

# CUSTOMER SERVICE GUIDELINES

To fulfill the Minot State University [mission and values](#), employees will focus their customer service efforts on the following three priorities. There are many other elements of customer service that should be incorporated but these should be used as a baseline for all interactions.

## 1 PROMPTNESS | Our customers live in an instant world, and we want to meet them there by ensuring we reply as promptly as possible.

- a. Interaction prioritization order
  - **1st Priority:** In-person student/customer interactions are our top priority.
  - **2nd Priority:** Phone calls, emails, and voicemails. If the phone is ringing while you are helping someone in person, allow someone else or voicemail to answer the call.
  - **3rd Priority:** Responding to colleagues and completing regular work responsibilities. Student needs (especially in-person) should take priority over everything else, as they are the focus of Minot State.
- b. **Reply to voicemails and emails within one hour whenever possible, and within no more than one business day.** If you are not able to give a full response within this time, at least send an acknowledgement to let the customer know you are working on a resolution.
- c. **Use an out of office reply** with an expected response time for any planned absences.
- d. **Work to resolve as much as you can before passing a customer to another department.** Search for information that may help you answer the customer's questions, and use department contact lists to redirect them to the person best equipped to help them further.

## 2 BRAND CONSISTENCY | Our customers should see Minot State's brand clearly throughout all interactions.

- a. **Follow all [graphic standards](#)** including email signatures, font specifications, logo use, etc.
  - Utilize the visual review process for public forms, documents, and signage to help achieve brand consistency.
  - Emails need to have a clear subject line, an appropriate greeting, and your signature (as per brand guidelines).
- b. **For external phone calls, a standard minimum greeting including Minot State (or MSU) and your department** should be used. NDCPD employees should use their department/division names as appropriate.
  - Your voicemail greeting should be set up to include your name, title as applicable, and department.
- c. **Keep offices and work areas clean and uncluttered**, and make sure any posted signage follows the graphic standards.
- d. Personal image is an important part of customer service. **Wear your nametag** whenever working in an official MSU capacity and **follow the dress guidelines** in the handbook.

## 3 TEAMWORK | Minot State employees are one team working to serve our students between departments.

- a. To help prevent any confusion and to ease the transition between employees, **use warm phone transfers when you've been working with a customer** to explain the situation or confirm information.
- b. **Share updated and accurate resources** across campus.
- c. **Give specific names and contact information** when directing customers to another department.