I. PURPOSE

Florida Atlantic University values good customer service and desires that all colleges/departments focus on understanding the needs of those we serve -- students and the public alike. Employees receive training and encouragement in the area of customer service. The University’s goal is to ensure that everyone who seeks to access FAU’s services is treated respectfully, cordially and effectively. A customer service focus is intended to advance the University’s mission by fostering better communication between providers of all the services offered by FAU and those who wish to use those services. People are our most valuable resource. Nominate someone you think deserves recognition – someone who truly shines!

The VALIC Serving U Award emphasizes and highlights the commitment of the Florida Atlantic University employee to providing top quality service in all situations to all constituencies, including external customers (i.e., the public, members of the community, alumni, parents, donors, other colleges and universities, and both profit and not-for-profit organizations) and internal customers (i.e., students and the University’s own faculty and staff).

The award recognizes employees who have made exceptional contributions, exceeding normal expectations, to furthering the University’s mission by delivering services of superior quality to external or internal customers, partners and/or stakeholders. Common courtesy is expected from all University employees, as is consistency in delivering excellent customer service. Examples of service exceeding expectations may include going above and beyond the call of duty in providing assistance to customers, being extremely conscientious in making sure that customers get the guidance they need to fulfill their needs and maintaining a steady focus on the timely and courteous delivery of services even under stressful circumstances.

II. VALIC AWARD RECIPIENTS

Florida Atlantic University will honor two employees (AMP and/or SP) with this award annually. Each employee so honored will receive $1,200 (less taxes) and a plaque.

III. GUIDELINES & RECOGNITION

The guidelines for conferring this award will be in keeping with those of the University’s existing service awards program. Employees receiving the VALIC Serving U Award will be included as honorees at the Service Awards ceremony held each year.
VALIC Serving U
Customer Service Award

1. NOMINATION/SELECTION PROCEDURES

Vice Presidents/Department Directors/Deans/Supervisors are encouraged to create and/or support an environment that ensures that all employees at the AMP and SP levels have the opportunity to be considered for recognition.

The VALIC Serving U Award Committee is comprised of three (3) representatives appointed by the Director of Human Resources. It should be noted that Human Resources will have continued presence on the Committee. The other two (2) Committee members will serve two-year terms.

Nominations for the award may be made by superiors, peers or subordinates in the University’s employment hierarchy. Self-nominations are acceptable. All nominations will be reviewed by the VALIC Serving U Awards Committee. The Committee will review the nominations and identify the two (2) employees whose nominations most authentically match the criteria stated below. The Committee will be charged with verifying referenced information as much as possible to assist in confirming the activities, services and actions of the nominees. As part of the selection process, the Committee will contact the respective Vice Presidents/Deans of nominated finalists to discuss the accomplishments of the nominees before a final decision is made.

2. CRITERIA

This award can recognize innovation and exceptional performance or exemplary actions resulting in quality service to customers, stakeholders and/or partners. Nominations must include a description of accomplishment(s) providing specific, detailed examples and data to support the nomination (authored letters/notes of thanks, commendations and email expressions of thanks, etc., with dates).

Each nominee:

- Must be an AMP or SP employee of Florida Atlantic University
- Must have successfully participated in the Customer Service Serving U Training
- Must have been employed for the entire period of award review (April of the preceding year through March of the award year)
- Must not have had any disciplinary actions during the award review period
- Must demonstrate actions that addressed customer needs (internal/external)
- Must demonstrate care and attention in the workplace
- Must consistently possess a positive attitude
- Must display positive communications and overall ability as a representative of FAU
3. DESCRIPTION OF ACCOMPLISHMENTS

Why does the nominee deserve to receive the VALIC Serving U Award? What impact has the nominee’s accomplishment had on Florida Atlantic University? How did students, faculty, staff and/or coworkers benefit from the accomplishment? How has the nominee’s accomplishment supported the University’s Customer Service “Serving U” Goal? Noteworthy service outlined in the description of accomplishment should include factors such as:

- Exhibits a consistent pattern of congenial behavior to all contacts and treats others with respect.
- Has a positive attitude even under the most difficult circumstances.
- Anticipates needs and takes appropriate action (doing more than what’s required).
- Provides customers with choices in both sources of services and the means of delivery.
- Makes information, services and complaint systems easily accessible.
- Provides means to satisfactorily address customer complaints.
- Develops and implements innovative systems, procedures or techniques that reduce costs, eliminate paperwork, enhance efficiency and contribute significantly to quality service to customers.

The goal is to make the VALIC Serving U Award a coveted possession among recipients, something that commands respect and is never perceived as spurious. To deter the perception that the award is presented to a select few, no single recipient, though consistently excelling in customer service skills and delivery, will be eligible to receive the VALIC Award two years in a row. This policy will allow other high-performing employees to be recognized for their contributions to the ongoing effort to make FAU the most customer-friendly university in America.