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**UNIVERSITY OF GHANA  
CUSTOMER SERVICE POLICY**

**University of Ghana  
Customer Service Policy**

# CONTENTS

Introduction	1
1.0 Vision	2
2.0 Mission	2
3.0 Core Values	2
4.0 Our Unified University of Ghana Service Promise	3
5.0 Purpose of the University of Ghana (UG) Customer Service Policy	3
6.0 Distribution	4
7.0 Breach of Policy	4
8.0 Customer Service Charter	4
9.0 Customer Service Declaration	7
10.0 Complaints, Feedback and Suggestions	9
11.0 General Standards for Telephone and Email Communication	10
12.0 Key Daily UG Customer Service Habits	15



# UNIVERSITY OF GHANA CUSTOMER SERVICE POLICY

## Introduction

This Customer Service Policy is a code of customer service conduct that deliberately spells out how all University of Ghana employees should work so as to improve the overall customer experience for all our various stakeholders. It is a social contract that delineates the service delivery and compliance standards between the University of Ghana and its various stakeholder (customer) audiences.

A customer service policy ensures that each member of the University of Ghana community fully realises the utmost importance of serving their customers consistently with the same high quality of service commitment - irrespective of which department or unit the employee may work in; or at what rank they are currently operating at. The ability of the University of Ghana to improve its global relevance in the attraction of international students and faculty will be greatly enhanced if we all display the customer-oriented attitudes enshrined in this Customer Service Policy.

The University of Ghana Customer Service Policy has as its overriding objective, the desire to get University of Ghana employees to always strive to put the needs of external customers before their own and that providing empathetic, consistent and responsive service is everyone's responsibility. This Customer Service Policy will be one of our key strategies for improving the professionalism of the service we deliver as a leading tertiary institution in Africa. The University of Ghana will constantly strive to build and maintain positive relationships with its esteemed stakeholders and this customer service policy serves as a set of rules and path, which when followed will lead to the achievement of service excellence at the University of Ghana.

This Customer Service Policy represents the needs and aspirations of both the University of Ghana and its varied stakeholder audiences. It stands as a crucial symbol of the quality of local and international partnerships the University of Ghana seeks to build in its bid to become a “go-to” University on the continent of Africa. It also draws the attention of all employees to the University’s Vision, Mission and Core Values as indicated below:

## **1.0 Vision**

To become a world class research-intensive University

## **2.0 Mission**

We will create an enabling environment that makes University of Ghana increasingly relevant to national and global development through cutting-edge research as well as high quality teaching and learning.

## **3.0 Core Values**

In all our interactions with clients, we will demonstrate our core values of integrity, respect, commitment and loyalty.

### **3.1 Sample Service Promises from the University of Ghana and some of its constituents units:**

#### **Main UG Mission**

*“we will create an enabling environment... as well as deliver high quality teaching and learning”*

#### **College of Basic and Applied Sciences**

*“...create a congenial environment for teaching research and student learning experiences”*

#### **College of Education**

*“...we will create an enabling environment... providing flexible and accessible opportunities for students who are constrained by personal circumstances, geography, finances, or career and family obligations”*

**College of Health Sciences**

*“...bringing good health, comfort and happiness to people.....strive to create a working environment that fosters dedication, co-operation and rewards hard work, initiative and creativity”*

**College of Health Sciences**

*“...we will always be guided by the needs of our stakeholders including students, patients, private and public organisations, local and international community”*

**School of Social Sciences**

*“...the School of Social Sciences is an exciting place to be for students and faculty as well”*

**School of Languages**

*“...we will provide others with a world class experience....and demonstrate a strong resolve to give back selflessly”*

**School of Law**

*“...other key attributes that will characterise what it does include innovation.... and an enterprise culture, employed to enhance the delivery of value to its consumers and stakeholders”*

**4.0 Our Unified University of Ghana Service Promise**

*“The University of Ghana is a customer-centered University that strives to create a congenial environment for the delivery of superior student learning experiences. We are always guided by the needs of our stakeholders and the delivery of value to same. We provide you with a world class customer experience and an enabling environment that fosters creativity, co-operation and also rewards hard work”*

**5.0 Purpose of the University of Ghana Customer Service Policy**

Critical to the success of the University of Ghana is our ability to improve student customer experiences and develop more devoted alumni who will support the University financially. Through the delivery of improved student experiences, the

University of Ghana will improve its ability to attract, delight and keep its customers for life. The purpose of this customer service policy is to describe the customer experience obligations of University of Ghana employees and the service external customers can expect from the University of Ghana. Specifically, this policy is designed to:

- i. Provide strategic direction for the operations of the Marketing and Service Excellence Unit (to be established under the Institutional Advancement Directorate).
- ii. Establish standards for acceptable behaviour and guidelines for best practices in the delivery of UG customer service.
- iii. Serve as reference point for all UG Staff when they engage customers.
- iv. Establish standards for measuring service excellence across the University of Ghana.

