

Winning Long-Term Contracts Through Customer Service: *Focus on International Clients*

UNICON Team Development Conference at UBC
November 28, 2012

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Question for the Audience

What are some key ingredients in delivering excellent custom exec ed programs?



Faculty/Content



Support from CEO



Clients → Partners



Facilities

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**Support from
CEO**



Clients → Partners

- **Application**
- **Relevance**
- **Accommodations**
- **Food**
- **Pricing/Profit**
- **Potential for Long-Term**
- **Capability & Expertise**
- **Resources**
- **Reputation Enhancing**
- **Post Program Support**

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What is Customer Service?

- Anticipate and fill their needs before they know they even want it.



BEFORE the Program...

- Select the right faculty fit
- Check scheduling conflicts
- Provide client background info
- Gather all faculty together prior...
 - Content alignment
 - Cultural expectations
- Help with materials “face-lift” (*eg*)
- If taught before, reference evals from previous teaching

Customer Service Integration → FACULTY



DURING the Program...

- Pre-load faculty materials
- Double check on handouts
- Introduce each faculty
- Point out key individuals
- For new faculty or new programs, provide useful feedback (*eg*)
- Help paraphrase participant questions if necessary
- Stick around (in the beginning) in case faculty needs help

Customer Service Integration → FACULTY



AFTER the Program...

- Thank the faculty
- Provide evals
 - Sometimes relative to others
- Track and share with department to integrate into their perf reviews
- Track non-teaching “service” hours for EE and share with dept
- Performance-based compensation
- Thank you gifts (*eg*)

Customer Service Integration → FACULTY



If they look good,
we look good!

Customer Service Integration → CLIENT



BEFORE the Program...

- Do not low-ball your price just to get your foot in the door (vice versa stays true – just be fair)
- Never promise what you can't deliver
- Manage expectations
- Prepare the participants (*eg*)
 - Academic and cultural
- Be flexible
- Anticipate change requests

Customer Service Integration → CLIENT



DURING the Program...

- Keep them informed
- Focus on the participants
 - Balance participant vs client needs
 - Be sensitive to cultural needs
 - Be thoughtful in saying no (*eg*)
 - Connect with them
 - ***Pay attention to details***

Other Examples?

- Orientation folder
- Photo roster
-
-
-
-
-
-
-
-
-

Customer Service Integration → CLIENT



Exceed their expectations and ***Enhance*** their learning experience

Customer Service Integration → CLIENT



AFTER the Program...

- Provide immediate compilation of program evals
- Visit them in their country regularly
- Suggest improvements before being asked (*eg*)
- Be ready to make changes without charging more

In Summary

How can customer service be woven into all aspects of what makes excellent custom EE programs?



Faculty/Content



Support from
CEO (eg)



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- Relevance
- Accommodations
- Food (eg)
- Pricing/Profit
- Potential for Long-Term
- Capability & Expertise
- Resources (eg)
- Reputation Enhancing
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