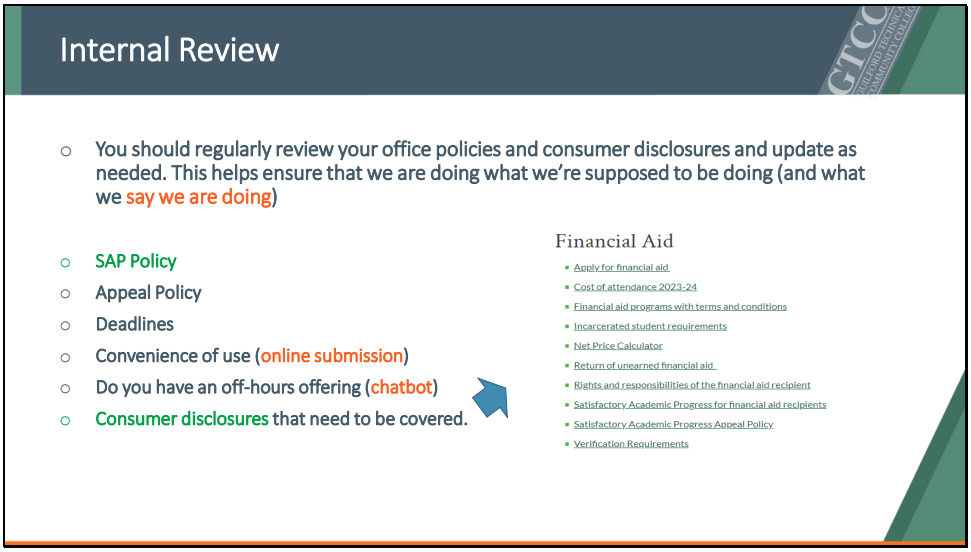
Internal Review
GTCC
You should regularly review your office policies and consumer disclosures and update as needed. This helps ensure that we are doing what we're supposed to be doing (and what we say we are doing)
SAP Policy
Appeal Policy
Deadlines
Convenience of use (online submission)
Do you have an off-hours offering (chatbot)
Consumer disclosures that need to be covered.
Financial Aid
Apply for financial aid
Cost of attendance 2023-24
Financial aid programs with terms and conditions
Incarcerated student requirements
Net Price Calculator
Return of unearned financial aid
Rights and responsibilities of the financial aid recipient
Satisfactory Academic Progress for financial aid recipients
Satisfactory Academic Progress Appeal Policy
Verification Requirements

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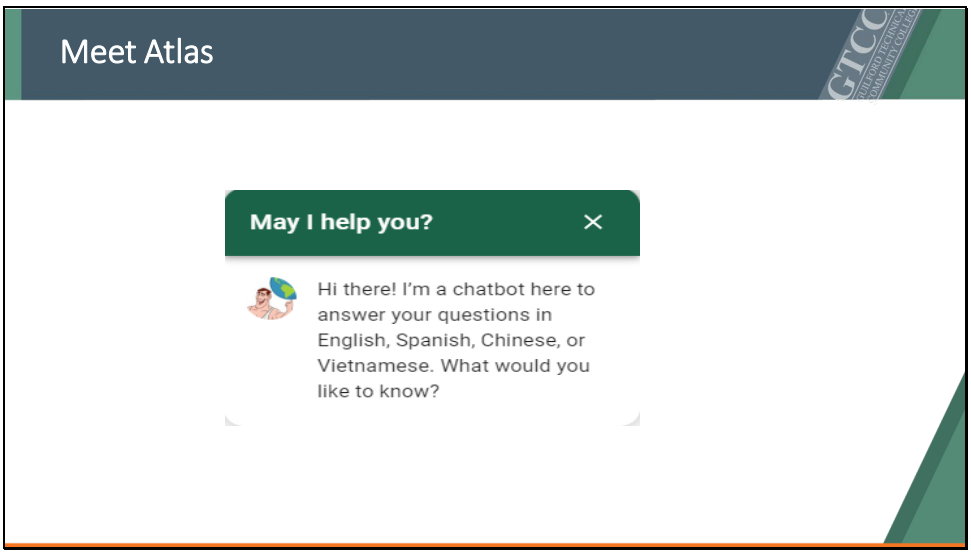
Meet Atlas
GTCC
May I help you?
Hi there! I'm a chatbot here to answer your questions in English, Spanish, Chinese, or Vietnamese. What would you like to know?

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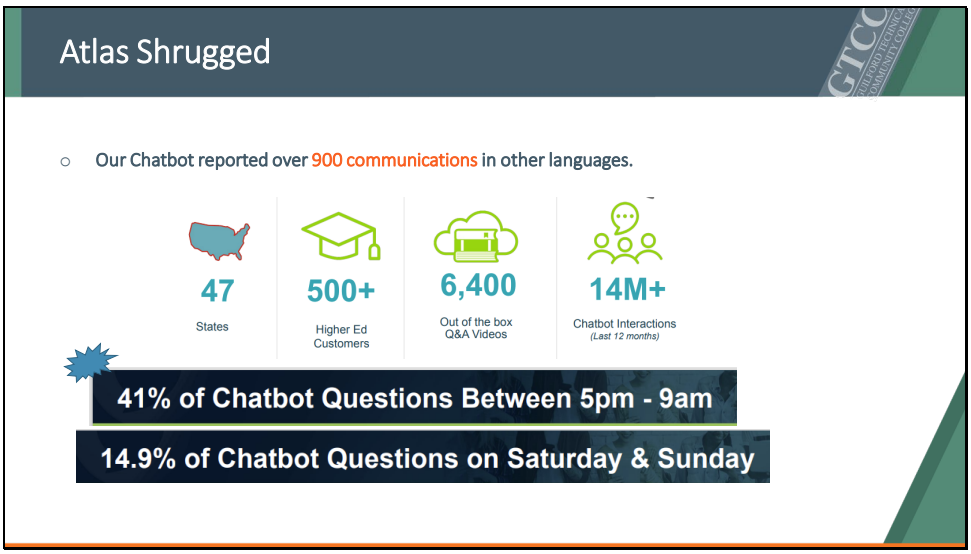
Atlas Shrugged
GTCC
Our Chatbot reported over 900 communications in other languages.
47
States
500+
Higher Ed Customers
6,400
Out of the box Q&A Videos
14M+
Chatbot Interactions
(Last 12 months)
41% of Chatbot Questions Between 5pm - 9am
14.9% of Chatbot Questions on Saturday & Sunday

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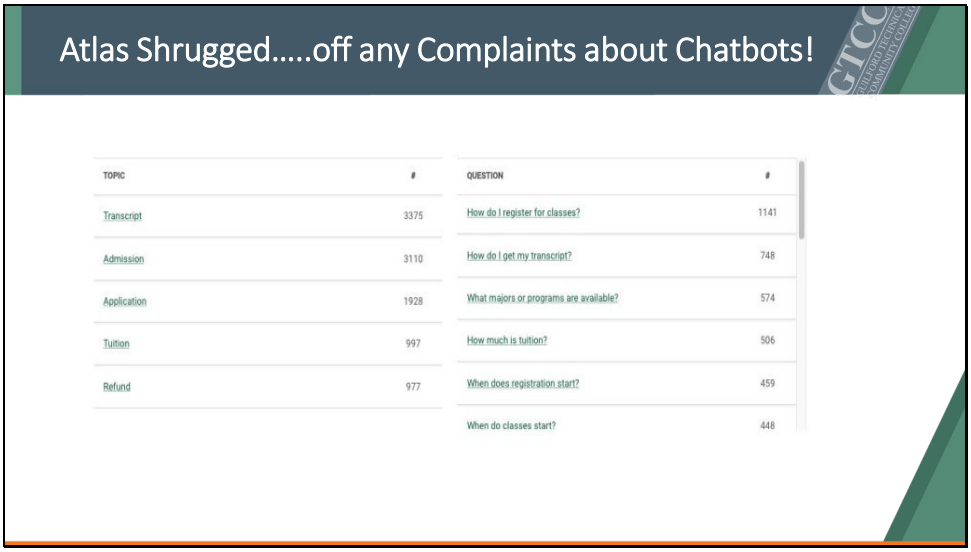

Atlas Shrugged.....off any Complaints about Chatbots!
TOPIC
#
Transcript
3375
Admission
3110
Application
1928
Tuition
997
Refund
977
QUESTION
#
How do I register for classes?
1141
How do I get my transcript?
748
What majors or programs are available?
574
How much is tuition?
506
When does registration start?
459
When do classes start?
448

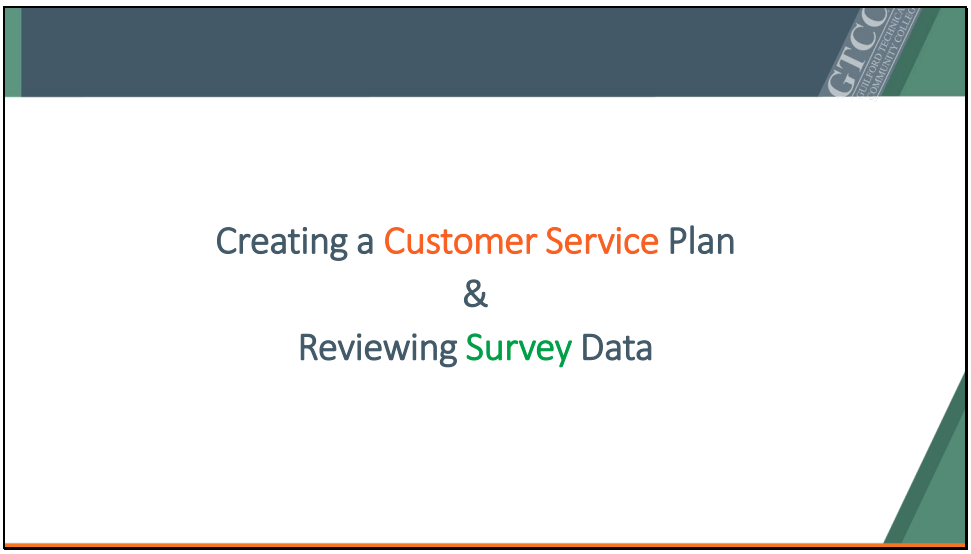
Slide 32

Good Service….Good Customers?

