Providing Excellent Service

JILL YATES
SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE
INFORMATION TECHNOLOGY SERVICES (ITS)
DIRECTOR, ITS-BUSINESS ADMINISTRATION
Each of us, regardless of position we hold on our campus, provides a service to customers and how that service is provided affects all aspects of our institutions. Service is a requirement of our positions, but excellent service is a choice we can all make. During this session, we will focus on how each of us can choose to provide excellent service and the benefits for you and your institution.
Session Objectives:

- Why we should provide excellent service
- How to provide excellent service
- How to recover from a “human” moment
Why provide excellent service?

WII-FM

Providing Excellent Service, Jill Yates
WII-FM

- Increase awareness of _______ needs
- Job with less _______ and _______
- Enjoy ______________ relationships
- Realize your own _________________ to institution mission of educating students
- How to communicate ______________
- Feel better about _______________

WII-FMI

- Awareness of how directly affects recruitment and retention
  Engaged e _______ -> satisfied s _______ -> student r _______ -> higher g _______ r _______
- Understand that we are all responsible for r _______ and r _______
- C _____________ i _____________ because self-aware of when not helpful and how to correct
- Critical role of front line (actually all of us) in setting t _____ of community

Providing Excellent Service, Jill Yates
How to provide excellent service

Positive communication

- What are some ways to be a positive communicator?

- What are some ways to actively listen?
Self assessment

Rate yourself on a scale of 1 to 5 where
5 is excellent
1 is “uh oh needs work”

Do you think before you speak?

Are you a good (active) listener?

Does your attitude affect others in a positive way?
Is it contagious?
With cold and flu season upon us, we may find ourselves asking “is it contagious?” when we come across a fellow employee or student who is under the weather. I believe our daily attitude is also contagious, whether positive or negative! My campus at SIUE is implementing ConnectionsNOW to bring excellent customer service throughout campus. Within one of the modules, we discuss positive communication. A story I share is about a fellow employee that I passed in the hallway for several years. I smiled and said hi without response from employee. Yes, I became discouraged some days but still smiled along with a hi. One morning, I received back a smile and hi! I was taken back at first and then completely elated! I thought wow if I can pass on the positive virus to this person the possibilities are endless! Imagine the impact on your campus if everyone was striving to remain positive. There would be smiles, encouragement, going above and beyond to help others. All of which will bring excellent customer service to your campus. Of course, not every day will be perfect. The good news is that when we, including myself, have days that we need someone to pass on the positive virus to us, there would be a campus full of persons to lift us up. I encourage each of you to be contagious with positive attitude!

CACUBO Newsletter, January 2013, Author: Jill Yates
Begin with “___”

What you f____or want/need

When you feel this way (b__________ or under what c___________)

Why b________________ or
c_______________ causes you to feel this way
What is your expectation of how you should be treated as a customer?

“Shoe” Activity
Other diversities among customers?

How would they expect to be treated as a customer?

Bottom line – expectations are the ________.
How do you find out what a customer wants/needs?

These are forms of

P____________ c____________
& A____________ l____________

Providing Excellent Service, Jill Yates
Methods of providing excellent service

What is expectation of customer within each method?

How do you find out what customer wants/needs within each method?
Approaches to excellent service

- Going above and ___________
- Be knowledgeable of your ________________ and your ________________
- “Bring it” each day
  - First impression is ____% visual, ____% tone, and ____% content
  - Success is ____% from people skills and image projected and ____% from technical knowledge
  - Look ____ when you don’t feel so ____
- Be an example
- Treat disruptions as ______ to better yourself and how you provide service
Food for Thought:

Do you find yourself busy from morning until evening and beyond? Is your calendar scheduled for every minute of the day? How do you handle disturbances/disruptions? I recently found myself pausing to reflect on my own reaction to disturbances/disruptions. I was reading an ECAR Research Bulletin titled Leading Transformative IT Change in Higher Education by Fred Damiano, Hobart and William Smith Colleges. Within the bulletin are ten (10) principles of effective leadership, and one of the ten is to Treat Disturbances as Gifts. Not long after this article, I co-facilitated on my campus, Southern Illinois University Edwardsville, the pilot of a program, ConnectionsNOW. This is part of a campus initiative to guarantee excellent service for our students as well as co-workers. As I prepared for the module on service recovery, I recalled this article and felt that this suggestion to treat a disturbance as a gift could easily translate into treating a service recovery moment as a gift or opportunity to learn and grow. I began the facilitation of this module by reminding participants of the prior modules which show us how to provide excellent service – active listening, walking in the shoes of those we serve, positive communication, smiling, … Then I remind the participants that we are human and we will have times that we do not do those things. For example, you are busy working on an assignment due within hours; your telephone rings and it is a student who needs to speak to their professor; instead of following the guidelines for transferring this student (smile while on the phone, ask questions in order to understand what student is truly asking, make sure someone answers before you complete the transfer, etc.), you quickly transfer them to the School that you think the professor is in. Rather than view the need for service recovery as a mistake having been made, I suggest to treat this as an opportunity to learn and grow. Take time to step back, reflect, and learn from this experience – do not beat yourself up over it. I challenge each of you and myself to actively reflect on moments such as this to become more aware of our own behavior and begin to make positive change that will affect not only ourselves but our department, our division, our campus, …

CACUBO Newsletter, August 2012, Author: Jill Yates
How to recover from “human” moment

Turning - to +

- 5 to-do’s
  - A___________ problem
  - A___________
  - S____ problem/offer fair f___
  - I___________
  - F____-____

- What two things should you be sure to do during each?
  - P_______________ c_______________
  - A_______________ l_______________
Prevent the service loop-to-loop

▶ Types of loop-to-loop

▶ What are some ways to prevent loop-to-loop within types?

▶ Other ways to prevent loop-to-loop?

▶ All comes back to

p_________________ c_________________

and

a_________ l______________.

Providing Excellent Service, Jill Yates
Please remember

**Approaches to excellent service**

- Going above and beyond
- Treat disruptions as gifts to better yourself
- Be knowledgeable of your department and your institution - website, people, departments, ...
- “Bring it”
- Be an example

**WII-FM**

- Enjoy positive relationships
- Realize your own importance to institution mission of educating students
- Feel better about yourself

**WII-FMI**

- Engaged employee
  - >satisfied students
  - >student retention
  - >higher graduation rates
- Critical role in setting tone of community