Roll Out the Red Customer Service Training, Module 1

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



SUPERVISOR PACKET FOR STUDENT CUSTOMER SERVICE MODULE 1

Module 1 of the student customer service training focuses on two major themes.

- "What's in it for me?" Promote to students that providing good customer service not only makes them better employees now, it provides future benefits as they seek internships and full-time employment.
- Ten professional customer service behaviors are critical for every front line service interaction.
 - 1. Ask, "May I help you."
 - 2. Identify yourself by name.
 - 3. Address the customer by name when possible.
 - 4. Apologize for waits or interruptions.
 - 5. Provide accurate information.
 - 6. Be professional in dress, manner, and approach.
 - 7. Provide undivided attention—
 face the customer and make eye
 contact.
 - 8. Redirect if unable to answer question.
 - 9. Close with, "May I help you with anything else?"
 - 10. Take initiative.

In the module report provided by your student, you will see a score (e.g. **8/10**.) This indicates the student identified 8 out of the 10 service behaviors in the registrar's scenario included below. Using the script of this scenario will help you coach your students in those behaviors that they didn't identify. All behaviors that were demonstrated in the video are noted in in red.

IGNETTE FILMED AT THE REGISTRAR'S FRONT WINDOW

Employee comes in with a tank top on, but when she sits down to work, she puts on a nice cardigan over it. (Dress and act professionally.) Customer approaches the desk; Employee looks up from computer with a smile.

Employee: "Hi. May I help you?" (Offer to help.)

Customer: "Yeah. I called and asked for a transcript to be printed out for me but then I spaced picking it up. I'm not sure if it's still here or do I need to request a new one?"

Employee: "Let me check for you!"

Customer: "It's been a while. I'm sorry It's been at least two weeks and I've been super busy with recruiting interviews (Pause) Do you think they mailed it to me?"

Employee: "Hmm, I'm not sure. If we expected you to pick it up and it's been a while maybe it's been mailed. Let me call back there to make sure they still have it ready for you to pick up. (Take initiative.) What's your name?"

Customer: "Taryn Condon"

Employee: "Okay, Taryn. (Address customer by name.) My name is Jackie. (Identify self by name.) It'll just take a moment."

Employee picks up phone. "Hello, this is Jackie from circulation. I'm here with Taryn Condon. Are we holding a transcript for her?" (Pause) "Sure." (Pause a little longer) "Well, she requested it a couple of weeks ago but just had a chance to come in and pick it up. I wasn't sure if you'd still have it ready for pick up." (Pause) "Yes, thank you." (Hangs up phone)

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Employee: I'm sorry, Taryn, it's going to be a few minutes. The person I talked with needed to check with someone else, and then they'll call me back. Do you have the time to wait? (Apologize for waits.)

Customer: (Looks at cell phone) Sure, my next class isn't until 3:00. Oh – hey – do you know how I can get an electronic copy since I'm here?

Employee: Sure, let me show you how to do that on this screen. (Commotion in the background. Employee maintains direct eye contact with customer). (Provide undivided attention.)

Customer: Oh good, I can get that today too.

Employee: (Turns the screen so that the customer can see it) "If you go to this Registration and Academic Progress page you can click on (talks while showing this) transcript request and then go to "National Student Clearinghouse". It's a secure site and it's free if you are currently enrolled." (Provide accurate information.)

Customer: Okay, thanks so much.

Employee: Sure! (Phone rings) Excuse me a moment.

Employee: (on phone) "Hello, this is Jackie. (Pause) Great, thanks! And, I did have another question. Students have to request an electronic copy through the Clearing House, correct? (Pause) Okay. And that is instant? (Redirect or find answer if you don't know.) (Pause) Okay, I will let her know. Thanks, goodbye.

Employee: (to customer) "Yes, the Clearing House will get you the electronic copy right away. It looks like this" (Pulls out a sample) "And your paper copy is in the back so I'll go get that for you. Hold on one minute. (Employee leaves and comes back). Here it is. We held it with your name on the envelope. May I help you with anything else?" (Close with offer to help.)

Customer: No, thank you.

Employee: Okay, have a good day.

ODULE 1 DISCUSSION

Review the registrar video with students who scored lower than you would like. Congratulate students who scored well. Consider having

them coach others. Students who complete the module will have a report with written answers to the following two questions. Talk about these questions and the students' answers either individually or in small groups as you do your service training follow-up.

OPEN ENDED QUESTION #1

When do you have an opportunity to utilize these service behaviors?

COACHING SUGGESTION: ASK YOUR STUDENTS,

"In addition to the ten service behaviors highlighted in the video, are there other key behaviors for assisting customers in our department?"

OPEN ENDED QUESTION #2

Which behavior is the most challenging and when?

COACHING SUGGESTION: ASK YOUR STUDENTS,

"What additional resources or skills training do you need to manage the challenging skill sets?"

COACHING SUGGESTION: 30 DAY CHECK-IN

Revisit the students' responses to these questions in 30 days. Have they observed or used the customer service behaviors? Have you provided the additional support or training needed?

ODULE 1 REVIEW QUIZ

- 1. The themes that recruiters and alumni emphasized in the video about student employees are:
- a) On the job experience and networking opportunities

b) Professionalism and people skills

- c) Positive attitude and time management skills
- d) A chance to do homework on the clock.
- 2. Which of the following is not one of the ten service behaviors?
 - a) Address customer by name when possible

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- b) Provide accurate information
- c) Dress in a professional manner
- d) Offer to help them with their homework if they ask for your help.
- 3. A long line forms at your counter. Which of the following should you do first?
 - a) Redirect if you are not able to answer
 - b) Put the phone on hold
 - c) Apologize for the wait
 - d) Step around the counter and introduce yourself.
- 4. What do the Roll out the Red logos that you found in the University Computer Store scenario represent:
 - The customer service initiative at Ball State for all BSU staff
 - b) David Letterman's Late Show new set design
 - c) A random way to keep viewers entertained
 - d) A new Ball State major in Travel and Tourism
- 5. When you get a question from a customer and you don't know the answer, you should do the following:
 - a) Be honest and tell them that you don't know
 - b) Make an educated guess
 - c) Make calls or ask colleagues until you get the answer or find someone who can help
 - d) Wait until your supervisor returns to get the answer

These five questions summarize Module 1 content and confirm that your 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/RollOut TheRed.aspx.