True or False? Students who get good customer service are:

- Likely to be retained
- Likely to market your school to their friends and families (and followers) through word of mouth.
- Likely had a clear understanding of expectations.
- Likely still thinks their refund was less than it should have been…

Slide 33



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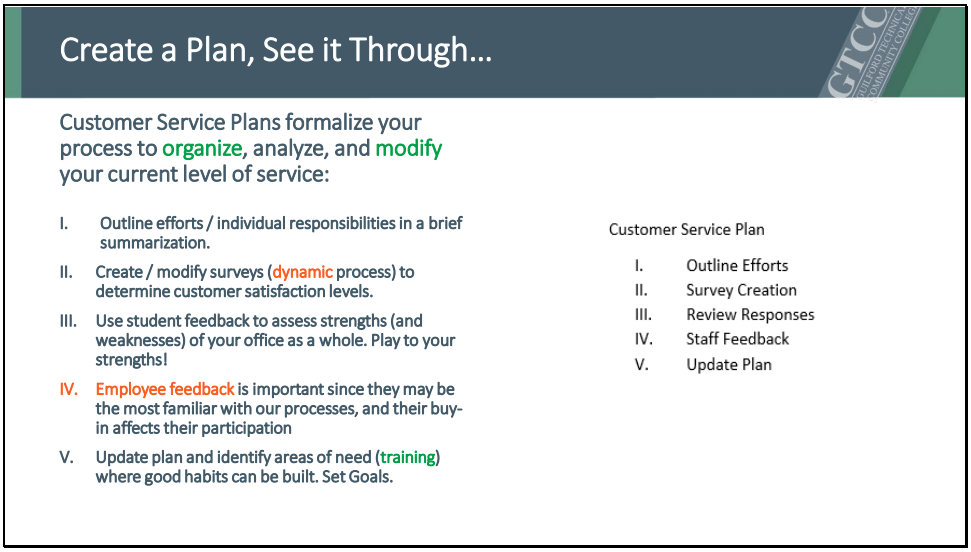
Create a Plan, See it Through…
Customer Service Plans formalize your process to organize, analyze, and modify your current level of service:
I. Outline efforts / individual responsibilities in a brief summarization.
II. Create / modify surveys (dynamic process) to determine customer satisfaction levels.
III. Use student feedback to assess strengths (and weaknesses) of your office as a whole. Play to your strengths!
IV. Employee feedback is important since they may be the most familiar with our processes, and their buy-in affects their participation
V. Update plan and identify areas of need (training) where good habits can be built. Set Goals.
Customer Service Plan
I. Outline Efforts
II. Survey Creation
III. Review Responses
IV. Staff Feedback
V. Update Plan

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Customer Service Plan - Outline

- Set goals for the office plan.
- Outline member's responsibilities. You will likely want to choose one person to spearhead this work. My role at GTCC is "Assistant Director – Financial Aid – Customer Relations" so I had trouble convincing Lisa someone else should do it…Who makes the most sense in your office. Avoid "STP" whenever possible.
- Any reviews needed for P&P? SAP? When is the last time you experienced your website and internal tech from the student perspective? If you haven't, do these now so you can plan accordingly.
- Determine a timeframe for your next steps.
- Meetings necessary? Email sufficient?

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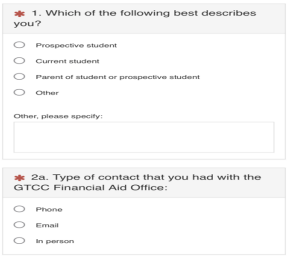
Customer Service Plan – Creating Surveys

- Delivery Methodology – We have our survey set up to be sent to students who visit us in person and who email our office. All staff have the survey link in their email signatures.
- Pick a few specific questions and 1-2 areas for comments. This should not take a long time for a student to complete. (Less than 10 total).
- Work with your Tech staff to get this implemented how you want it, and with the exact wording for each survey question.



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Send Your Surveys…

After a student leaves our office (survey linked to our email as well), they will get a text message that reads:

"Thanks for visiting Financial Aid at GTCC! How was your service today? Please let us know….(hyperlink)

Then, they receive a survey with the following questions:

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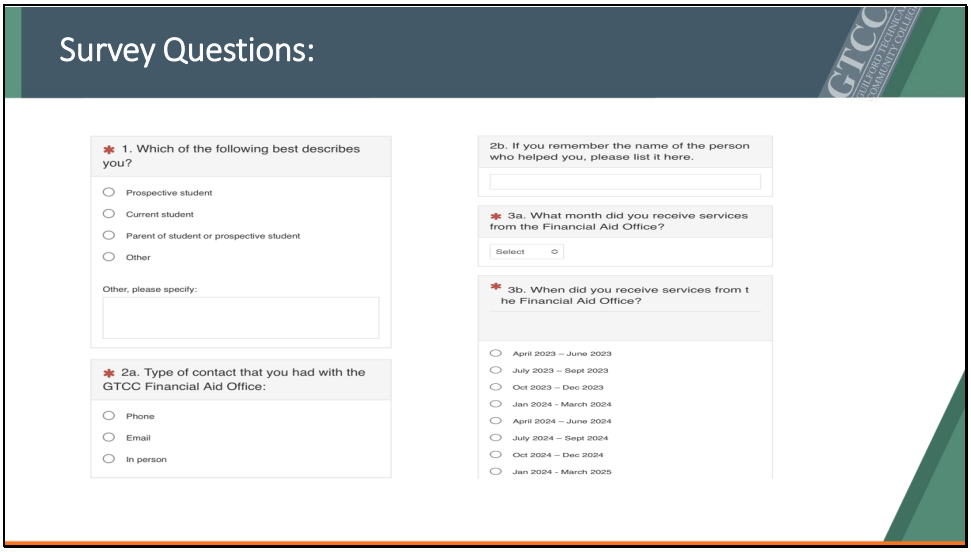
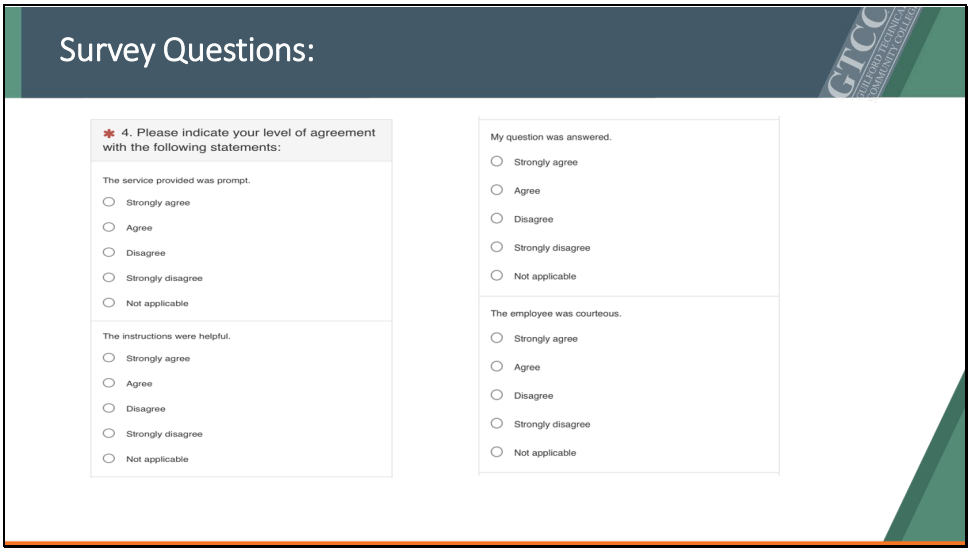
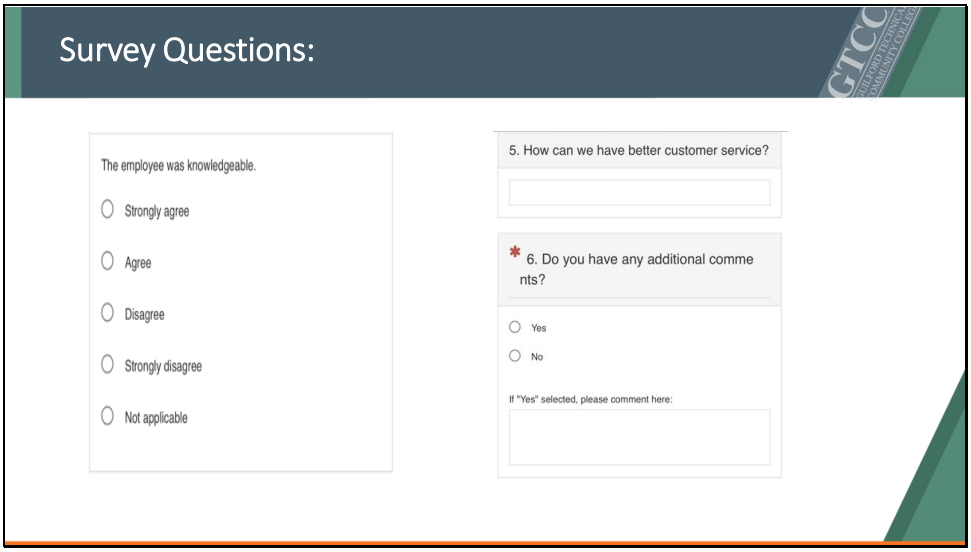

