

## Sample CCUMC Conference Session Proposal

### **Brief Summary:**

State University has taken a “customer centric” approach in its attitude of working with professors and students. We will discuss what benefits and challenges that this approach has revealed and how this has shaped plans for the future.

### **Session Abstract:**

Our presentation will cover our department’s definition of a “customer centric” approach. We will talk about how this relates to our service model and approach to resolving incidents. We will walk through exactly what happens when an AV component in a classroom breaks down (e.g. projector bulb fails, laptop connection fails, etc.) as well as our incident tracking through Service Now. We will talk about how we use Crestron Fusion to identify problems early as well as the average downtime and customer satisfaction response. We will discuss how we use standardization to provide easy to understand options for faculty and staff as well as how it helps us have more time to address problem areas that may arise. We will also discuss meeting with faculty and staff prior to new construction and renovation meet their AV needs.

This topic is important to our field because communication is a key component in making sure we meet faculty and student needs. Professors rely upon us to make communication happen in their classrooms, so any “downtime” experienced in the class can be a severe disruption in that process. We should make it a priority to find ways to more effectively communicate with the end users of our technology.

### **Learning Outcomes:**

1. Participants will be able to evaluate their own departmental culture and customer service orientation.
2. Participants will understand five ways to improve relationships with faculty, staff, and students.
3. Participants will learn techniques to improve resolution procedures.
4. Participants will understand the importance of service tracking software to improving customer relationships.

### **Learning Activities**

1. Participants will asked to use think-pair-share to examine their own departmental culture. Participants will take 1 minute to reflect on their own department, choose a partner adjacent to them, and share their reflection.
2. Participants will role play conversations between departmental staff and faculty to apply techniques for improving relationships.