

## Service Excellence Initiatives

The Service Excellence Initiative will fundamentally advance the way in which student service is delivered across ASU. Our mission is to empower ASU to deliver an exceptional, student-centered, service experience.

### Objectives

The objectives of the Service Excellence Initiatives are:

- Improve student success
- Improve student satisfaction with service at ASU
- Improve alumni affinity

### Strategy

This is a multifaceted effort focused on:

Build and maintain a culture where service-providers focus on the service experience, in addition to the outcome.

- Train and coach ASU service providers on service strategies
- Engage ASU leadership in service initiatives through the Service Excellence Steering Committee

Implement service-focused technology.

- CRM for student service
- Centralized, online service center
- Strategic communication tools

Identify and implement strategies and tactics to drive consistent, student-centric communications across ASU.

- Work with enterprise marketing hub to identify and address student-centered communication efforts
- Collect student needs and wants around email to share with service units
- Provide training to service units on developing communication flow
- Collaborate with service units on student-centric communications

Collect and share service metrics to provide benchmarks and identify necessary service improvements.

- Focus groups
- Annual service survey
- Student feedback on service interactions



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