## **6.0 Distribution**

Overall, it is expected that this customer service policy document will be made available to all staff of the University of Ghana for their consumption and full compliance. It is also expected that once this policy document has been fully shared, and the relevant sensitisation workshops held to deepen understanding on same, it will translate to superior customer experience in line with the University of Ghana's bid to become a "go-to" University.

## **7.0 Breach of Policy**

Any breach of this customer service policy shall attract disciplinary measures as may be defined by the HR policy of the University of Ghana.

## **8.0 Customer Service Charter**

**8.1 Our Key Commitments to You** – Customers should expect employees of the University of Ghana to be committed to the service standards below:

### **8.1.1. Integrity**

- i. We will demand the highest standards of ourselves to earn the trust of others.
- ii. We will be principled in our handling and utilization of all University resources.
- iii. We will treat all our customers' personal information as private and confidential and ensure the safety and security of the usage of this information. Our customer's personal information will not be revealed unless otherwise authorised by them or we are required by law to do so.

### **8.1.2. Respect**

- i. We will provide our customers with a memorable customer experience that demonstrates our value for the diversity.
- ii. We will act fairly and reasonably towards our customers in a consistent and ethical manner.
- iii. We will establish a clear set of procedures to ensure that any dispute between us will be resolved fairly and quickly.

### **8.1.3. Commitment**

- i. We will be committed to knowledge generation that positively impacts the lives of those within and outside the University Community.
- ii. We promise to act courteously, fairly and reasonably in all our dealings with our customers.
- iii. We will co-operate with our customers so that our customers enjoy secure and reliable educational services always.

#### **8.1.4. Loyalty**

- i. We will be selfless in all our dealings with our customers.
- ii. We will provide our customers with clear, relevant and timely information to help them make informed decisions about our products and services, and exercise care to provide them a balanced view of benefits and risks of our products, explain critical terms and conditions of enrolment to them; and ensure each product is suitable for their needs.
- iii. We will inform our customers, through various channels (e.g. via the internet, by telephone, email or at our Distance Education Centres) of available University products and services.

## **8.2 Key Expectations from Our Valued Customers**

We expect you, our valued customers to:

### **8.2.1. Be Honest and Helpful**

- i. When applying to study at the University of Ghana, applicants must ensure they do not apply with fictitious documents.
- ii. Adhere to all University of Ghana rules pertaining to your study at the University of Ghana.
- iii. Acquire a copy of and fully comply with the provisions of the University of Ghana Statutes and Regulations for Junior Members which covers undertaking studies at the University of Ghana.

### **8.2.2. Assist our Operational Efficiency**

- i. Provide valuable feedback on our services so as to enable us to correct our mistakes and improve our service.
- ii. Insist on receipts for all payments made on transactions conducted in any part of the University.

- iii. Refuse to make payments- apart from official service charges- or offer gifts to any of our staff for services rendered.
- iv. Users of our facilities are entreated to leave our facilities in good working condition after use.

## 9.0 Customer Service Declaration

### **Standard:**

All employees of the University of Ghana will be encouraged to complete the customer service declaration form (Table 1) which comes as part of measures to instill excellent customer service across all functions in the institution.

### **Procedures:**

Provosts, Deans and Heads of Units/Professional Administrators will assist by ensuring that:

- i. All employees sign and fully understand the document.
- ii. The signed document is kept on each staff member's file.

We trust that all employees will abide by the customer service declaration in assisting the University of Ghana in achieving a high degree of customer orientation.

