### Personal
*We will create a personalized experience to make customers feel welcome.*
- Greet/acknowledge customers within seconds
- Introduce ourselves and address customers by name
- Smile
- Maintain eye contact and a friendly demeanor
- Conclude each interaction on a positive note

### Attentive
*We will engage in responsive, attentive, and clear communication.*
- Be ready to serve the customer at all times
- Listen and respond
- Ask questions and explain
- Use easy to understand language and clarify next steps
- Exchange contact information and follow up as needed

### Quality
*We will deliver quality service and efficient resolutions.*
- Make it our goal to exceed expectations
- Be knowledgeable; collaborate with other departments when needed
- Ensure staff are available to assist in a timely manner
- Create solutions and offer alternatives when applicable
- Address concerns and provide appropriate resources

### Professional
*We will provide professional and respectful service to every customer.*
- Assume a professional appearance
- Respect each customer
- Be mindful of body language and tone of voice
- Help customers where they are (not where they “should” be)
- Manage our emotions in all situations

### Ethical
*We will foster positive relationships while embracing ethical standards.*
- Express empathy for our customer
- Be patient, fair, and consistent
- Embrace diversity
- Follow University policies and procedures
- Respect privacy and use discretion