Ball State University Career Center, Lucina Hall, 285-1522, careercenter@bsu.edu



Supervisor Packet for STUDENT CUSTOMER SERVICE MODULE 2

President Gora opens Module 2 with comments that emphasize student employees working at the forefront of Ball State service excellence. The remainder of the content is designed to emphasize the four following themes.

- 1. Drill down—ask multiple questions to get to the root of the need.
- 2. Own the problem—glue yourself to the customer; stop the Ball State Bounce.
- 3. Analyze the situation and identify solutions.
- 4. Seek ways to improve service and responsiveness.

Unlike Module 1, this module asks student employees to observe a customer service interaction in the Career Center, point out positive service behaviors, and identify potential areas for improvement. The Career Center script is listed below. Did your students catch all of the positive service behaviors? Did they list some ideas for improvement? All behaviors that were demonstrated in the video as well as suggested improvements are noted in red.

IGNETTE FILMED AT THE CAREER CENTER

Customer comes into the office and waits in line for a few seconds while the Employee (who is wearing a nametag) helps another customer.

(POSITIVE: Identify yourself by name.)

Employee: Hi there. How can I help you? (IMPROVEMENT: Always apologize for waits or interruptions.) (POSITIVE: Ask, "May I help you.")

Customer: Yeah. I was sent to look for the Career Center.

Employee: (*Smiling and friendly*) You found the right place. Did somebody suggest you come here? (POSITIVE: Professional in dress, manner, and approach.)

Customer: Some lady from the school of music. She said I needed to get some yellow paper?

Employee: Yeah, Did she give you a job number by any chance?

Customer: Oh yeah. Here. (*Digs around in book bag for a bit and then hands over a slip of paper with a number on it.*)

Employee: (While waiting for the customer to find the number, wait patiently and maintain friendly, attentive eye contact.)

(POSITIVE: Provide undivided attention—face customer and make eye contact.)

Employee: So you're looking for an on-campus job

then?

(POSITIVE: Drill down—ask multiple questions to get to the root of the need.)

Customer: Right.

Employee: Alright, do you also have your Ball State ID

with you?

Customer: Uh yeah. (Hands the employee her ID card.)

Employee: Thank you. (*types on computer*) Good news. Looks like all your tax forms are in and so are your I-9s. So now that that's completed we can go ahead and give you the job information if you'd like? (IMPROVEMENT: Address customer by name when possible.)

Customer: Yeah. That sounds great.

Employee: Ok, that's a front office assistant. That's 12-15 hours a week and that's seven days a week. This is

Ball State University Career Center, Lucina Hall, 285-1522, careercenter@bsu.edu



your referral slip--again that's front office assistant and here's your id back. Before you take your referral, I'd like to let you know that we can help you with interviewing tips if you'd like.

(POSITIVE: Take initiative.)

Customer: That sounds great. I'm actually a little nervous about where to drop off my referral slip. The building that I turn it into is under construction?

Employee: You're right, that building is under construction I can give you a map if that helps.

Customer: Yeah that would be great.

Employee: (pulling out map) We're right here in the red building. And what you want to do is go down the street, take a left, and go in this entrance of the building.

Customer: Alright that sounds great.

Employee: I'll let you have this.

Customer: Alright thank you so much.

Employee: You're very welcome. Have a nice day.

Customer: You, too.

Employee: Thank you.

(IMPROVEMENT: Close with, "May I help you with

anything else?")

Employee: (*Talking to himself as he opens email*). People have been getting lost a lot due to that construction. I should probably send out an email to my team to let them know.

(POSITIVE: Seek ways to improve service and responsiveness.)(POSITIVE: Throughout the scenario, the student employee "Owned the problem"—stayed with the customer until all needs were met.)

ODULE 2 DISCUSSION

After your student employees identify behaviors in the Career Center video, they are asked to apply what they have learned in their specific work area. The narrator says "Write down two or three situations in your office when you might need to drill down, own the problem, and solve a problem. Write out at least one of the scenarios including the dialogue you might have with a customer. When is it most difficult to apply the skills of drill down, own the problem, and solve a problem? Plan to share your responses with your supervisor."

This is your chance to see if your employees have enough knowledge to solve problems in their positions, if they need additional training, or know exactly when to ask for help. If you notice common themes, consider creating a reference sheet that can be kept in the work area.

COACHING SUGGESTION: 30 DAY CHECK-IN

Observe each employee as they provide service to customers and give them some feedback relating to the behaviors mentioned in both Modules 1 and 2. Ask them if they need additional training in a specific skill or if they can use more information on a new procedure.

