



Creating a Service Culture in Higher Education Administration

Mario C. Martinez, Brandy Smith, Katie Humphreys

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Service delivery is part and parcel of every higher education professional's job, both to improve service to students and to each other as "internal customers". Until now higher education professionals have had to rely on books and training designed for the business sector. This book is the first to specifically address the needs of higher education professionals across a wide range of administrative functions within this environment.

It is designed for administrative staff and management, ranging from professionals working in centralized functions such as student affairs and enrollment management to those working as advisors or in career centers, whether in community colleges, four-year institutions, or for-profit institutions.

Each chapter applies customer service principles to scenarios that are relevant to higher education. The book begins by engaging the reader to define service and identify the external and internal customers who are recipients of that service. It then maps customer interactions into a series of steps and offers departments and individuals a tool to maximize the customer experience. Additional chapters address customer expectations, creating a service culture on your campus, and managerial influences on staff service delivery. *Creating a Service Culture in Higher Education Administration* is a complementary book to the online customer service and management training resources at softskillspros.com

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