



CUSTOMER SERVICE

Partnering for Excellence @ Bayero University, Kano

*A Presentation by Mr. Adewale Bakare on 26 July 2017
during the 2017 NUC PSC 2nd Quarter Meeting held at
Bayero University, Kano*



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BUK (Infancy to Adulthood)

▶ 1960 Ahmadu Bello College

Old City of Kano



▶ 1962 Ahmadu Bello University

Zaria

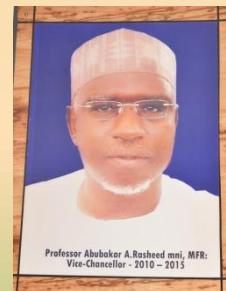
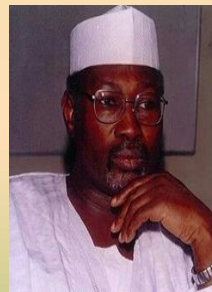
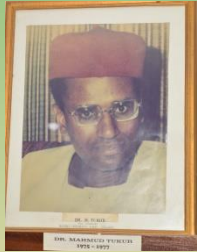


BUK (Infancy to Adulthood) [cont'd]

- ▶ 1964 Ahmadu Bello College → Abdullahi Bayero College Old Kano Airport Hotel (**temporary site**)
- ▶ 1975 Abdullahi Bayero College → Abdullahi Bayero University College
(**powers to award degrees on behalf of A.B.U, Zaria & own Governing Council**)
- ▶ 1977 FG raised all University Colleges to full-fledged universities
- ▶ Abdullahi Bayero University College → Bayero University (**BUK Decree No. 79 of 1979**)



BUK (Infancy to Adulthood) [cont'd]



Customer Service?

▶ BUK Mission Statement:

“to provide world-class academic and professional training, community services and conduct research for the advancement of the society.... to produce high quality human resource with the requisite skills for the development of the host community, the nation and humanity.”

▶ BUK Vision Statement:

“shall be a world-class university in Africa renowned for its excellence in teaching and research and quality of its products”

– Mahatma Gandhi

“A customer is the most important visitor on our premises. He is not dependent on us. We depend on him.

He is not an interruption of our work. He is the purpose of it. He is not an outsider to our business. He is a part of it.

We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

[Special guest/ We are called to service/He is a part of our work life /Service is an opportunity to bring out the best in us]

– Peter Drucker (Founder of Modern Management)

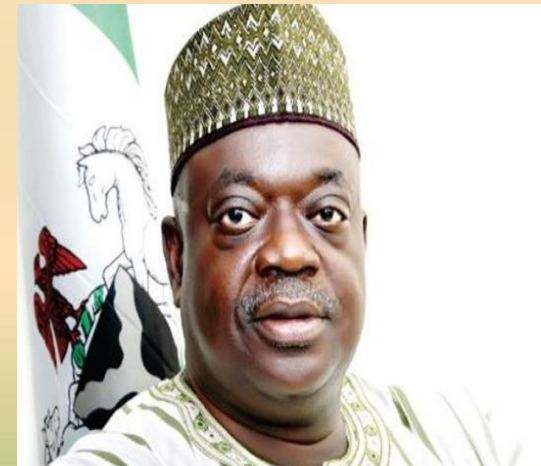
“Quality in a service/product is not what you put in it. It is what the customer gets out of it.”

CUSTOMER SERVICE @ BAYERO UNIVERSITY, KANO =

- ▶ activity/series of activities (academic and non-academic)
- ▶ within fixed timelines
- ▶ customer-focused

Bayero University, Kano Customers

- ▶ Students (key customers/partners)
- ▶ Parents/guardians
- ▶ University staff
- ▶ University development partners
- ▶ Host community
- ▶ Bayero University Kano Alumni Association
- ▶ Professional bodies
- ▶ The General Public



Bayero University, Kano Service Points/Windows

- ▶ University Main Gate
- ▶ Reception Area
- ▶ School Clinic
- ▶ Libraries (Central/Faculty/Departmental)
- ▶ Students Hostels
- ▶ Office of the Dean, Students Affairs
- ▶ Central Administration (VC, Registrar & Bursar)
- ▶ Admissions Office
- ▶ Lecture Halls
- ▶ Science Laboratories

Importance of Good Customer Service @ BUK



BUK Service Points and Customer Experience

▶ What should a Service Point Look Like?

