



Connections™

Develop
quality service
skills with
an interactive
program for
campus
supervisors,
managers,
and staff



Service Quality Institute
The Global Leader in Customer Service

Connections

Filmed on college and university campuses.

Connections features service issues specific to higher education, such as registration and financial aid.

“I’m seeing more conversation about customer service as a result of the training. People are talking about how they can make things better in their areas.”

Dr. Gloria Raines.
Vice Chancellor for Student Affairs
Louisiana State University
at Shreveport.

Raise the level of service and satisfaction on campus

Discover Connections,TM interactive, video-based program for quality service skill development

In today’s competitive higher education environment, colleges and universities need to be concerned with the messages they send every day to their “customers” - their current and prospective students. Poor service can lead to poor student satisfaction. And when students are not satisfied, they often go to a different institution, or worse, drop out.

That’s why hundreds of campuses throughout North America have turned to Connections. This program provides the most comprehensive customer service training designed specifically for colleges and universities.

Train staff, supervisors, and managers in quality service techniques

Connections is ideal for:

Administrative Staff from the registrar’s office, financial aid office, admissions, and other highly visible service areas such as campus libraries.

Supervisors and managers including department and division directors and their associates, as well as deans and vice presidents.

Custodial, housing, and other staff such as public safety officers who have daily contact with students.

Student employees who need training in service and teamwork skills.

Stimulate learning with an interactive approach

Connections is a combination of exercises, activities, and videos to stimulate discussion and make the lessons in Connections more meaningful.

Participants engage in a variety of activities, including:

Watching videos featuring real-life scenarios specific to colleges and universities.

Participating in role-playing and group activities that energize the training sessions; and

Open-ended question-and-answer sessions designed to get participants talking - and thinking - about the techniques of quality service.

Connections starter kits include Participant Books and comprehensive Leader's Guides that help trainers organize and conduct the sessions.

Promote job satisfaction

Connections do more than just raise the level of quality service to students. They also help campus personnel work better at - and feel better about - their jobs.

This program promotes:

- Better communication between staff;
- Teamwork;
- Professional growth;
- Positive attitudes; and
- Problem-solving at the individual and institutional level.

Connections

Ideal for:

Front-line staff who interact with students regularly.

Main benefit and focus:

Promotes quality service through individual excellence. The program emphasizes individual change.

Primary skills improved:

Personal skills, attitudes, and motivations.

Offers strategies and solutions for:

Handling angry customers and dealing with everyday, individual challenges.

Communication skills addressed:

Using the power of positive communication in every interaction - in person, on the phone, and in e-mail.

“What we liked most was building a sense of community and a better sense of what other departments do. This led to better cooperation and understanding as well as more focus on customer service.”

Kristin Loving.

Director of Human Resources.
Grinnell College (Iowa)

Develop individual skills and foster teamwork.

Connections works well as an individual service training program. Connections tends to focus on individual skills.

Request a free preview

See for yourself how **Connections** can raise the level of service on your campus. Ask for a 14-day preview of these programs. You'll receive excerpts from the videos and the Leader's Guide.

www.customer-service.com

Improving service can greatly improve student satisfaction - a key factor in student persistence.

Join hundreds of colleges and universities using Connections quality service training program.

(Representative client sample)

Four-Year Public:

Auburn University (AL)
Central Missouri State University (MO)
Chicago State University (IL)
Dakota State University (SD)
Eastern New Mexico University Main Campus (NM)
Indiana University-Purdue University Indianapolis (IN)
Louisiana State University in Shreveport (LA)
Miami Dade College (FL)
Miami University (OH)
Mississippi University for Women (MS)
Northern Arizona University (AZ)
Northern Marianas College (MP)
Northwest Missouri State University (MO)
Rowan University (NJ)
San Jose State University (CA)
Shawnee State University (OH)
Southeastern Louisiana University (LA)
Southern Oregon University (OR)
Southwest Minnesota State University (MN)
Southwest Missouri State University (MO)
Tarleton State University (TX)
Towson University (MD)
University of Alaska Southeast (AK)
University of Arizona (AZ)
University of Cincinnati Main Campus (OH)
University of Illinois at Urbana-Champaign (IL)