TABLE 1: CUSTOMER SERVICE DECLARATION FORM

**CUSTOMER SERVICE DECLARATION FORM**

**I ..... PLEDGE TO SERVE ALL INTERNAL AND EXTERNAL UNIVERSITY OF GHANA CUSTOMERS BY DOING THE FOLLOWING:**

1. *DISPLAYING TACT AND CANDOUR IN ALL MY DEALINGS WITH INTERNAL AND EXTERNAL CUSTOMERS*
2. *EXHIBITING TOLERANCE IN ALL MY ACTIONS AND ACT PERSONABLY AND FAIRLY AT ALL TIMES*
3. *PERSISTING IN THE DELIVERY OF EVERY SERVICE PROMISE TO ENSURE I ALWAYS DELIVER RELIABLE EDUCATIONAL SERVICES.*
4. *BEING SELFLESS IN ALL MY DEALINGS AND PROVIDING A BALANCED VIEW OF THE BENEFITS AND RISKS OF OUR PRODUCTS; TO ALL OUR STAKEHOLDER AUDIENCES.*

**I SOLEMNLY SWEAR TO ABIDE BY THIS DECLARATION AT ALL TIMES.**

\_\_\_\_\_

**SIGNED:**

\_\_\_\_\_

**DATE:**

## 10.0 Complaints, Feedback and Suggestions

Customer complaints are inevitable, no matter how good a business is. Complaints must always be acknowledged and dealt with effectively at the University of Ghana. By ignoring or dismissing complaints, we are effectively telling the customer that we do not value their opinions, and this will be unacceptable in a customer-centered University of Ghana. Irrespective of where customer complaints are received (in brick-and-mortar or virtual formats), it is proposed that the following steps are followed in the resolution of all customer complaints at the University of Ghana:

- i. Listen carefully and understand what the customer is complaining about.
- ii. Apologise and thank the customer for bringing this to our attention.
- iii. Empathise with the customer.
- iv. Log the complaint in the Unit's customer complaints register (manual or automated)
- v. Communicate expected turnaround time for complaint resolution.
- vi. Offer and execute a solution.
- vii. Escalate where necessary.
- viii. Follow up and follow through till customer issue is resolved.
- ix. Communicate resolution to the customer.
- x. Close the complaint.

Customers who are dissatisfied with any aspect of UG Service will be encouraged to complain to the senior most administrative personnel in that Unit

in the first instance. If the issue is not satisfactorily resolved, the issue should be escalated to the Coordinator of the Marketing and Service Excellence Unit in the Institutional Advancement Directorate at the University of Ghana. As a last resort the complaint should be directed to the Registrar of the University of Ghana, who can be reached at the address and telephone numbers below:

The Registrar  
University of Ghana  
P. O. Box LG 25  
Legon-Accra-Ghana  
E-mail: registrar@ug.edu.gh  
Telephone: 0302500381, 0302502257, 0302500263

## **11.0 General Standards for Telephone and Email Communication**

The general standards for communicating are to ensure that staff provide the expected level of customer service to our customers. Below are the defined minimum standards expected of all staff under different circumstances:

### **11.1 TELEPHONE**

#### **11.1a Standard:**

When answering a telephone call, staff should greet the caller and identify themselves giving their names.

Procedures:

- i. Staff must remain polite at all times and assist the caller always.
- ii. Staff should always answer the telephone within three rings if they are available to take the call. If the call is answered by another staff, they should kindly take a message for the person concerned.

- iii. When taking a message from a caller, the UG staff should book in the caller log book. This book should contain information such as the date and time of the call, the caller's name and contact number and the details of the message.
- iv. The recipient of the message must also be clearly indicated.

**11.1b See below standards on how to handle both inbound and outbound calls.**

**i. Inbound Calls**

This refers to receiving telephone calls be it from an internal telephone (intercom) or from an external source:

- **Internal Calls:**

When answering an internal telephone call, staff should greet the caller and identify themselves giving their name. For instance, "Good morning, this is Akosua, how may I assist you?"

- **External Calls:**

When answering external calls staff should thank the customer for the call, introduce themselves and then find out how to assist them. "Thank you for calling University of Ghana, my name is Akosua. How may I assist you"?

If a University of Ghana staff is not able to answer a caller's enquiry immediately, he/she will take the contact details and provide a response within 24 hours where the enquiry is not of a complex nature. If more than 24 hours is required, the caller should be kept informed of progress with their enquiry. In case the enquiry/problem cannot be responded to

within the next 24 hours, the customer should be given a specific time frame within which a response should be expected.

## ii. Outbound Calls

This refers to telephone calls made by a UG staff to another within UG (intercom) or to someone outside the University. When speaking to the customer or the customer's representative, who has been identified previously by the customer, the staff who is making the outgoing call would identify themselves, where they work and clearly outline the purpose of the call each time.

