



Customer Service Standards

Ohio Tuition Trust Authority ("OTTA") strives to provide a high level of service to all of our Account Owners and to other members of the public that may contact OTTA. There are a number of tools and measurements utilized by the management team to monitor the level of customer service that is being provided.

OTTA records inbound phone calls on our customer service hotline (1-800-AFFORD-IT) as a normal course of business. The management team reviews phone calls on a periodic basis in order to help provide training and coaching to the staff, and to monitor the overall customer service being provided. Employees who answer phone calls or otherwise have a significant level of contact with members of the public are expected to meet the needs of the public and OTTA's customers in a timely and courteous manner. Those employees are expected to respond appropriately to customer inquiries, anticipate and provide solutions to customer needs and seek ways to improve customer satisfaction. They are also expected to bring issues to the attention of the management team as appropriate, and to maintain appropriate confidentiality of information.

To ensure service effectiveness, OTTA's management team monitors inbound volume (phones and email) for areas such as average wait time (phone), average speed of answer (phone), average response time (email), and on phone availability of the representatives. This information is reviewed by OTTA's management team on a regular basis to monitor overall customer service and provide direction for changes or adjustments needed to maintain a high level of service.

