

Customer Service and Relationship Building

Competency Statement Examples

Definition: Interacts with others productively; demonstrates emotional intelligence through self-awareness and empathy; provides quality customer service, actively listens and engages with others to understand their needs; provides accurate information and clear and calm responses; develops and maintains cooperative relationships.

Previous Competencies: Customer Service and Interpersonal Interaction

Academic Programs/Services

Job Family: Educational Programs/Services

Job Path: Instructional Development

Job Template: Instructional Developer/P4

Proficient	Advanced	Expert
<ul style="list-style-type: none">• Provides accurate and clear information to faculty and stakeholders regarding instructional design services, responds promptly and professionally to inquiries.• Collaborates with faculty to design various courses, engages in proactive discussions, maintains open lines of communication, and addresses concerns promptly to ensure a supportive and collaborative relationship that enhances course design.• Seeks feedback from faculty, attentively listens to their concerns, and responds with empathy, showing a genuine understanding of their feelings and needs in order to foster a more supportive working environment.	<ul style="list-style-type: none">• Addresses complex and challenging issues presented by customers through working closely with them to find solutions that meet their specific requirements.• Engages with a wide range of stakeholders, including faculty, department leads, eLearning Developers, and external partners, adapting communication style to enhance collaboration and ensure that everyone is well-informed.• Identifies potential challenges in course design, engages in creative problem-solving, and responds effectively to address concerns and optimize course materials.	<ul style="list-style-type: none">• Researches emerging educational technologies and best practices, then guides faculty in implementing groundbreaking educational methods.• Anticipates potential customer issues and takes proactive steps to prevent them, leading to a decrease in the time required to resolve problems and a more seamless customer experience.• Fosters a culture of collaboration and support within the team and across departments by encouraging open dialogue, mutual respect, and a shared sense of purpose.

Administrative Services

Job Family: Administrative Programs/Services

Job Path: Administrative Program Professional

Job Template: Administrative Program Support 2/P2

Proficient	Advanced	Expert
<ul style="list-style-type: none"> • Communicates with staff, provides clear information, and addresses inquiries promptly to ensure colleagues are well-informed about program-related matters. • Promptly responds to staff inquiries or concerns via email or phone, ensuring that questions and requests are addressed within a reasonable timeframe. • Listens to staff members' concerns and suggestions during team meetings, acknowledges their input, and demonstrates a commitment to addressing their needs. 	<ul style="list-style-type: none"> • Encourages a culture of open feedback by soliciting input from staff, actively incorporating their suggestions into program improvements, and ensuring their voices are heard. • Fosters a positive team culture by initiating cross-departmental communication, bridging information gaps, and strengthening collaboration across the organization. • Successfully handles complex or challenging customer inquiries or issues through collaboration with colleagues to find comprehensive solutions. • Edits and formats various documents such as memos, reports, and announcements, ensuring they are error-free and follow departmental guidelines. 	<ul style="list-style-type: none"> • Seeks and integrates customer feedback into service improvements; ensures customer perspectives are considered in decision-making processes. • Anticipates staff needs and expectations through possessing a deep understanding of the daily operations and unique challenges of the staff members, resulting in a harmonious work environment and optimized performance. • Exemplifies how to tailor communication methods when providing program information, such as using clear and concise language when speaking with staff and offering more detailed explanations to new customers. •

Arts & Curatorial Services

Job Family: Theater

Job Path: Box Office

Job Template: Arts and Curatorial Services/P1

Proficient	Advanced	Expert
<ul style="list-style-type: none"> Provides clear and accurate information to customers regarding show schedule, ticket pricing and availability, and any other issues that may arise. Collaborates with colleagues to identify errors and make corrections to ticket purchases and exchanges efficiently for customers' benefit. Listens to and empathizes with patron concerns and suggestions. 	<ul style="list-style-type: none"> Engages with all patrons in a positive, respectful manner, in all forms of communication, to foster loyalty and repeat business. Documents all errors with ticketing and event production; considers behaviors and processes to mitigate and reduce total errors. Maintains records of patron concerns, complaints, and suggestions and devises processes or practices to alleviate issues. Calls upon manager/supervisor for complex concerns that require immediate attention. 	<ul style="list-style-type: none"> Employs a customer-centric mindset, prioritizing patron needs during all patron interactions. Anticipates the questions or needs of patrons, and proactively assists. Provides document of common errors to manager and suggests changes in processes or procedures to mitigate. With manager approval, implements changes to processes to improve customer experiences. Provides records of common patron concerns and suggestions to manager; where appropriate, implements changes to processes to address customer concerns. Devises an efficient process for handling complex concerns or complaints outside of own scope.