12 FACTS EVERY BSU EMPLOYEE SHOULD KNOW.

Before the final review quiz in Module 2, employees are asked to identify these common BSU facts. Be sure you know them as well.

- 1. How many on-campus students are enrolled at BSU?
 - a. 2,500 undergraduate and 1,000 graduate students
 - b. 5,000 undergraduate and 3,000 graduate students

Ball State University Career Center, Lucina Hall, 285-1522, careercenter@bsu.edu



- c. 16,000 undergraduate and 2,000 graduate students
- d. 21,000 undergraduate and 5,000 graduate students
- 2. Where is the campus lost and found located?
 - a. The Administration Building
 - b. The Student Center Hotel Desk
 - c. Lucina Hall
 - d. There is none.
- 3. Where would a campus visitor go for a campus tour?
 - a. The Welcome Center in Lucina Hall
 - b. The information desk in the Student Center
 - c. The Ball State Bookstore
 - d. The Alumni Center
- 4. Who is the current president of Ball State?
 - a. Dr. Jo Ann Gora
 - b. Dr. John Worthen
 - c. Dr. Terry King
 - d. Ms. Mollie Fout
 - 5. What was Ball State's original mission?
 - a. A vocational school
 - b. A community college
 - c. Teachers College
 - d. A military school
- 6. Where do students go to get a student job at Ball State?
 - a. Human Resources
 - b. Payroll and Employee Benefits
 - c. The Career Center
 - d. West Quad
- 7. What athletic conference is Ball State in?
 - a. The Big East
 - b. The Big Ten
 - c. The Missouri Valley
 - d. The Mid-American
- 8. Where should students be directed if they have a question about their bill?
 - a. The Cashiers window
 - b. Scholarships and Student Financial Aid
 - c. Student Aid Finance
 - d. Office of Bursar and Loan Administration
- 9. Where should a campus visitor go to clear a parking ticket?
 - a. The Campus Welcome Center
 - b. Campus Police and Public Safety
 - c. Parking Services

- d. The Alumni Center
- 10. Ball State sells computers and software to students.
 - a. True
 - b. False
- 11. Ball State has received designation as a Green Campus.
 - a. True
 - b. False
- 12. Visitors and guests of the university can ride the campus shuttle.
 - <mark>a. True</mark>
 - b. False

COACHING SUGGESTION: ADDITIONAL FACTS

Create ten more "Need to Know" facts about your department. Consider a mini-challenge of the best questions submitted by your students with a free lunch as the prize. In our questions, note that the answers are not blatantly evident and there are potentially four possible answers for each question listed.

ODULE 2 REVIEW QUIZ

- 1. "Drill down" is best defined as which of the following:
 - a. a popular new dance move
 - asking multiple questions to be certain you are clear on the customer's question or need
 - c. finding emotional strength deep within yourself that you need to calmly handle difficult customers
 - d. tracking a customer service problem
 - e. backward to identify who or what caused the problem in the first place

Ball State University Career Center, Lucina Hall, 285-1522, careercenter@bsu.edu



- 2. A good example of "owning the problem" and "stopping the bounce" happened in the video when. ..
 - The career center student employee asked multiple questions to understand what information the job seeker/customer needed.
 - b. The financial aid student employee was respectful of the customer's confidential information.
 - c. The employee at the financial aid office said to the customer who needed to get her paperwork to another office, "You don't need to take it anywhere. I will have it taken to the Bursar's office for you."
 - d. all of the above
- According to President Gora, the recruiter, and the alumnus interviewed, what are the two key skill areas you can learn while in a student job
 - a. problem-solving and initiative skills
 - b. professionalism and timeliness
 - c. networking and people skills
 - d. balancing work and school and building relationships with your professors
- 4. What evidence does President Gora share to illustrate that student-employee suggestions ARE implemented and that these ideas make a difference?
 - David Letterman was a student and an entire building was built at his suggestion
 - Student leaders of the 360 Orientation
 Program suggested shortening the tour and allowing for more questions
 - Student employees at the Campus Career
 Center suggested a Career Center Facebook
 page
 - d. None of the above

- 5. How many students did President Gora say are employed at Ball State University every year?
 - a. 45
 - b. 450
 - c. 4500
 - d. 45000

These five questions summarize Module 2 content and confirm that your student employees completed the service training.

NEED HELP?

For additional assistance with implementing Roll Out the Red, contact Larry Beck or John Knox at the Career Center, 285-1522, careercenter@bsu.edu.

Materials used for staff Roll Out the Red may also be adapted for use with student employees. You can find these as well as supervisor tips at the ROTR website http://cms.bsu.edu/About/AdministrativeOffices/RollOutTheRed.aspx.