Survey Questions:
* 1. Which of the following best describes you?
Prospective student
Current student
Parent of student or prospective student
Other
Other, please specify:
* 2a. Type of contact that you had with the GTCC Financial Aid Office:
Phone
Email
In person
2b. If you remember the name of the person who helped you, please list it here.
* 3a. What month did you receive services from the Financial Aid Office?
Select
* 3b. When did you receive services from t he Financial Aid Office?
April 2023 – June 2023
July 2023 – Sept 2023
Oct 2023 – Dec 2023
Jan 2024 - March 2024
April 2024 – June 2024
July 2024 – Sept 2024
Oct 2024 – Dec 2024
Jan 2024 - March 2025

Slide 39


Survey Questions:
* 4. Please indicate your level of agreement with the following statements:
The service provided was prompt.
Strongly agree
Agree
Disagree
Strongly disagree
Not applicable
The instructions were helpful.
Strongly agree
Agree
Disagree
Strongly disagree
Not applicable
My question was answered.
Strongly agree
Agree
Disagree
Strongly disagree
Not applicable
The employee was courteous.
Strongly agree
Agree
Disagree
Strongly disagree
Not applicable

Slide 40


Survey Questions:
The employee was knowledgeable.
Strongly agree
Agree
Disagree
Strongly disagree
Not applicable
5. How can we have better customer service?
* 6. Do you have any additional comments?
Yes
No
If "Yes" selected, please comment here:

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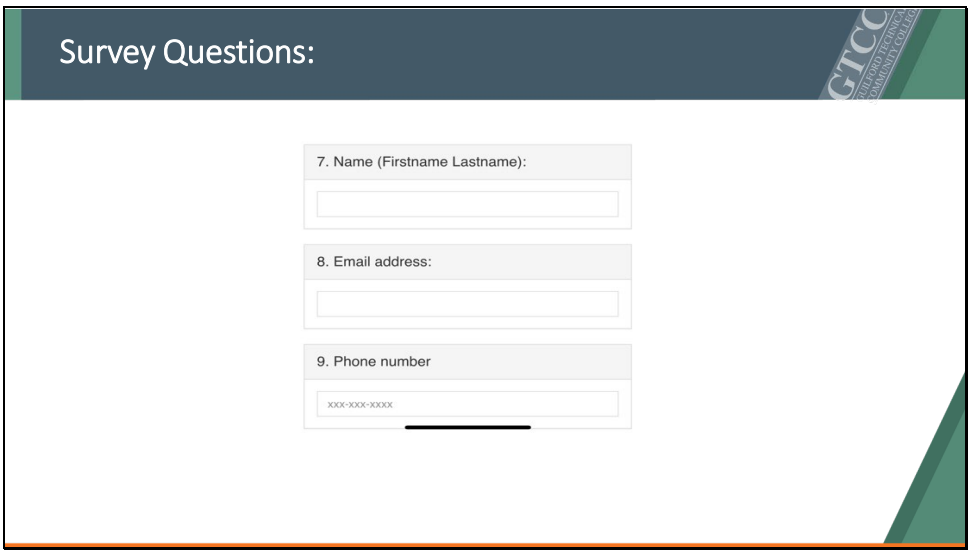
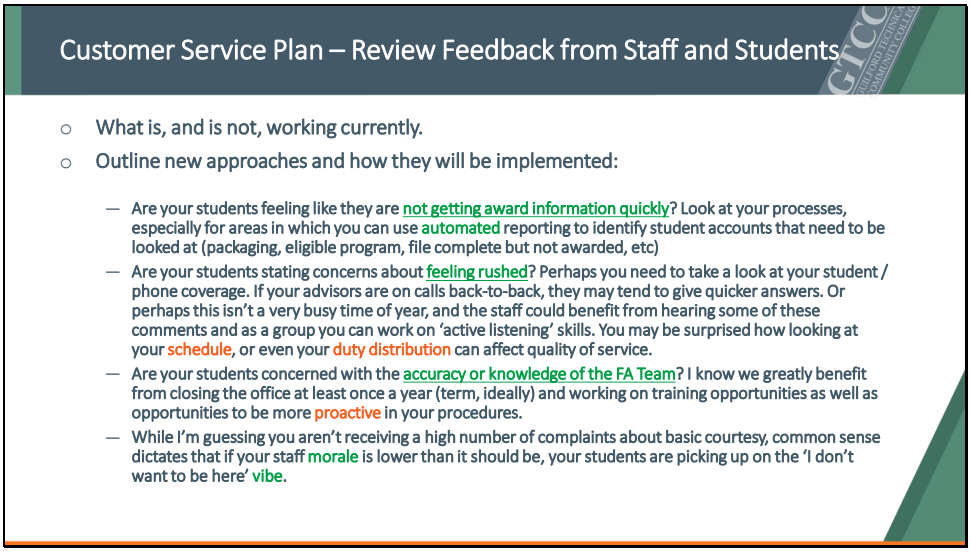
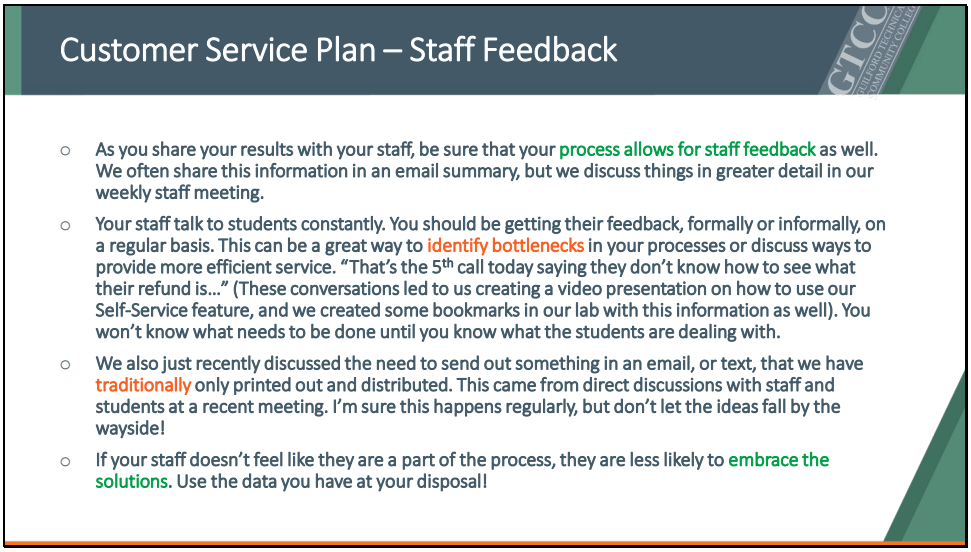

Survey Questions:
7. Name (Firstname Lastname):
8. Email address:
9. Phone number
xxx-xxx-xxxx

Slide 42


Customer Service Plan – Review Feedback from Staff and Students
GTCC
What is, and is not, working currently.
Outline new approaches and how they will be implemented:
Are your students feeling like they are not getting award information quickly? Look at your processes, especially for areas in which you can use automated reporting to identify student accounts that need to be looked at (packaging, eligible program, file complete but not awarded, etc)
Are your students stating concerns about feeling rushed? Perhaps you need to take a look at your student / phone coverage. If your advisors are on calls back-to-back, they may tend to give quicker answers. Or perhaps this isn't a very busy time of year, and the staff could benefit from hearing some of these comments and as a group you can work on 'active listening' skills. You may be surprised how looking at your schedule, or even your duty distribution can affect quality of service.
Are your students concerned with the accuracy or knowledge of the FA Team? I know we greatly benefit from closing the office at least once a year (term, ideally) and working on training opportunities as well as opportunities to be more proactive in your procedures.
While I'm guessing you aren't receiving a high number of complaints about basic courtesy, common sense dictates that if your staff morale is lower than it should be, your students are picking up on the 'I don't want to be here' vibe.

Slide 43


Customer Service Plan – Staff Feedback
GTCC
As you share your results with your staff, be sure that your process allows for staff feedback as well. We often share this information in an email summary, but we discuss things in greater detail in our weekly staff meeting.
Your staff talk to students constantly. You should be getting their feedback, formally or informally, on a regular basis. This can be a great way to identify bottlenecks in your processes or discuss ways to provide more efficient service. "That's the 5th call today saying they don't know how to see what their refund is…" (These conversations led to us creating a video presentation on how to use our Self-Service feature, and we created some bookmarks in our lab with this information as well). You won't know what needs to be done until you know what the students are dealing with.
We also just recently discussed the need to send out something in an email, or text, that we have traditionally only printed out and distributed. This came from direct discussions with staff and students at a recent meeting. I'm sure this happens regularly, but don't let the ideas fall by the wayside!
If your staff doesn't feel like they are a part of the process, they are less likely to embrace the solutions. Use the data you have at your disposal!

Slide 44

Create a Plan, See it Through…

Customer Service Plans also allow you to acknowledge the positive efforts and improvements your staff have made.

- Reward good service
- Train away bad habits
- Repeated deficiencies = more formal steps to address (include in EPA)
- Role changes for staff to maximize effectiveness

What are you doing well, how can you do it better?

Slide 45

Customer Service Plan – Address Needs, Update Plan

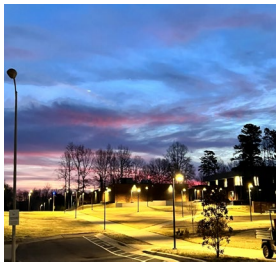
- Update goals for the office plan.
- Any changes to survey questions or delivery methodology needed?
- Track data over time. Are your students' concerns changing over time? Are there certain lingering concerns that you need to look at addressing in different ways?
- Information on members' responsibilities. Is the work getting done or does some sharing need to take place?
- If you have a more formal plan that lists the interventions, make sure you are reviewing these quarterly for any changes that need to take place. If your plan is more informal, you at least need to be reviewing surveys for all the reasons mentioned previously, and so your group discussions can be productive. Set a calendar reminder!

