WELCOME CENTER
STANDARDS
OF PERFORMANCE

An approach to quality service
As representatives of our university, the Welcome Center staff is committed to serving our customers. Our customers' most basic expectation is to be treated with a caring attitude. The Welcome Center is committed not only to meeting this expectation, but also exceeding it whenever possible.

We are committed to providing a work environment that fosters a caring attitude, and we strive to continuously foster a nurturing environment for our employees.

Therefore, we resolve to:

- Promptly welcome our customers in a friendly manner, smiling warmly and introducing ourselves. We won't allow anyone to feel ignored.
- Listen carefully to what our customers have to say. Avoid interrupting people unnecessarily.
- Treat everyone as if he or she is the most important person at the university.
- Be polite and considerate; rudeness is never acceptable.
- Meet our customer's immediate need or gladly direct customer to someone who will.
- Apologize for problems and inconveniences.
- Recognize that our customers have a sense of urgency and show them that we value their time. Customers are not an interruption of our work; they are our reason for being here.

In order to perform in accordance with the University of West Florida mission—to empower each individual, we serve, with knowledge and opportunity to contribute responsibly and creatively to a complex world—the Marketing, Communications, and Welcome Center has developed a policy of standards for employees to follow. These standards are designed as employee behavioral guidelines. These behaviors are expected to be practiced while on the job.

Incorporating these standards of practice will demonstrate that we at the University of West Florida value our customers. Specifically, this includes each other.
The Welcome Center is the first impression of the University of West Florida that many of our customers experience. We will reflect our respect for our customers through our grooming and dress. While on duty, we will consider our customers’ expectations in how we present ourselves. Our manner and expression will convey our concern for and willingness to serve our customers. We will take pride in the Welcome Center and university and do our part to maintain an uncluttered, litter-free workplace.

**Personal Appearance**
- Our dress will always be tidy, tasteful and discreet.
- All customers will be greeted with a warm and friendly smile.
- Welcome Center name badges will be properly worn so that our customers can identify us by first name.
- Good personal hygiene is expected.

**Facility Appearance**
- When we discover litter, we will pick it up and dispose of it properly.
- We will maintain a clutter-free work place by ensuring that we put away our work and organize our desks when work is completed.
- We will return equipment to its proper place when finished.

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**COMMUNICATION**

The goal of communication is clear understanding. We must be active listeners in order to understand our customers’ needs.

We must avoid confusing customers and speak in terms that are easily understandable and consistent.

**Greetings and Introductions**
- Every customer will be greeted with a warm and friendly smile.
- We will introduce ourselves to our customers promptly.
- Listen to our customers’ concerns in ways that show them we care.

**Telephone Etiquette**
- We will answer the phone “Good morning (or Good afternoon), UWF Welcome Center; this is (your name), how may I help you?”
- All employees must know how to operate the telephones in their areas.
- When transferring a call, first provide the caller with the correct number in case the call is lost.
- We will answer calls within four to five rings, if missed and call goes to voicemail, we will check the voice mail and respond immediately.
- We will check voice mail approximately every two hours.
- When we are very busy and must place a customer on hold, we will ask the customer’s permission to be placed on hold (Can you hold please?). When returning to the call we will thank the customer for holding.
- We will return all calls promptly.
The Welcome Center plays a vital role in helping customers arrive at their intended destinations. It is imperative that we give clear and concise directions.

- When a customer is looking for a specific building on campus, we will provide both the name of the building and building number as we show our customers a map of the campus.
- We will give a campus map to every customer who asks for directions. We will circle the customer’s destination(s) on the map.
- We will use the existing campus signage as landmarks to assist customers in reaching their destinations.
- We will direct all large vehicles (semi-trucks, etc.) that are delivering products to the university to UWF Central Stores and Receiving, Building 95, unless those vehicles are to go directly to a specified worksite.
- We will assist customers in finding classrooms by utilizing the uwf.edu Web site and facilities map.
- To assist any customer calling over the phone from off campus for directions onto campus, we will use the facilities map that gives excellent detailed directions. If customers have a computer available we will give them our Web site information at nautical.uwf.edu/facil/map.

As the primary source of information about the university, the Welcome Center will use all its resources to assist customers.

- We will collaborate with all university departments to ensure information is both accurate and timely.
- We will continuously monitor and publicize UWF public events on our Web site calendar.
- When we are unsure of particular information for our customer, we will find the accurate information for the customer and follow up with them.
- We will randomly follow up with departments concerning informational feedback.
- We will give our customers comment cards asking for their feedback so that we can improve our service.
- We will ensure that comment cards are submitted in a timely manner to Marketing Communications for prompt processing.
- We will follow up with our customers to ensure they are satisfied.
COMMUNICATION TO CO-WORKERS

• Rudeness is never appropriate. We must at all times treat one another with courtesy and respect.

• Each co-worker will be treated as a professional. We all have areas of expertise. Professional courtesy is expected!

• We will show consideration in all we do by allowing ample time for each other to complete requests and showing consideration to other employees when they are interacting with customers, either in person or on the telephone.

• Offer other employees help when possible. Cooperation is expected in the workplace.

• Be loyal to your co-workers and the University of West Florida. Do not undermine other people’s work.

• Be honest in all interactions with co-workers.

• Welcome new employees.

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