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

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Question for the Audience

What are some key ingredients in delivering excellent custom executive programs?

Faculty/Content  Support from CEO  Clients → Partners  Facilities
Question for the Audience

What are some key ingredients in delivering excellent custom executive programs?

- 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?

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