# Philosophy of Service

Academic Outreach & Innovation will offer an exceptional customer experience founded on these guiding principles:

1. **Customer Service**
   * We are committed to professional standards of service that includes providing respectful, timely and accurate information whether conducted in person or through technology mediated communication.
   * We believe in offering the level of help that will solve customer problems without delay.
   * We believe in actively contributing to WSU committees in which we participate and lending our expertise to advance the work of the university.
   * Our customers may include prospective and current students, faculty, WSU academic and administrative units, corporate, government and educational partners, event participants, as well as staff members and work units within AOI.
2. **Operational excellence**
   * We are committed to identifying, prioritizing and devoting our time and resources to programs and initiatives that support our vision, mission, and goals.
   * We believe in aligning customer needs, strategies, processes and technology to operationalize programs and initiatives.
   * In short, doing the right things the right way.
3. **Developing staff and brand champions**.
   * We will help each staff member understand how their work supports the vision, mission and goals of AOI.
   * We will encourage staff to serve as champions of the AOI brand in their encounters with the WSU community and other stakeholders.
   * We support staff training and professional development that results in measured technical expertise and customer service improvements.
   * We will embrace a culture of celebration to recognize the work of individual AOI staff and AOI teams
4. **Responsibility and Accountability**.
   * We will provide a clear vision for staff so that each of us knows our responsibilities to individual and team projects.
   * We will assign accountability for project and service outcomes to appropriate team leaders.
   * We will ask all AOI staff to bring their best efforts every day to help inspire a culture of service among all AOI stakeholders.