- A typical Example of an External Call is below:

Good morning Sir/Madam, my name is Akosua. I am calling from the University of Ghana

*Wait for customer response.....*

May I kindly know if this is Mr./Mrs./Miss.....

*Wait for customer response.....*

How are you today?

*Wait for customers response.....*

May I please have a few minutes of your time?

*Wait for customers' response*

I called to .....

### 11.1.2 Telephone etiquette

#### Pre-call preparation

- Feel good about your work
- Smile
- Have a positive attitude

- Place the receiver of the telephone correctly
- Organise your desk

### **11.1.3 Answering calls for others**

- Identify yourself and the University
- Offer assistance in the absence of others
- Do not unnecessarily make commitments for others
- Take accurate messages

### **11.1.4 Hold Procedure & Transferring Calls**

- Seek permission
- Specify the duration
- Explain the reason for the transfer
- Wait for the customer's response
- Get back to the customer in the committed time frame

### **11.1.5. Handling Complaints Via the Telephone**

- Listen carefully
- Convey sincere interest and be empathetic
- Agree as often as possible
- Remain calm and courteous. DO NOT ARGUE!
- Do not interrupt
- Do not blame co-workers
- Explain clearly
- Do not make unrealistic promises
- Apologise
- Act fast
- Follow up

### **11.1.6 Call closure**

- Summarise what has been discussed
- Ask if you can provide further assistance
- End on a positive note

### **11.1.7 While Closing the Call**

- Have a pleasant tone and be courteous
- Don't sound rushed
- Pause at appropriate places

## **11.2 E-MAIL**

All e-mails sent through University of Ghana will be responded to within two working days. If a response is going to take longer than two working days to provide, the enquirer will be informed of progress and a realistic time frame set for resolution.

### **11.2.1 E-mail Etiquette**

Email etiquette refers to the principles of behaviour that University of Ghana staff use when writing or answering email messages. To the extent that email is less personal than a phone or in-person conversation but quicker to send than a letter, it is possible for serious breaches of manners to take place and the following email dos and don'ts capture the spirit of customer centered email communication at the University of Ghana.

### **11.2.2 E-mail Dos**

- Give a clear subject matter that addresses the content
- Be clear and concise – communicate key issues in first 3 lines
- Answer all questions
- Use proper spelling, grammar and punctuation where needed

- Use bullet points for clarity.
- Read the email before you send it
- When you are going to be out of office for more than a day, ensure that you leave an out-of-office message with a stipulation regarding who to contact in case of emergencies

### **11.2.3 E-mail Don'ts**

- Do not write lengthy emails when not required.
- Do not put key messages at the end of the email.
- Do not forward to or copy unnecessarily people who have no input to give.
- Do not use rude or insulting language.
- Do not attach unnecessary files
- Do not overuse the high priority option
- Do not write in capitals

## **12.0 Key Daily UG Customer Service Habits**

### **12.1 1 METRE RULE**

Anyone within a 1 metre radius from you at any time should be greeted. In cases where this person is not a UG staff member, ask the person if you can be of any assistance.

### **12.2 2×2×2 CALL RULE**

Within 2 Days – Welcome the student to the University of Ghana

Within 2 weeks – Enquire if they have received timetables, course outlines and if the service has been excellent

Within 2 months – Email and call to check up, and suggest other products and services the UG customer might find useful (suggest for example, services offered

by the sports directorate and the bookshop or courses that might be of interest to stakeholders in the customer's network.)

### 12.3 WHEN IN DOUBT ON HOW TO SERVE, GO 'DECAF'

D-Do things right the first time.

E-Empathise in all dealings with clients.

C-Consistently deliver stupendous service.

A-Attend to issues with urgency.

F-Follow up and follow through issues until they are resolved.

### 12.4 USING THE 3 "I" FORMULA TO DELIVER RESPONSES IN EMOTIONALLY CHARGED SITUATIONS

In cases where for instance a customer has been unnecessarily delayed in receiving service or finds some UG services to be totally unsatisfactory, find below some key phrases to use in appeasing the customer, and inappropriate phrases that could aggravate the situation:

i. I am fully aware of the challenge and we are working tirelessly to resolve same.....**not.....please calm down**

ii. I am working hard to resolve the issue...**not..... don't worry**

I totally understand why you are angry.....**not..... please stop being angry.....**

