New Student Employee On-boarding

Providing Excellent Service & Interfaces

Train-the-Trainer
Why does excellent service matter?

https://www.youtube.com/watch?v=bTbHwnxCGaI
Agenda for Today

- Excellent service and interfaces as extension of our Culture of Care
- Examples of Service Levels
- Creating a Welcoming Environment
- Proactive skills
- Reactive skills
- Small differences yield big results
- Five Characteristics of Great Customer Service
USD’s Culture of Care

How does providing excellent services and interfaces tie to our Culture of Care and what does this entail within our campus context?

Think about a time you experienced excellent service – how did that make you feel?

Poor service?

What is the impact of interfaces that don’t feel as described?
USD’s Culture of Care

YOU:

• See students and community members in various environments
• Contribute to the USD environment
• Model our Culture of Care
• Help people navigating a variety of issues and concerns – ultimately helping our community feel belonging and mattering
USD’s Culture of Care

How services are provided:

• We all represent USD
• Set tone and environment
• We all chip in
• If you see something…say something
• If you see something…pick it up
• Knowledge is power…learn it and share it:
  • Strive to be knowledgeable about:
    • Our campus
    • The building you work in
    • The office you work in
    • The Department you work for
    • The Division you work for
Create a Welcoming Environment

Pleasant, Comfortable, Informative

• We all contribute to maintaining a clean work space
• Background noise minimized to allow conversation
• Intuitive on how to get assistance
• Information easily accessible
  • Posted materials (bulletin boards)
  • Display of pamphlets or information sheets
  • Names or positions of staff
  • Business cards displayed for staff
Setting Interactions up for Success - Key Principles and Skills

- Kindness
- Eye contact
- Open-ended welcoming questions that are inclusive
- Work to be as helpful as possible within boundaries
- “I don’t know, let me find an answer” vs. “I don’t know”
- The nuances of having to say “No”
- Using inclusive and appropriate language & topics
- Know your office team, and teams of nearby offices
Proactive Skills

Professionalism

• Dress for Success
• Wear your name badge if provided
• Exhibit good hygiene
• Familiarity vs Formality on the job
• Protecting Private information
• Appropriate “Front of House” versus “Backstage”
  • Food and Beverage
  • Posture
  • Phones
  • Ear-buds
  • Language
  • Venting
• Remember that you are always representing yourself and our community
Proactive Skills

Good Listening skills

• Face the guests, keep eye contact
• Pay attention to what they are saying
• Pay attention to what they aren’t saying (and body language)
• Keep an open mind
• Picture, visualize what they are saying (*it will help you stay attentive*)
• Don’t be preparing your response in your mind
• Don’t impose your solutions
• Wait for a pause to ask them clarifying questions
• Try to feel what they are feeling
• Give regular verbal/non-verbal clues you are listening (*nod, uh-hum*)
• Acknowledge you have heard them by summarizing back to them
• Let them know what you can do to help, even if it isn’t exactly what they are requesting.
Proactive Skills

Phone messages
• Who message is for
• Who called (First and Last Name)
• Caller’s phone number or extension (and perhaps email as well)
• What time
• General reason for call
• Urgency
Navigating Challenges in your Role

- **People:**
  - Individuals come to us potentially carrying or navigating significant challenges – think back to empathy conversation)
    - 53% of USD students report being diagnosed with or treated by a professional for a chronic illness, psychiatric condition or a disability (NCHA 2018)
  - De-escalation
  - When & how to hand off to a supervisor or share an incident
  - Referring to key campus resources

- **Systems:**
  - Equipment Failures
  - Staff Shortages
  - Rules you don’t understand
  - Communication
De-escalation Strategies:  

Be empathetic and nonjudgmental  
Respect personal space  
Use nonthreatening verbals  
Avoid overreacting  
Focus on feelings  
Ignore challenging questions  
Set limits  

People often feel a need to simply be heard. Affirming that you hear the person and want to help them can be key.
Reflection

• Consider your role and how it might impact even just 1 person, for 1 moment

• Consider your identities and what they do or may bring to your engagements with others.

• Consider others’ unique attributes and what you can gain or learn from them
Small Differences Yield Big Results

https://www.youtube.com/watch?v=6yd35rEKXio&t=88s
Five Characteristics of Great Service

Micah Solomon’s WETOC

- **Warmth** – Simple Human Kindness
- **Empathy** – The ability to sense what another person is feeling
- **Teamwork** – an Inclination toward “Let’s work together to make this happen” and against “I’d rather do it all myself”
- **Optimism** – The Ability to bounce back and not internalize challenges
- **Conscientiousness** – Detail Orientation, including an ability and willingness to follow through to completion
An exceptional experience for higher education customers means that every time individuals step on campus or interact with a member of the staff, they are made to feel welcome, respected, treated with consideration, and leave believing they were heard and that their needs were given top priority.

An excerpt from the APPA 2016 Thought Leaders Series
Thank you!
Questions? Comments?