



Webinar Registration Form

How To Achieve Exceptional Front-Line Customer Service In Higher Education Thursday, February 7 ~ 3:00-4:30pm (Eastern)

Once the live date has passed, this training will be available on demand.

Overview

How do our customers--our students and their families--want to be treated? What makes the job of serving students in higher education so unique? How do we know if we are living up to their customer service expectations?

The definition of customer service might look a little different to each one of us, but it is important to know that there are basic principles and proven techniques that help front-line staff provide exceptional service. This session will give participants an overview of different philosophies of customer service. We will also discuss methods of benchmarking and setting customer service standards, as well as ideas for how to evaluate your customers and assess their level of satisfaction. Further, we will explore techniques that can help you develop positive customer relationships with your students and get motivated and geared up with your staff to provide the exceptional service that your students deserve.

Objectives:

- Review the customer service principles, tips, and techniques that help provide exceptional service
- Discuss benchmarking methods and how to best set service standards
- Explore methods of evaluating customers and assessing their level of satisfaction
- Come up with ways to motivate and prepare their customer service staff for success

Who Should Attend?

- 2-year institutions & 4-year institutions
- Academic Affairs/Instruction
- Student Services/Affairs
- Welcome Center Staff/Front Desk Staff
- Admissions
- Cashiers
- Enrollment Services
- Financial Aid
- Student Life
- Veterans Services



How To Achieve Exceptional Front-Line Customer Service In Higher Education Thursday, February 7 ~ 3:00-4:30pm (Eastern)

Speaker(s)



Dr. Julie Selander / Director of the One Stop Student Services & University Veterans Services
University of Minnesota

Dr. Julie Selander has worked in higher education administration and finance for over 30 years and her experience includes a variety of leadership positions in student services and service operations. Prior to Julie's current role as the Director of the One Stop Student Services and University Veterans Services at the University of Minnesota, she collaborated with her colleagues to develop the "One Stop" model, providing seamless and integrated student services in the areas of enrollment, registration, financial aid, billing, academic records, and veteran services.

Julie presents frequently on various topics related to higher education student services and has written several articles for publication, including a chapter for NACUBO's Student Centered Financial Services: Innovations That Succeed. She is the President for the Institute for Student Services Professionals and consults for a variety of higher educational institutions on student services, customer service, and financial literacy topics.

Julie has her bachelor's, master's, and PhD degrees from the University of Minnesota. Her PhD is in Organizational Leadership, Policy, & Development with an emphasis in Higher Education. She has been a part-time instructor for several years at the University of Minnesota and has taught Strategic Customer Relationship Management and Customer Service Training.

Newsletter



Registration Information

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

Payment Method

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one) Credit Card Check Purchase Order (if applicable) P.O.#: _____
(If you select PO as your payment method, a PO number is required.)

Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		

Packages & Pricing

Select your webinar package:

\$425 - 1 webinar (Unlimited connections at your institution and recording for one year)
\$900 - 3 webinars (Save \$375)

\$1500 - 6 webinars (Save \$1050)
\$3995 - Purchase Go2Knowledge to receive unlimited access to webinars & recordings for one year (Best Deal!)



Login Directions

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

Site Connections

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

Recording Information

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

Recording Benefits:

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

Technical Details

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

What equipment is required?

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

Cancellation Policy

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

Satisfaction Guaranteed

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email support@ieinfo.org or call 303.955.0415.