Communication & Marketing

Job Family: University Public Relations

Job Path: Public Relations

Job Template: University Public Relations Associate 2/P4

Proficient	Advanced	Expert
<ul style="list-style-type: none"> Develops working relationships with and advises university officials regarding university publications, goals, strategies, and desired image. Communicates with and effectively leads other staff in planning media events, news releases, or appearances. Responds to media and external stakeholders with empathy and demonstrates self-awareness. 	<ul style="list-style-type: none"> Fosters and maintains relationships with university officials through active listening and thoughtful written and verbal communication. Composes teams to collaborate in planning media events and writing news releases. Oversees teams' work to ensure alignment with university goals. Discusses the importance of emotional intelligence, self- 	<ul style="list-style-type: none"> Strengthens existing and continuously develops new relationships with university officials through effective communication and goal achievement. Identifies opportunities for effective teamwork and/or relationship-building within the department to enhance unit's working relationships.

<ul style="list-style-type: none"> Provides creative and technical guidance and consultation on projects to external clients. 	<p>awareness, and upkeeping the university's image in written and verbal interactions with internal and external stakeholders.</p> <ul style="list-style-type: none"> Listens actively to understand each clients' unique needs. Collaborates with staff across the university to best address unique or complex requests. 	<ul style="list-style-type: none"> Self-analyzes and recognizes areas for growth in own communication style; redirects behaviors and communication toward emotional intelligence, self-awareness, and empathy, while keeping the university's desired image at the forefront. Serves as external clients' subject-matter expert related to public relations projects. Resolves complex issues and ensures resolutions align with university values, goals, and desired image.
--	---	---

Library

Job Family: Library Services

Job Path: Library Support

Job Template: Library Assistant 2/P3

Proficient	Advanced	Expert
<ul style="list-style-type: none"> Provides support to patrons and staff in accordance with library policies, utilizing clear communication techniques while responding to concerns and inquiries, and offering guidance for accessing and using library resources. Demonstrates responsive communication by promptly addressing patrons and staff inquiries and concerns, maintaining a supportive and positive rapport within the library community. Exhibits a positive, welcoming attitude while interacting with library patrons and staff. 	<ul style="list-style-type: none"> Listens actively to patrons to understand their unique needs. Collaborates with colleagues and resources to find thorough solutions to complex and challenging inquiries. Identifies and recommends operational and patron experience improvements to create a more efficient, user-friendly environment. Applies patron and customer feedback to own behavior and makes suggested improvements to further develop relationships. 	<ul style="list-style-type: none"> Anticipates the needs of patrons and proactively creates resources to guide patrons in utilizing library resources effectively, fostering strong, collaborative relationships and providing valuable support. Serves as an authority and subject-matter expert in resolving complex patron issues and conflicts, ensuring resolutions align with library values and patron satisfaction. Demonstrates expertise in library and university policies/procedures through offering guidance and influencing policy development and refinement.

Student Programs/Services

Job Family: Dining Services

Job Path: Dining Services Coordination and Management

Job Template: Dining Services Manager 1/M5

Proficient	Advanced	Expert
<ul style="list-style-type: none"> • Communicates with customers in a clear, friendly, and informative manner, ensuring they have the information they need about dining options and services. • Addresses common customer inquiries and concerns, providing prompt solutions to enhance their dining experience. • Supervises the work of assigned personnel and ensures they adhere to service standards, guaranteeing customers receive consistent and high-quality service. 	<ul style="list-style-type: none"> • Solicits and listens to customer feedback, using their input to identify areas for improvement in dining services, cost effectiveness, menu offerings, and customer experience. • Manages challenging or complex customer issues/disputes, employing conflict resolution skills to find equitable and satisfactory solutions. • Creates and implements customer-centric improvement projects. • Manages dining operations efficiently, minimizing wait times and ensuring customers receive timely service. 	<ul style="list-style-type: none"> • Serves as a subject-matter expert in dining services, influencing policy development and advocating for customers' dining needs at the institutional level. • Collaborates with other dining units to identify opportunities for creating and implementing customer-focused programs/events, including food pop-up events, unique late-night dining, or ice cream socials to build community and rapport. • Promotes dining services by utilizing several platforms (e.g., dining services website; social media; student ambassadors) to notify the community of dining services, events, or menu changes. Identifies and implements changes based on customer feedback to foster a campus culture of belonging and community.