Roll Out the Red Customer Service Training

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



ORKING WITH MILENNIAL STUDENT EMPLOYEES

The Career Center can offer students more assistance in identifying skill sets employers seek in job applicants.

Remember to Connect

In a recent *USA Today* article, Denise Kersten reported that the Net Generation of students (otherwise known as Gen Y or the Millennials) value relationships and spend time building them. What does this mean to a student employee supervisor?

Students place worth on work/life balance. Like many groups, but particularly with this generation, if you want to sell them on an idea, there has to be a huge "what's in it for me" factor. It makes sense for students to respond to a service initiative that will benefit them personally.

One way to gain buy-in is to show students how customer service skills learned and practiced now have lasting benefits in their future careers and how they fare in their search for internships or full-time employment.

Each year, the National Association of Colleges and Employers asks employers to rate the importance of certain skills and qualities when hiring job candidates. Skills reported for 2011 (in ranked order) appear in the chart in the next column.

The highlighted attributes are ones students develop through interacting with customers and taking responsibility for customer satisfaction. Students can start now to develop these skills and gain experience that they can talk about during internship or job interviews.

Communication skills (verbal)
Strong work ethic
Teamwork skills (working w/others)
Analytical skills
<mark>Initiative</mark>
Problem-solving skills
Communication skills (written)
Interpersonal skills (relating to others)
Computer skills
Flexibility & adaptability
Detail-oriented
Technical skills
Organizational skills
Leadership skills
Self-confidence
Tactfulness
Friendly & outgoing personality
Creativity
Strategic planning skills
Entrepreneurial skills
Sense of humor

In addition, if you want to motivate students make an effort to get to know who they are. Connect with them. Students have close relationships with their parents, and in some cases, they expect or seek the same with their supervisors.

Remember to Inform

Student employees not only want to feel connected to their workplaces, they also want to be informed of what is going on. Authors of the book *When Generations Collide* remind us that Gen Y is the only generation giving input in

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over 74 percent of their families' leisure decisions. What does this mean? They like to be involved, they like to be in the loop, and they like to be connected.

Connect your student staff with the Roll Out the Red website and encourage them to observe customer service interactions across campus. Informed employees are effective employees.

Now you can pass on your experiences in providing world-class customer service to a new generation of workers. Roll Out the Red!

-From Team Performance

Remember to Inspire

Inspire all student employees in your department toward service excellence. This generation wants to make a difference in what they do. You can be a role model of service excellence when you are working the front line. By your example, you can show them how they can make a difference in customers' lives.

Be a role model when you glue yourself to the customer, ask drill down questions, and try to simplify the complexity of Ball State. If you listen actively, ask open-ended questions, and paraphrase customers' feelings and concerns when it comes to difficult situations, your student staff will be better equipped to use these behaviors in their own service interactions. Imitation is the highest form of flattery, so inspire your student employees by training them well and showing them what Roll Out the Red service is all about.

What's the Bottom Line?

Ball State University strives to be one of the most innovative and attention-worthy undergraduate institutions in the nation. As Ball State employees, we personify the character and the heart of the university as we greet new students each year and work to help all students meet their educational goals.