Slide 46

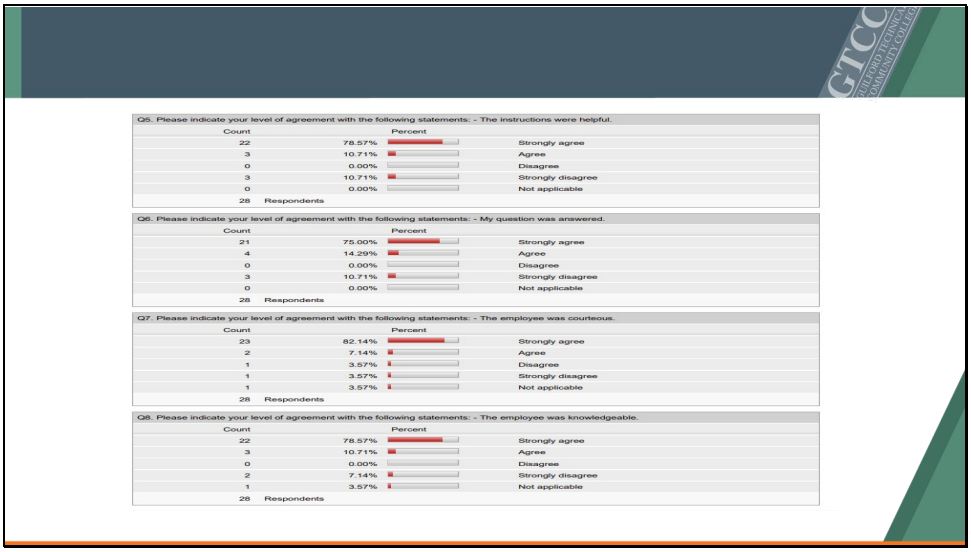
Review Data / Share Your Results…

You should be receiving regular (quarterly perhaps) results of the surveys.

Someone needs to compile this data and begin to share it as appropriate.



Slide 47



Q5. Please indicate your level of agreement with the following statements: - The instructions were helpful.

Count	Percent	
22	78.57%	Strongly agree
3	10.71%	Agree
0	0.00%	Disagree
3	10.71%	Strongly disagree
0	0.00%	Not applicable
28	Respondents	

Q6. Please indicate your level of agreement with the following statements: - My question was answered.

Count	Percent	
21	75.00%	Strongly agree
4	14.29%	Agree
0	0.00%	Disagree
3	10.71%	Strongly disagree
0	0.00%	Not applicable
28	Respondents	

Q7. Please indicate your level of agreement with the following statements: - The employee was courteous.

Count	Percent	
23	82.14%	Strongly agree
2	7.14%	Agree
1	3.57%	Disagree
1	3.57%	Strongly disagree
1	3.57%	Not applicable
28	Respondents	

Q8. Please indicate your level of agreement with the following statements: - The employee was knowledgeable.

Count	Percent	
22	78.57%	Strongly agree
3	10.71%	Agree
0	0.00%	Disagree
2	7.14%	Strongly disagree
1	3.57%	Not applicable
28	Respondents	

Slide 48

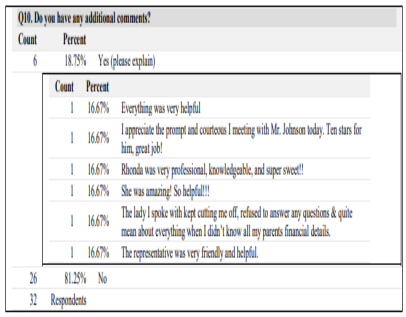
Review Data / Share Your Results…

We share highlights of this information with our staff regularly, reminding them that they are appreciated and highly valued by our students.

Look for areas where certain comments have been repeated, and brainstorm with your supervisor team how to best address each particular concern.

For example, when our students said they were 'feeling rushed' during our busier periods, the first thing we did was look at our coverage schedule.

If you desire, you could also create some type of incentive for this but beware! MANY respondents may not remember exactly who they spoke with.



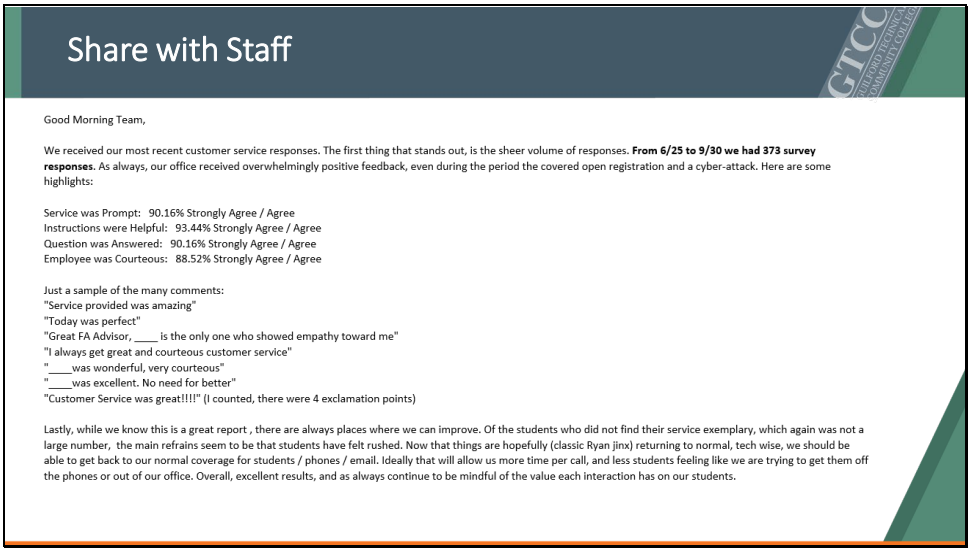
Q10. Do you have any additional comments?

Count	Percent	
6	18.75%	Yes (please explain)

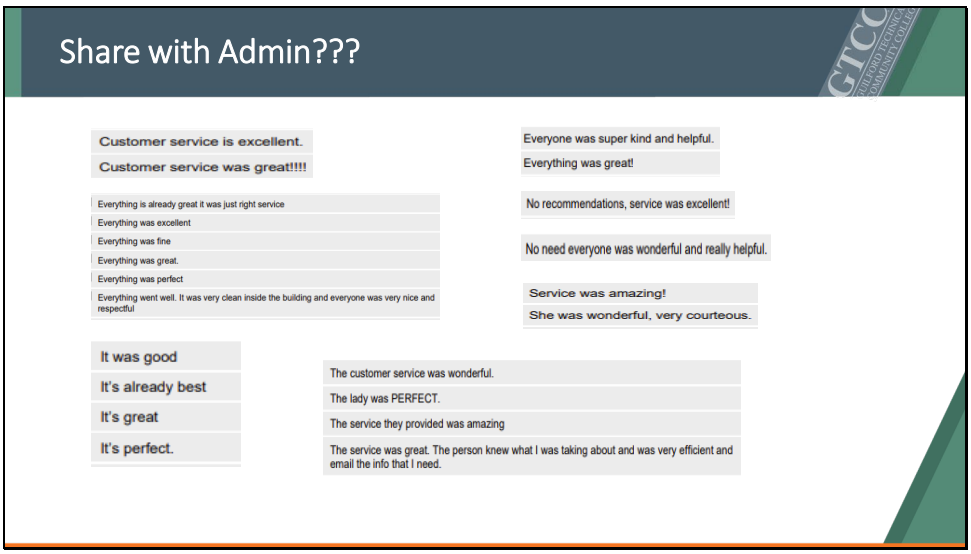
Count	Percent	
1	16.67%	Everything was very helpful
1	16.67%	I appreciate the prompt and courteous I meeting with Mr. Johnson today. Ten stars for him, great job!
1	16.67%	Rhonda was very professional, knowledgeable, and super sweet!!
1	16.67%	She was amazing! So helpful!!!
1	16.67%	The lady I spoke with kept cutting me off, refused to answer any questions & quite mean about everything when I didn't know all my parents financial details.
1	16.67%	The representative was very friendly and helpful.

26	81.25%	No
32	Respondents	

Slide 49


Share with Staff
GTCC
Good Morning Team,
We received our most recent customer service responses. The first thing that stands out, is the sheer volume of responses. From 6/25 to 9/30 we had 373 survey responses. As always, our office received overwhelmingly positive feedback, even during the period the covered open registration and a cyber-attack. Here are some highlights:
Service was Prompt: 90.16% Strongly Agree / Agree
Instructions were Helpful: 93.44% Strongly Agree / Agree
Question was Answered: 90.16% Strongly Agree / Agree
Employee was Courteous: 88.52% Strongly Agree / Agree
Just a sample of the many comments:
"Service provided was amazing"
"Today was perfect"
"Great FA Advisor, ____ is the only one who showed empathy toward me"
"I always get great and courteous customer service"
"____was wonderful, very courteous"
"____was excellent. No need for better"
"Customer Service was great!!!!" (I counted, there were 4 exclamation points)
Lastly, while we know this is a great report , there are always places where we can improve. Of the students who did not find their service exemplary, which again was not a large number, the main refrains seem to be that students have felt rushed. Now that things are hopefully (classic Ryan jinx) returning to normal, tech wise, we should be able to get back to our normal coverage for students / phones / email. Ideally that will allow us more time per call, and less students feeling like we are trying to get them off the phones or out of our office. Overall, excellent results, and as always continue to be mindful of the value each interaction has on our students.

