

SPOTLIGHT STORIES



The University Book Store recently received a heartfelt message from a parent of a new ISU student recognizing Carl, a University Book Store employee, for his outstanding customer service. When a required German workbook was delayed and continued to be pushed back by the manufacturer, Carl took the initiative to investigate the issue, keeping both the parent and her freshman son informed every step of the way.

Going above and beyond expectations, Carl monitored manufacturer updates, located an alternate warehouse, and ordered enough copies not just for one student, but to support all students who still needed the material. He then personally followed up to confirm the books had been received ensuring students had what they needed as quickly as possible before the new semester began.

The parent shared how meaningful this support was during an emotional transition into freshman year, noting that her son was navigating his first year of college far from home. She described Carl as an “amazing asset” and emphasized that this rare level of customer service made the transition to campus life easier for both her and her student.

Feedback like this highlights the important role the University Book Store plays in supporting students and families, and how employees like Carl help set the Book Store, and the university, apart through care, responsiveness, and genuine commitment to service.