- simple in design
- easily accessible
- directional signs (clear and visible)
- waiting area (clean, well-ventilated and seats)
- informational publications



▶ Customer experience @ the Service Point

- Professionalism
 - well trained personnel
 - knowledgeable (attend to basic enquiries)
 - Possess customer service qualities

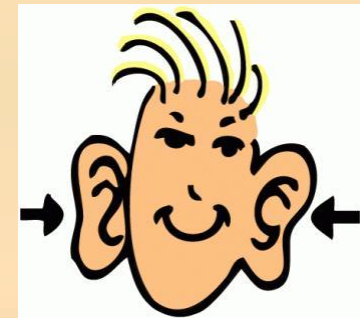
- Anticipate the Customer's Needs = (satisfied + loyal) customer

Service Points and Customer Experience (cont'd)

The Dos of Good Customer Service (Good Traits)

▶ Service Delivery Personnel must:

- punctual
- ensure that service point is clean
- smartly dressed
- wear nametags
- polite, courteous
- ability to work under pressure and with little supervision
- supportive
- patient
- good listener
- good eye contact, smiles
- ensure customers are satisfied before they leave



Service Points and Customer Experience (cont'd)

The Don'ts of Good Customer Service (Bad Traits)

▶ Service Delivery Personnel must **not**:

- perpetual latecomer
- dirty
- inappropriately dressed
- discriminate between customers
- rude
- argue with/ill-treat customers
- misleading information
- interrupt customers when talking
- keep customers waiting by chatting away on the phone



Rights and Duties of BUK Customers

RIGHTS

It is your right to be served right

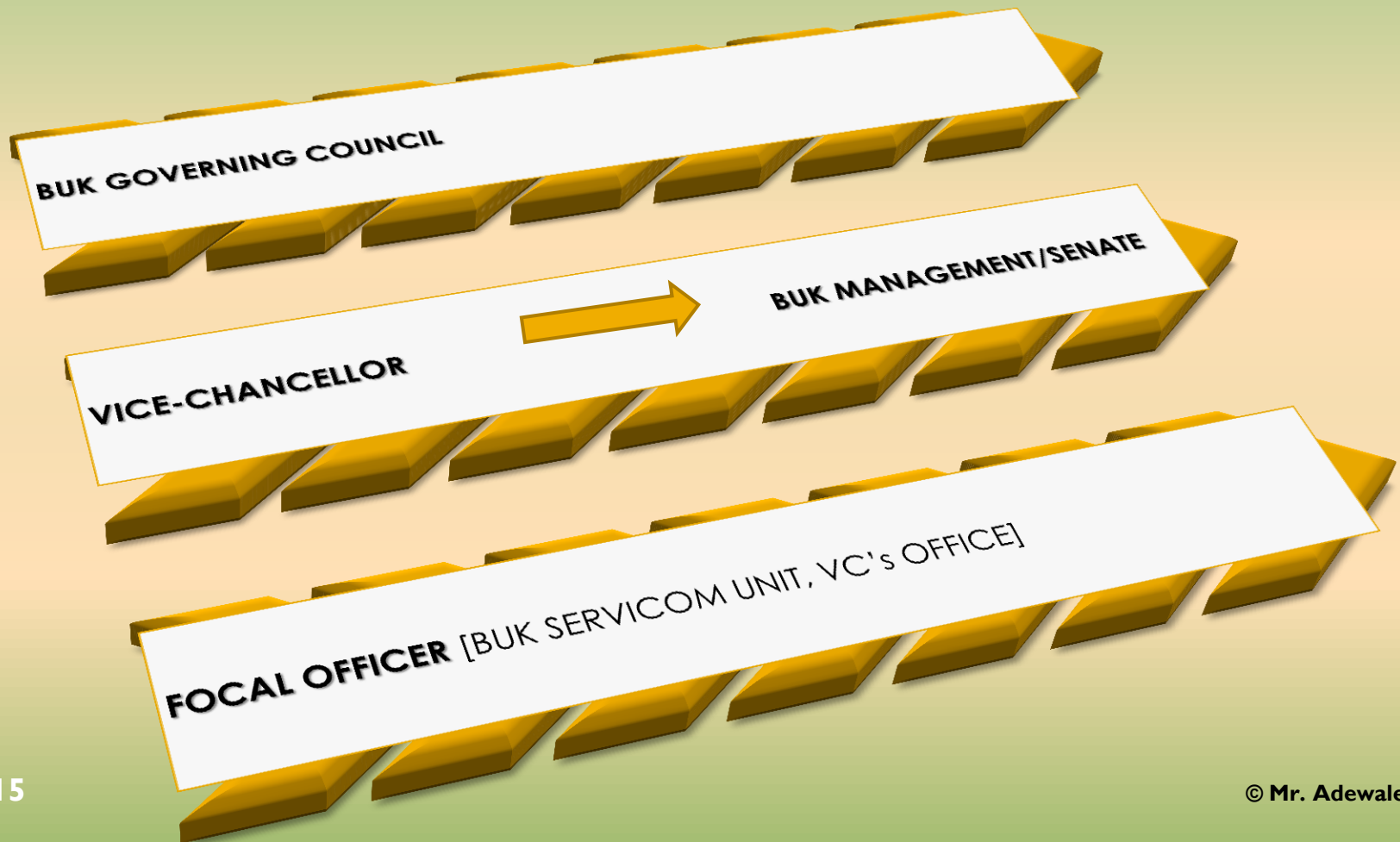
- ✓ to receive world-class academic and professional training
- ✓ to be duly informed of any changes (lectures/exams/disruption to supply of water & electricity etc)

DUTIES

Obey the rules and regulations of BUK as clearly spelt out in its Student Information Handbook.