Slide 50


Share with Admin???
Customer service is excellent.
Customer service was great!!!!
Everything is already great it was just right service
Everything was excellent
Everything was fine
Everything was great.
Everything was perfect
Everything went well. It was very clean inside the building and everyone was very nice and respectful
It was good
It's already best
It's great
It's perfect.
Everyone was super kind and helpful.
Everything was great!
No recommendations, service was excellent!
No need everyone was wonderful and really helpful.
Service was amazing!
She was wonderful, very courteous.
The customer service was wonderful.
The lady was PERFECT.
The service they provided was amazing
The service was great. The person knew what I was taking about and was very efficient and email the info that I need.

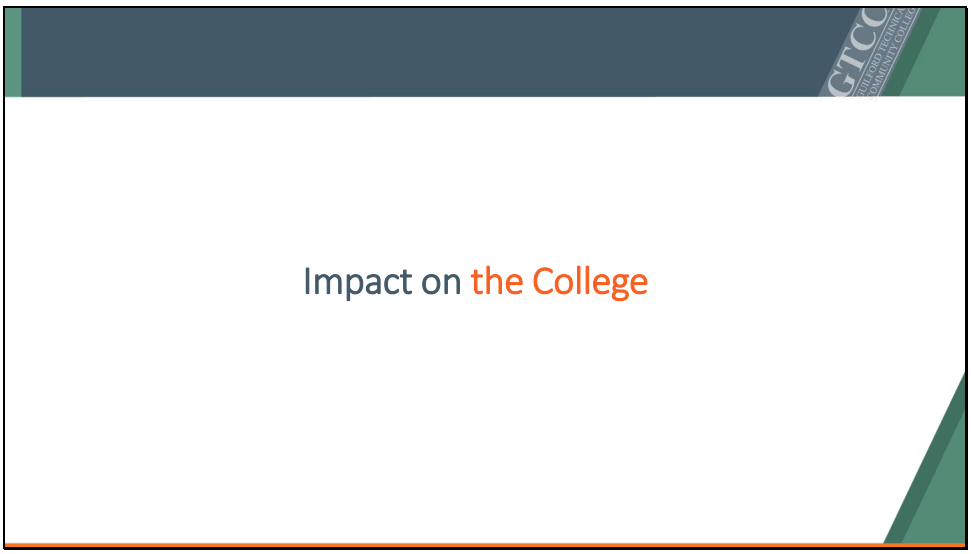
Slide 51

Review Data

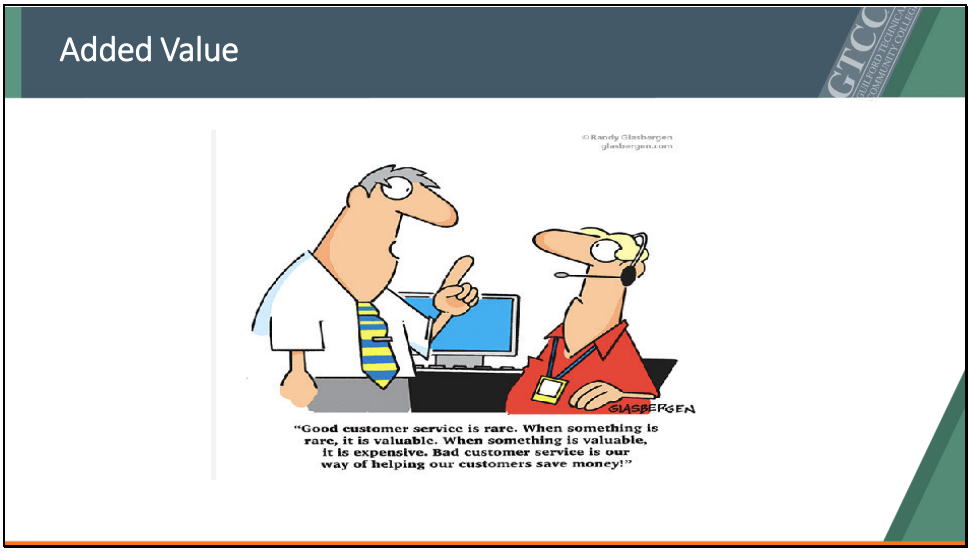
Let the data guide you, and not the other way around.

- Are you getting less than desirable scores in a certain area? If so, now that you know what that area is, you should be able to come up with some solutions.
- Are you happy with the number of survey responses you are getting?
- Share plenty of positive reviews for the negative reviews you are going to share. Select the data to share with your administration.
- Look back at the plan and notate any changes made after you have begun to review data. Track your implementations.

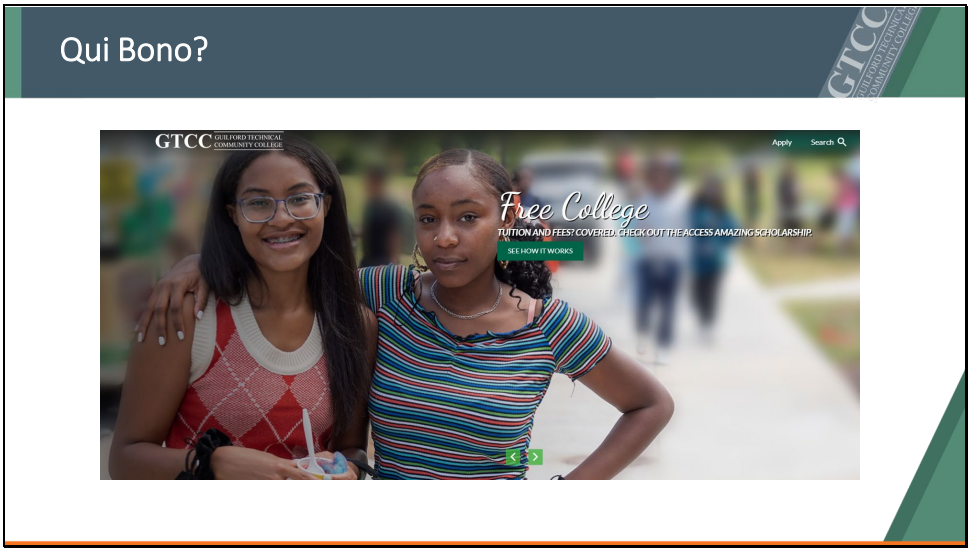
Slide 52



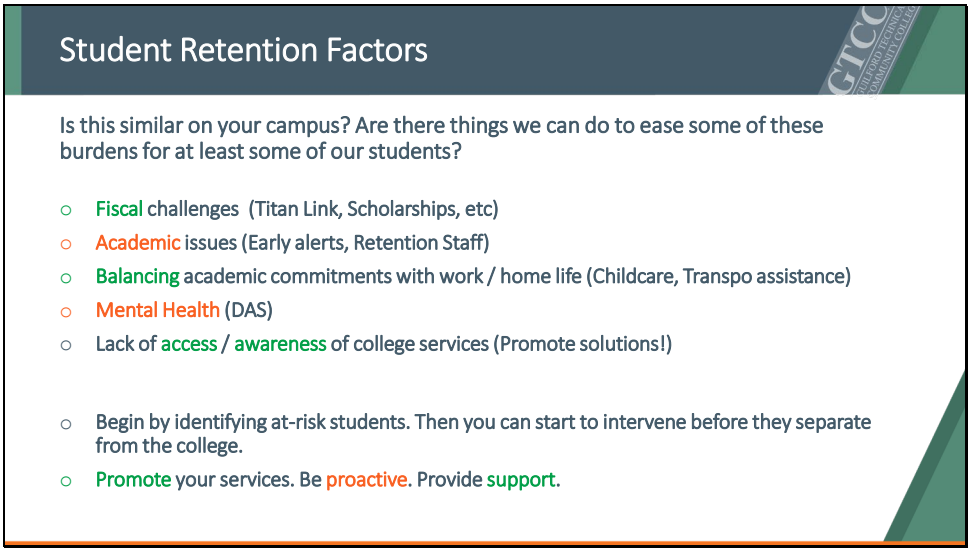
Slide 53


Added Value
GTCC
© Randy Glasbergen
glasbergen.com
GLASBERGEN
"Good customer service is rare. When something is rare, it is valuable. When something is valuable, it is expensive. Bad customer service is our way of helping our customers save money!"

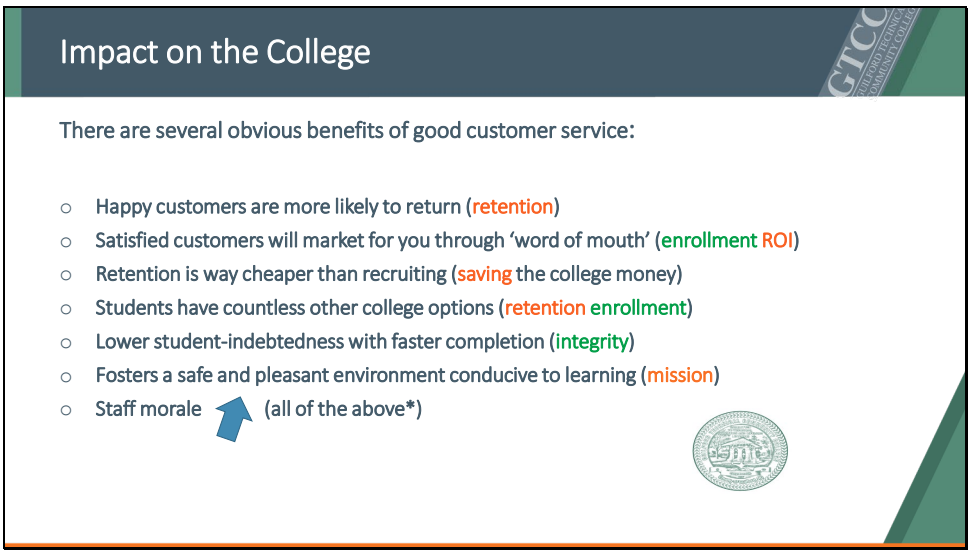
Slide 54


Qui Bono?
GTCC GUILFORD TECHNICAL COMMUNITY COLLEGE
Apply
Search
Free College
TUITION AND FEES? COVERED. CHECK OUT THE ACCESS AMAZING SCHOLARSHIP.
SEE HOW IT WORKS

Slide 55


Student Retention Factors
GTCC
Is this similar on your campus? Are there things we can do to ease some of these burdens for at least some of our students?
Fiscal challenges (Titan Link, Scholarships, etc)
Academic issues (Early alerts, Retention Staff)
Balancing academic commitments with work / home life (Childcare, Transpo assistance)
Mental Health (DAS)
Lack of access / awareness of college services (Promote solutions!)
Begin by identifying at-risk students. Then you can start to intervene before they separate from the college.
Promote your services. Be proactive. Provide support.