University of Louisville (KY)
University of Maryland Eastern Shore (MD)
University of North Alabama (AL)
University of North Carolina at Wilmington (NC)
University of South Carolina-Upstate (SC)
University of Texas at Brownsville, The (TX)
University of Texas at San Antonio (TX)
Valdosta State University (GA)
Weber State University (UT)
West Virginia University (WV)

Four-Year Private:

Albright College (PA)
Alderson Broaddus College (WV)
American InterContinental University (GA)
Andrews University (MI)
Argosy University/Twin Cities (MN)
Art Institute of Pittsburgh (PA)
Baker College of Flint (MI)
Baylor University (TX)
Berklee College of Music (MA)
Central College (IA)
Columbia Union College (MD)
Cornell University (NY)
Cumberland College (KY)
Drury University (MO)
Elmira College (NY)
Fisk University (TN)
Franciscan University of Steubenville (OH)
Franklin & Marshall College (PA)

Geneva College (PA)
Grinnell College (IA)
Hillsdale College (MI)
Illinois Institute of Technology (IL)
Liberty University (VA)
Luther College (IA)
McKendree College (IL)
Ohio Northern University (OH)
Pace University (NY)
Point Loma Nazarene University (CA)
Saint Leo University (FL)
Seton Hall University (NJ)
Southern Wesleyan University (SC)
Southwestern Adventist University (TX)
Texas Wesleyan University (TX)
University of Charleston (WV)
University of Saint Francis (IL)
University of the Sciences in Philadelphia (PA)
Virginia College at Birmingham (AL)
Voorhees College (SC)
Wiley College (TX)
Universidad Francisco Gavidia (El Salvador)
ITESM Guadalajara (México)

Community, Junior, and Technical Colleges:

Aims Community College (CO)
Athens Technical College (GA)
Baltimore City Community College (MD)
Barstow Community College District (CA)
Butler County Community College (PA)
Central Florida Community College (FL)
Central Maine Community College (ME)
Chandler-Gilbert Community College (AZ)
Clatsop Community College (OR)
Coconino County Community College (AZ)
College of Micronesia-FSM (FM)
College of San Mateo (CA)
College of the Mainland (TX)
Community College of Philadelphia (PA)
Community College of Southern Nevada (NV)
Daytona Beach Community College (CA)
Daytona Beach Community College (FL)
Delta College (MI)
El Paso Community College (TX)

Everett Community College (WA)
Florida Community College at Jacksonville (FL)
Gateway Community College (AZ)
Hillsborough Community College (FL)
Hostos Community College-City University of New York (NY)
Houston Community College (TX)
Illinois Valley Community College (IL)
Kalamazoo Valley Community College (MI)
La Guardia Community College/City University of New York (NY)
Lakeshore Technical College (WI)
Macomb Community College (MI)
Middlesex Community College (MA)
Monroe Community College (MI)
Montgomery College (MD)
North Central Kansas Technical College (KS)
Northeast Iowa Community College (IA)
Northern Virginia Community College (VA)
Ogeechee Technical College (GA)
Pulaski Technical College (AR)
Renton Technical College (WA)
Sacramento City College (CA)
Saint Louis Community College at Forest Park (MO)
San Juan College (NM)
Santa Fe Community College (FL)
Sinclair Community College (OH)
Texas State Technical College Harlingen (TX)
Texas State Technical College West Texas (TX)
Wayne Community College (NC)
Wisconsin Indianhead Technical College (WI)

Two-Year Career and Private/Professional Schools:

College of Westchester, The (NY)
Devry University (FL)
Dongguk Royal University (CA)
Northeastern Ohio Universities College of Medicine (OH)
South Texas College of Law (TX)

Canadian Institutions:

Algonquin College of Applied Arts and Technology (Ontario)
Cégep John Abbott College (Quebec)
Concordia University Montreal (Quebec)
King's University College, The (Alberta)
Lakeland College (Alberta)

“A giant step forward for quality service on campus. We continue to work at the systems issues we diagnosed with this program.”

Nancy Dishner, Ph.D.

Vice Provost for Enrollment Services
East Tennessee State University



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