



Office for the Student Experience

Presents:



Rocket Rapid Response

“Focused on a hassle free Student Experience”



focus



Office for the Student
Experience



Purpose of Rocket Rapid
Response



Rocket Rapid Response
Protocol



Identify your Role with
Service Recovery

“A truly customer-focused organization sees things through
the “lens of the customer.”



Purpose of Rocket Rapid Response

FACT

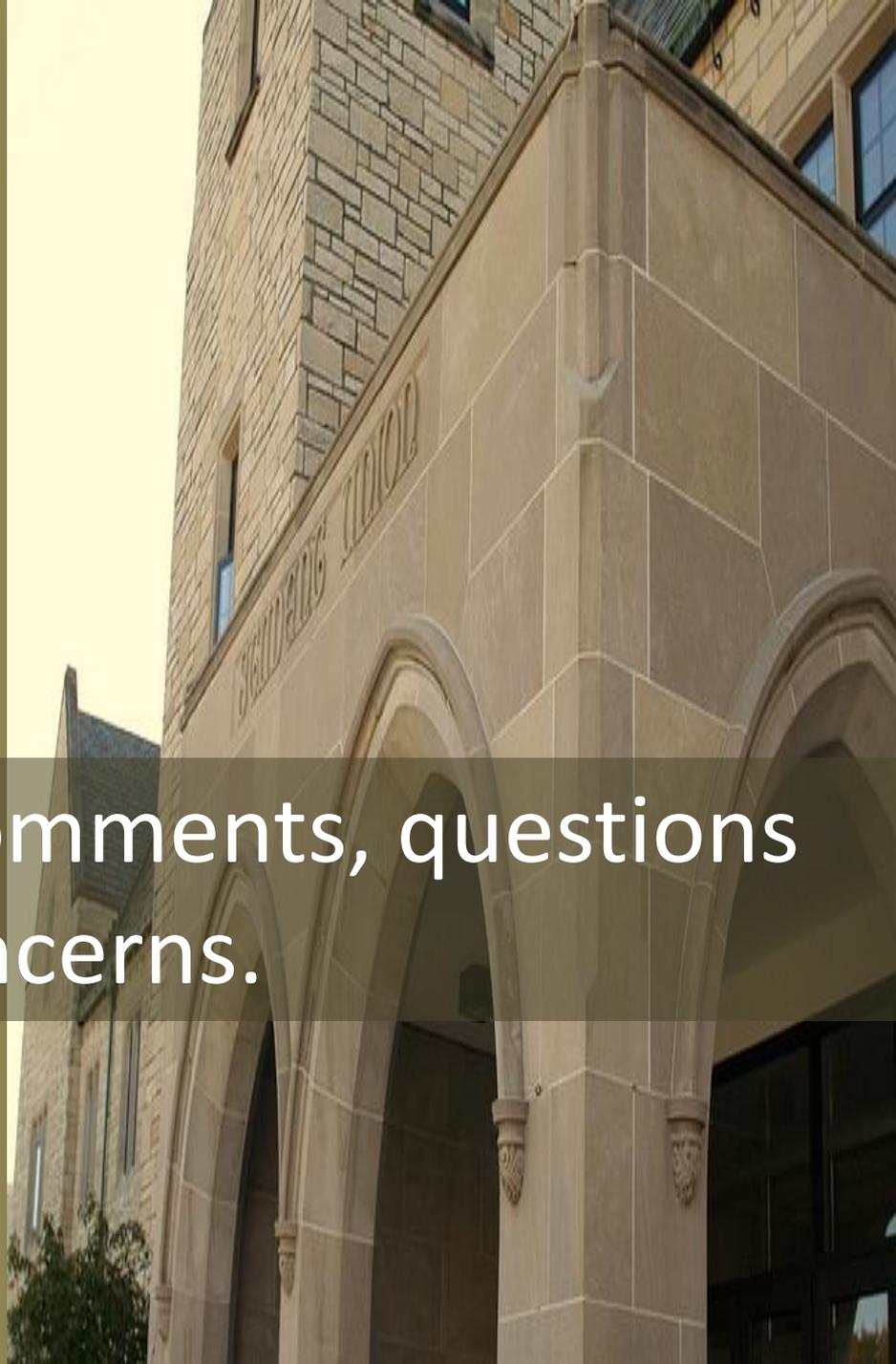
“Successful service delivery is driven by *employees performing* in such a way that your customers not only want to come back, but they automatically come back.”



Rocket Rapid Response

PROACTIVE
COMPLAINTS/ISSUES
RESOLUTION PROCESS

To address issues, comments, questions
and concerns.



Contact OSE if...

- Have a concern and unsure how to resolve it.
- Want to discuss a sensitive issue in confidence.
- Uncertain about UT policies and procedures.
- Feel a policy or procedure has been applied to you unfairly.

OFFICE FOR THE STUDENT EXPERIENCE

OFFICE FOR THE STUDENT EXPERIENCE

ROCKET RAPID RESPONSE

YOUR ONLINE SOURCE FOR COMMENTS, COMPLAINTS, QUESTIONS AND FEEDBACK

www.utoledo.edu/feedback

Rocket Rapid Response is designed to assist you with comments, complaints, questions, or feedback. Let us know how we can better serve you.

3 different ways to connect:

- Email: rocketresponse@utoledo.edu
- Phone: 419.530.5923
- Stop in: Student Union 2521

We are available Monday – Friday
8:15 a.m. – 5:00 p.m. to serve you!



THE UNIVERSITY OF
TOLEDO
1872





4 ways a complaint may be received





Rocket Rapid Response Protocol

“If you understand the customer’s emotions, you will understand the customer’s needs.”

Your Role in Service Recovery



Your Role in Service Recovery



Immediate Complaint Acknowledgment
& Engagement of Appropriate Service
Excellence Designee.

Within 24 Business Hours:

Service Excellence Designee contacts
individual who issued the complaint.

Within 1-5 Business Days:

1. Investigation Completed.
2. Resolution communicated to individual who issued the complaint.
3. Resolution communicated to the Office for the Student Experience (no more than 5 business days.)



L.E.A.R.N. & SERVE

L

Listen

E

Empathize

A

Apologize

R

Respond

N

No Delay

Your Role in Service Recovery





- L.E.A.R.N.
- Focus on solving the problem



Identify needs and wants



Offer options



Find a positive solution



Follow up on any commitments

Your Role in Service Recovery



Looking at the operation
from the customer's
perspective.



ANXIETY

DOUBT

FEAR

GUILTY

ANGER

PAST
EXPERIENCES

fo'c'sle va
focus n. (pl.
centre of i



Changing a culture takes time. It requires positive and constructive reinforcement to keep going in the right direction. It takes buy-in and shared ownership to execute excellence. The question is...

ARE YOU ALL IN?

