



# BECOMING A MODEL FOR OPERATIONS AND CUSTOMER SERVICE IN GUAM AND ALL OF MICRONESIA

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As a multi-faceted organization, the University of Guam is well-positioned to be a leader of managerial operations that all government agencies face, to include customer service, professional development, grant management, and developing cross-functional online services and databases.

As the University works to reform and refine its own processes, it strives to develop a structure that others can model, extending knowledge of best practices for the benefit of the whole region.

# BECOMING A MODEL FOR OPERATIONS AND CUSTOMER SERVICE IN GUAM AND ALL OF MICRONESIA

## GOAL 1. PROVIDE EXCELLENT CUSTOMER SERVICE

Implement a University-wide customer service philosophy and program to provide an excellent customer experience to internal and external customers.

### OBJECTIVES

1. Within the next year, review outcomes of customer service training held in April 2017 (<https://setbisiu.uog.edu>) and develop an updated customer service philosophy and training.
2. By 2021, provide customer service training to all UOG employees. Full training may need to be adjusted for non-front desk employees.
3. Employ a multi-channel approach to improve the customer experience across the University, which will create better customer relationships and affinity with the UOG brand.

## GOAL 2. IMPROVE WEB SERVICES AND ELECTRONIC PROCESSES

Improve web services and electronic processes to be more user-friendly and efficient through a user-centered design that will improve the user experience.

### OBJECTIVE

1. Commit to a primarily paperless experience for most business processes by 2024, which will improve efficiency, accountability, and data gathering.

## GOAL 3. IMPLEMENT EMPLOYEE RELATIONS PROGRAMS

Implement employee relations programs and activities that will develop employee skills, increase employee knowledge, and strengthen employee engagement.

### OBJECTIVES

1. By 2021, restart Employee Development Program.
2. By 2021, restart Employee Association.

## GOAL 4. IMPROVE PROCESSES AND SERVICE DELIVERY

Improve processes and service delivery at units that engage with internal and external customers daily including: Triton Store, Auxiliary Services, Business Office, Human Resources, Office of Information Technology, and Student Services.