Slide 56


Impact on the College
There are several obvious benefits of good customer service:
Happy customers are more likely to return (retention)
Satisfied customers will market for you through 'word of mouth' (enrollment ROI)
Retention is way cheaper than recruiting (saving the college money)
Students have countless other college options (retention enrollment)
Lower student-indebtedness with faster completion (integrity)
Fosters a safe and pleasant environment conducive to learning (mission)
Staff morale (all of the above*)

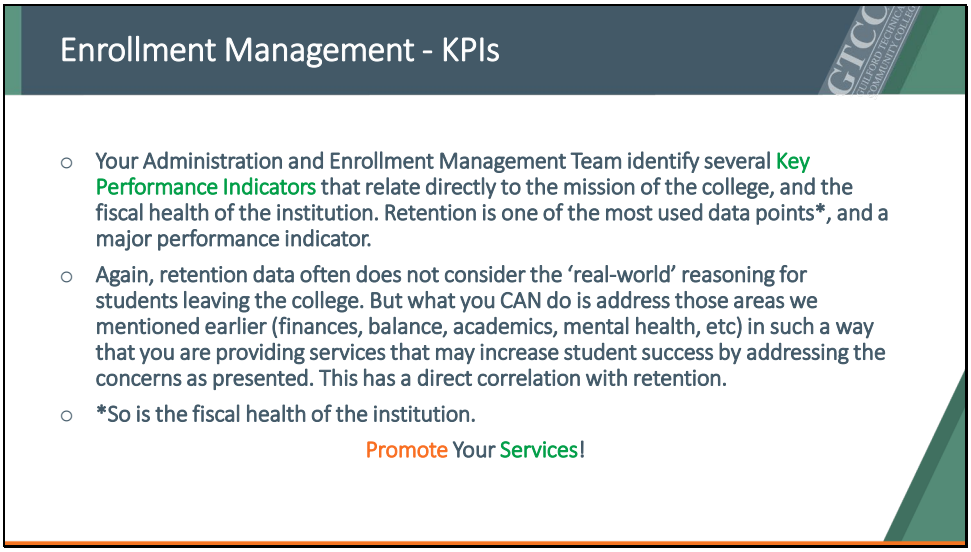
Slide 57

Impact on the College

More benefits of good customer service:

- Reduced employee turnover and increased staff morale. This creates a 'Positive Feedback Loop'
  - Happy employees provide good service
  - Students are happy when they get good service
  - More pleasant interactions with staff
  - Easier to continue providing agreeable service

Slide 58


Enrollment Management - KPIs
Your Administration and Enrollment Management Team identify several Key Performance Indicators that relate directly to the mission of the college, and the fiscal health of the institution. Retention is one of the most used data points*, and a major performance indicator.
Again, retention data often does not consider the 'real-world' reasoning for students leaving the college. But what you CAN do is address those areas we mentioned earlier (finances, balance, academics, mental health, etc) in such a way that you are providing services that may increase student success by addressing the concerns as presented. This has a direct correlation with retention.
*So is the fiscal health of the institution.
Promote Your Services!

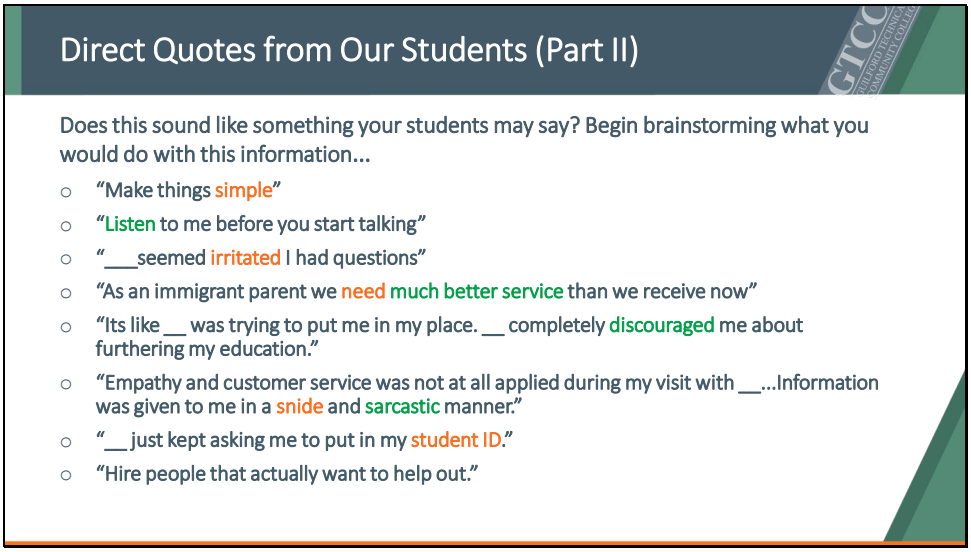
Slide 59

Enrollment Management / Retention

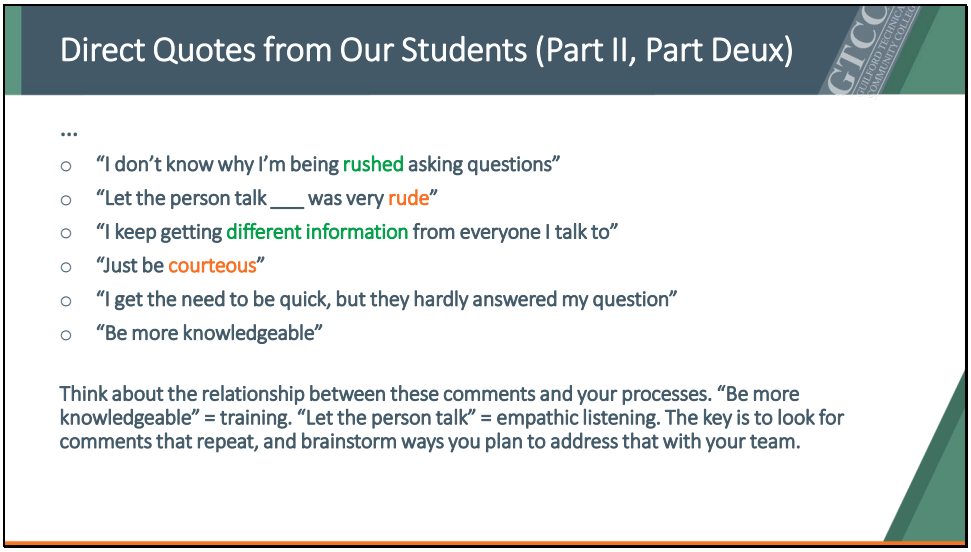
- For many reasons, today's students (and their families) are looking for the best ROI when making educational decisions. The last few years have accelerated the need for schools to be more flexible, accommodating, and modern.
- Another way to look at it is you need to enhance your student experience to compete in the marketplace (and develop new programs in new markets).

- Goal is to grow new programs into new markets
- Money saved on recruiting now spent on development
- Allows admin to clearly prioritize strategies
- Digital focus saves time and money
- Same ideology for employee mobility
- For every action, an equal and opposite reaction…

Slide 60


Direct Quotes from Our Students (Part II)
GTCC
Does this sound like something your students may say? Begin brainstorming what you would do with this information…
"Make things simple"
"Listen to me before you start talking"
"___seemed irritated I had questions"
"As an immigrant parent we need much better service than we receive now"
"Its like __ was trying to put me in my place. __ completely discouraged me about furthering my education."
"Empathy and customer service was not at all applied during my visit with __…Information was given to me in a snide and sarcastic manner."
"__ just kept asking me to put in my student ID."
"Hire people that actually want to help out."

Slide 61


Direct Quotes from Our Students (Part II, Part Deux)
GTCC
...
"I don't know why I'm being rushed asking questions"
"Let the person talk ___ was very rude"
"I keep getting different information from everyone I talk to"
"Just be courteous"
"I get the need to be quick, but they hardly answered my question"
"Be more knowledgeable"
Think about the relationship between these comments and your processes. "Be more knowledgeable" = training. "Let the person talk" = empathic listening. The key is to look for comments that repeat, and brainstorm ways you plan to address that with your team.

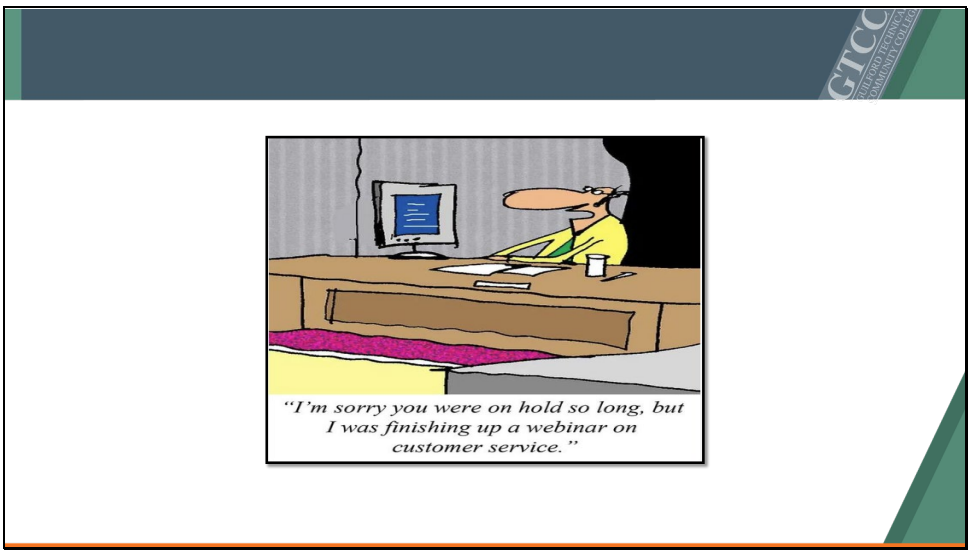
Slide 62

Can you Afford to Give Bad Service?

