At RIT, we advance the exceptional and our customer service strategy plays a key role. We provide excellent customer service to our internal and external stakeholders. Ultimately, we are all here to serve the students; additionally, we serve each other to accomplish this goal. The following resources and materials include information regarding service culture as well as foundational customer service techniques that can be utilized in any position on campus.

To learn more about service excellence, check-out these resources.

- **Listening to Customers**
  LinkedIn Learning – 00:16 hrs

- **Customer Service Foundations**
  LinkedIn Learning - 1:23 hrs

- **Customer Service: Serving Internal Customers**
  LinkedIn Learning – 00:43 hrs

- **Creating Positive Conversations with Challenging Customers**
  LinkedIn Learning – 00:30 hrs

- **Customer Service Leadership**
  LinkedIn Learning – 1:07 hrs