- ❑ prompt resumption to school at the commencement of each semester
- ❑ pay fees/charges
- ❑ respect others (students and staff)
- ❑ report service challenge/failure

Service Challenge/Failure



The Role of Management in Customer Service

- ▶ Ensure the development of human resources to facilitate the delivery of quality, effective and efficient services.

- **MANAGEMENT OF MANPOWER**

- selection of qualified personnel/**training & retaining**/motivational programmes

“Don't think of what it costs to train your employee in customer service. Think of what it costs **NOT** to train them” - **Shep Hyken** (customer service expert/author)

- **SET UP AND MONITOR PERFORMANCE STANDARDS (BUK SERVICE CHARTER)**

- be **monitored regularly** to ensure compliance with the expected outcomes. The Service Charter must therefore, be reviewed from time to time
- **feedback mechanism** to enable customers:
 - evaluate the services received
 - Express their complaints and/or suggestions/expectations (*construct complaints/suggestions boxes; design customer feedback forms and conduct customers survey*)

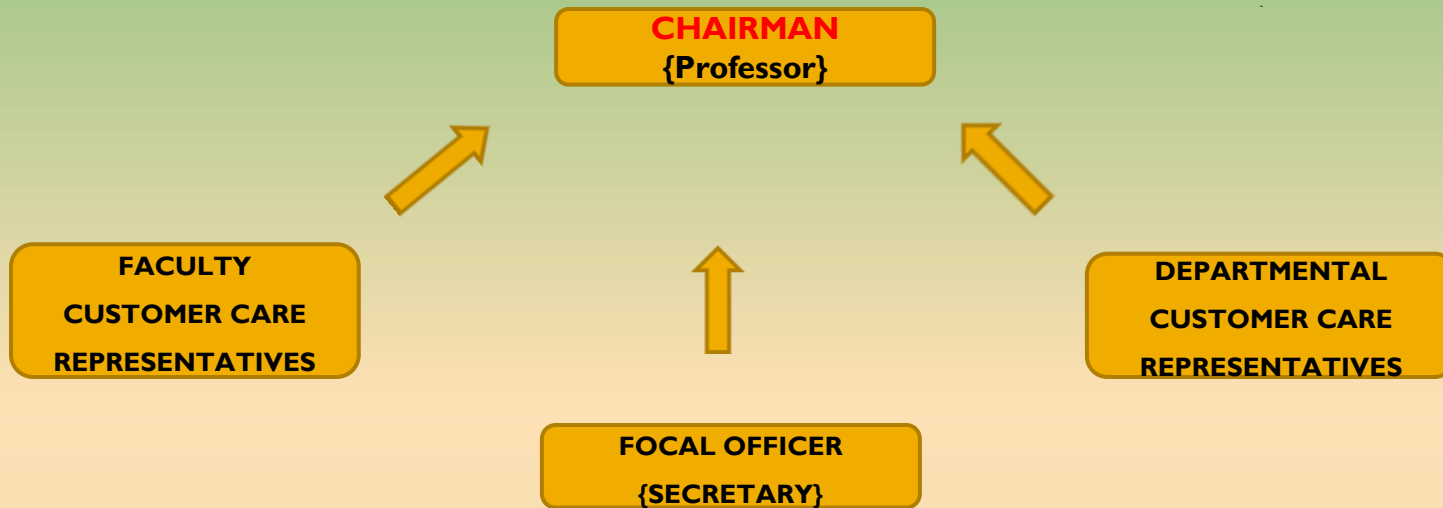
The Role of Management in Customer Service (cont'd)

BUK SERVICOM UNIT (Office of the Vice-Chancellor)



The Role of Management in Customer Service (cont'd)

BUK SERVICOM COMMITTEE



- ▶ Set up **BUK Student Brigades/Marshals**

BUK are You Ready to Deliver Excellent Customer Service?



YES WE
ARE

CONCLUSION

CODE OF CONDUCT

- | | |
|--|----------------------|
| ▶ When I report to work/school on time | I am SERVICOM |
| ▶ When I wear my Staff /Student Identity Card | I am SERVICOM |
| ▶ When I discharge my duties promptly | I am SERVICOM |
| ▶ When I am at my duty post | I am SERVICOM |
| ▶ When I participate in University activities | I am SERVICOM |
| ▶ When I dress appropriately to work/school | I am SERVICOM |
| ▶ When I don't seek/offer/accept gratification | I am SERVICOM |
| ▶ When I enjoy doing my job | I am SERVICOM |
| ▶ When I express satisfaction for receiving world-class training | I am SERVICOM |

**I can and I will partner with Bayero University, Kano for the achievement of
Excellent Service Delivery.**

FOOD FOR THOUGHT

▶ “EVERY JOB IS A SELF-PORTRAIT
OF THE PERSON WHO DOES IT.
AUTOGRAPH YOUR WORK WITH
EXCELLENCE” - *Unknown Author*

▶ In what ever you do, say to yourself “ I will partner with BUK for excellence”

THANK YOU
FOR YOUR TIME
AND
ATTENTION