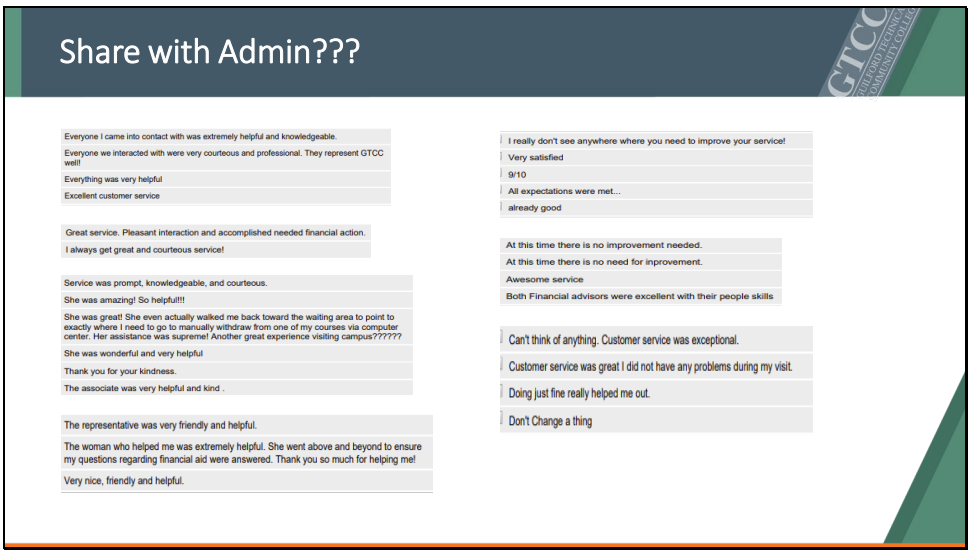
- Could your school benefit from a boost in enrollment?
- Do your students read / comment on social media?
- Are we 'walking the walk' in terms of assisting students who need us most?

- How do YOU react to a financial surprise?
- Are there things you can't get done (lack of funds)?

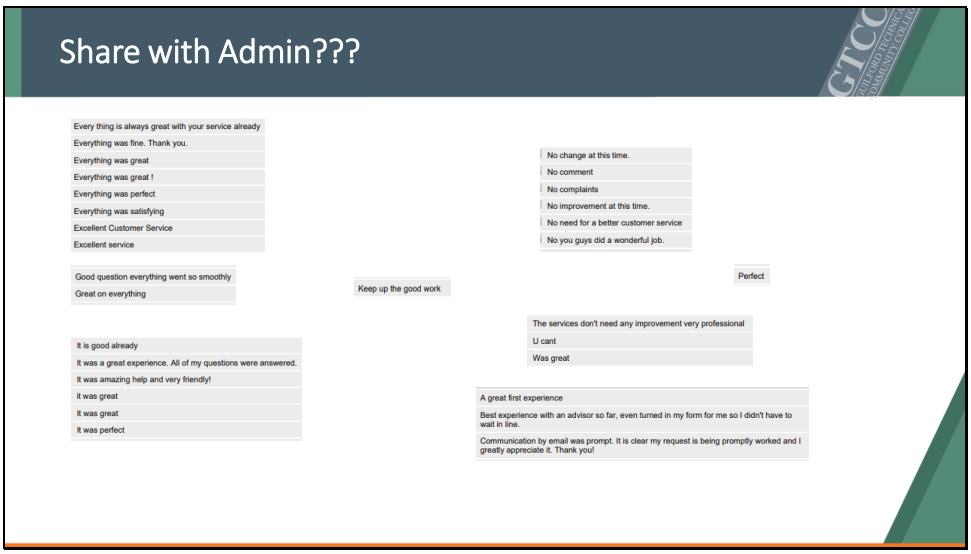
Slide 63


"I'm sorry you were on hold so long, but I was finishing up a webinar on customer service."

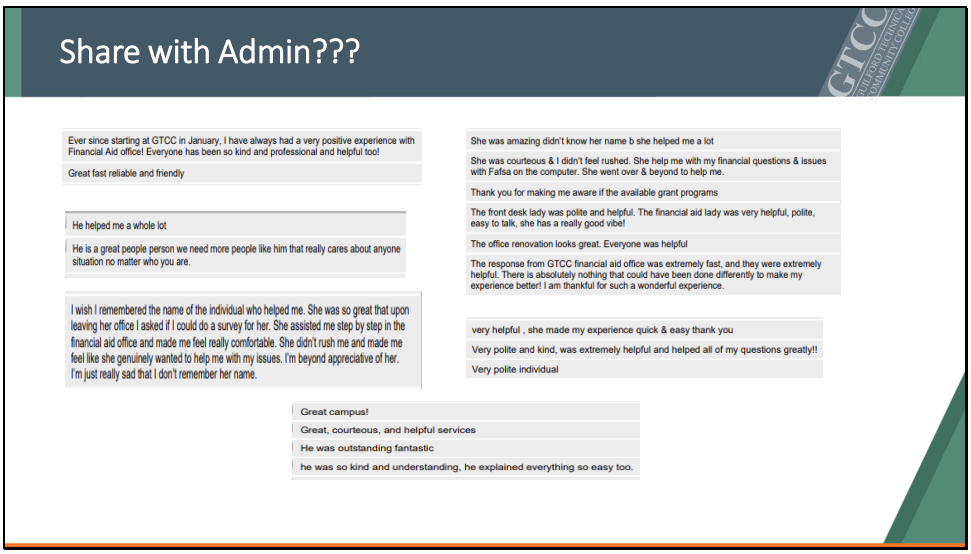
Slide 64


Share with Admin???
GTCC
Everyone I came into contact with was extremely helpful and knowledgeable.
Everyone we interacted with were very courteous and professional. They represent GTCC well!
Everything was very helpful
Excellent customer service
Great service. Pleasant interaction and accomplished needed financial action.
I always get great and courteous service!
Service was prompt, knowledgeable, and courteous.
She was amazing! So helpful!!!!
She was great! She even actually walked me back toward the waiting area to point to exactly where I need to go to manually withdraw from one of my courses via computer center. Her assistance was supreme! Another great experience visiting campus??????
She was wonderful and very helpful
Thank you for your kindness.
The associate was very helpful and kind .
The representative was very friendly and helpful.
The woman who helped me was extremely helpful. She went above and beyond to ensure my questions regarding financial aid were answered. Thank you so much for helping me!
Very nice, friendly and helpful.
I really don't see anywhere where you need to improve your service!
Very satisfied
9/10
All expectations were met...
already good
At this time there is no improvement needed.
At this time there is no need for inprovement.
Awesome service
Both Financial advisors were excellent with their people skills
Can't think of anything. Customer service was exceptional.
Customer service was great I did not have any problems during my visit.
Doing just fine really helped me out.
Don't Change a thing

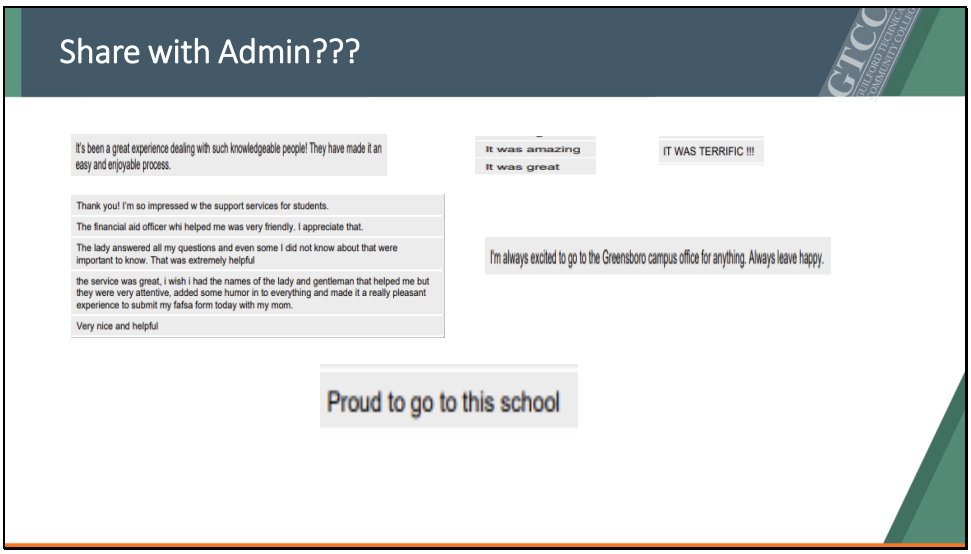
Slide 65


Share with Admin???
Every thing is always great with your service already
Everything was fine. Thank you.
Everything was great
Everything was great !
Everything was perfect
Everything was satisfying
Excellent Customer Service
Excellent service
Good question everything went so smoothly
Great on everything
It is good already
It was a great experience. All of my questions were answered.
It was amazing help and very friendly!
it was great
It was great
It was perfect
Keep up the good work
No change at this time.
No comment
No complaints
No improvement at this time.
No need for a better customer service
No you guys did a wonderful job.
Perfect
The services don't need any improvement very professional
U cant
Was great
A great first experience
Best experience with an advisor so far, even turned in my form for me so I didn't have to wait in line.
Communication by email was prompt. It is clear my request is being promptly worked and I greatly appreciate it. Thank you!

