

A Theory for Higher Education—A Customer Service Model

Tarleton State University

Reggie Hall

Abstract

The purpose of this paper is to propose a modern theory of higher education utilizing a customer service model. The theoretical framework for a customer service model includes constructs such as; marketing strategies, support services and continuous improvement. These three constructs compose the elements included within the model. Effective implementation would result in improved student outcomes. Student outcomes may include improve student persistence, retention and graduation. The proposed customer service model is theoretical framework which may be worthy of further research. The constructs included are supported by current research in both the fields of marketing and higher education.

Keywords: customer service, marketing, higher education, student retention, continuous improvement