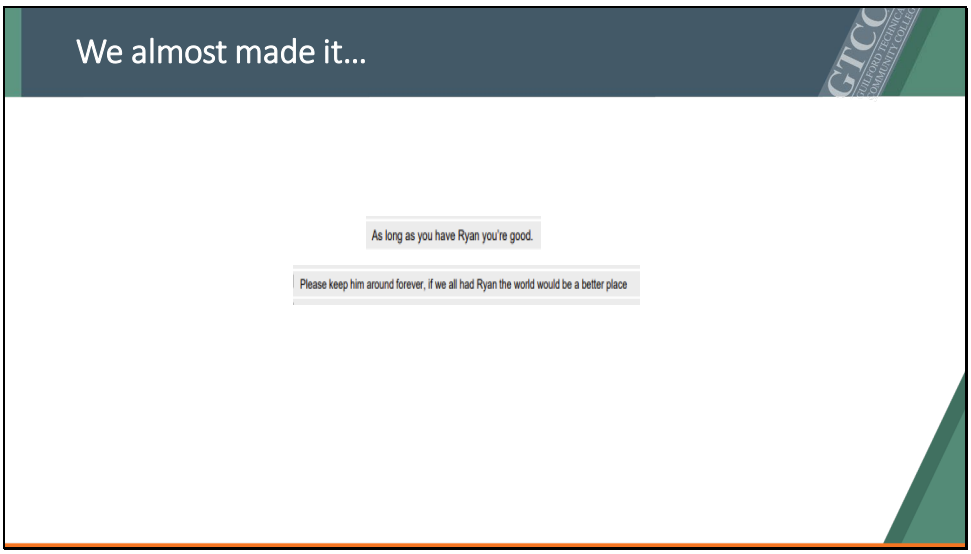
Slide 66


Share with Admin???
Ever since starting at GTCC in January, I have always had a very positive experience with Financial Aid office! Everyone has been so kind and professional and helpful too!
Great fast reliable and friendly
He helped me a whole lot
He is a great people person we need more people like him that really cares about anyone situation no matter who you are.
I wish I remembered the name of the individual who helped me. She was so great that upon leaving her office I asked if I could do a survey for her. She assisted me step by step in the financial aid office and made me feel really comfortable. She didn't rush me and made me feel like she genuinely wanted to help me with my issues. I'm beyond appreciative of her. I'm just really sad that I don't remember her name.
She was amazing didn't know her name b she helped me a lot
She was courteous & I didn't feel rushed. She help me with my financial questions & issues with Fafsa on the computer. She went over & beyond to help me.
Thank you for making me aware if the available grant programs
The front desk lady was polite and helpful. The financial aid lady was very helpful, polite, easy to talk, she has a really good vibe!
The office renovation looks great. Everyone was helpful
The response from GTCC financial aid office was extremely fast, and they were extremely helpful. There is absolutely nothing that could have been done differently to make my experience better! I am thankful for such a wonderful experience.
very helpful , she made my experience quick & easy thank you
Very polite and kind, was extremely helpful and helped all of my questions greatly!!
Very polite individual
Great campus!
Great, courteous, and helpful services
He was outstanding fantastic
he was so kind and understanding, he explained everything so easy too.

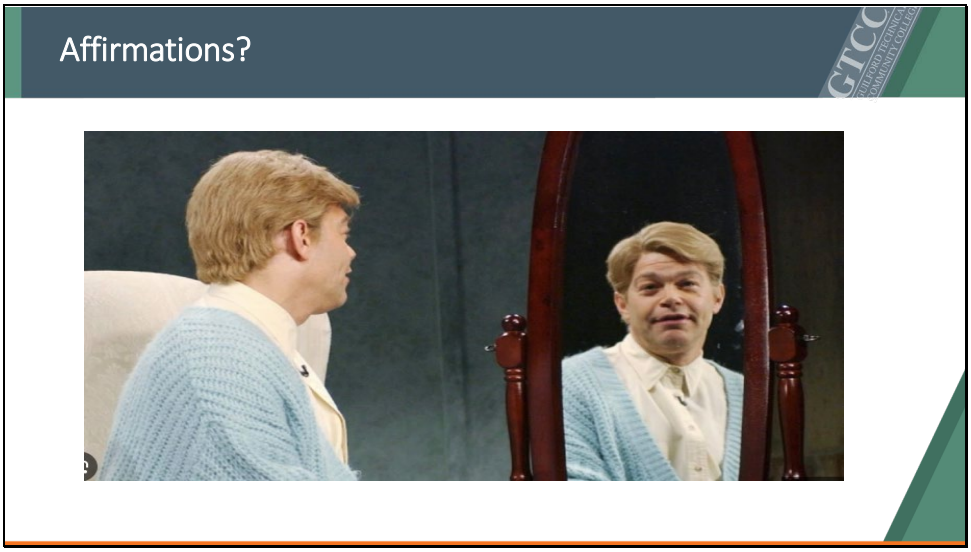
Slide 67


Share with Admin???
It's been a great experience dealing with such knowledgeable people! They have made it an easy and enjoyable process.
It was amazing
It was great
IT WAS TERRIFIC !!!
Thank you! I'm so impressed w the support services for students.
The financial aid officer whi helped me was very friendly. I appreciate that.
The lady answered all my questions and even some I did not know about that were important to know. That was extremely helpful
the service was great, i wish i had the names of the lady and gentleman that helped me but they were very attentive, added some humor in to everything and made it a really pleasant experience to submit my fafsa form today with my mom.
Very nice and helpful
I'm always excited to go to the Greensboro campus office for anything. Always leave happy.
Proud to go to this school

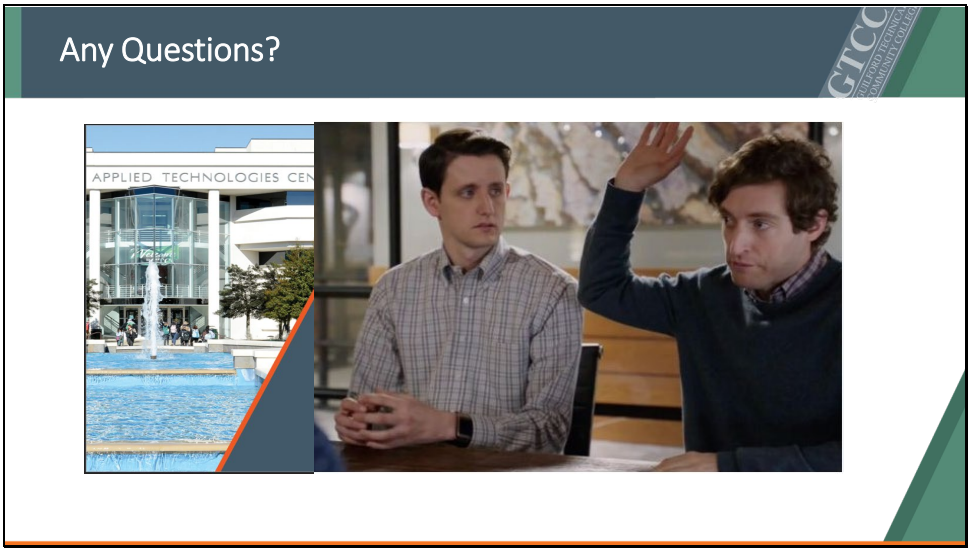
Slide 68


We almost made it…
As long as you have Ryan you're good.
Please keep him around forever, if we all had Ryan the world would be a better place

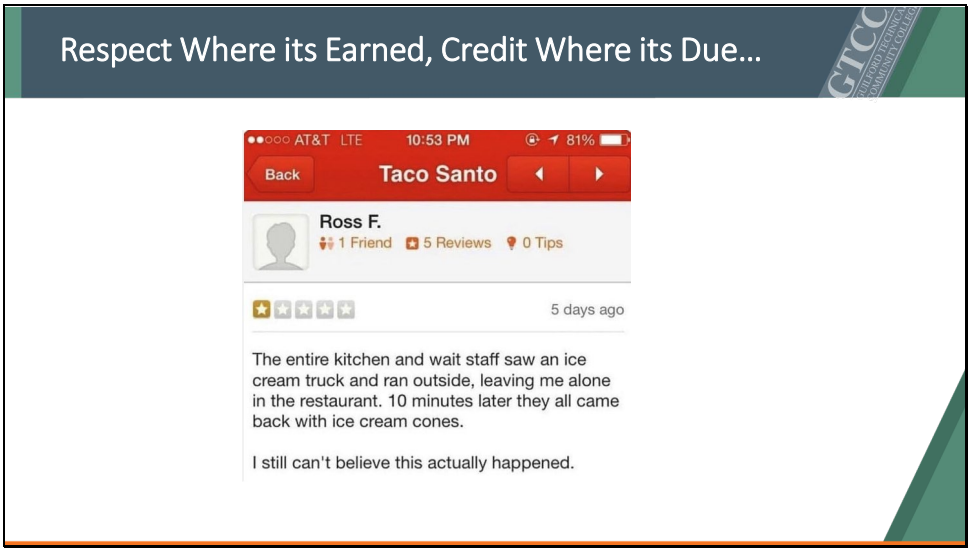
Slide 69



Slide 70



Slide 71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Taco Santo
Ross F.
1 Friend 5 Reviews 0 Tips
5 days ago
The entire kitchen and wait staff saw an ice cream truck and ran outside, leaving me alone in the restaurant. 10 minutes later they all came back with ice cream cones.
I still can't believe this actually happened.