



IMPLEMENTING ROLL OUT THE RED FOR STUDENT EMPLOYEES

Your role as a supervisor of student employees or graduate assistants is critical to the success of the Roll Out the Red initiative with students. It's your example and your follow-ups to the video modules that will help students understand why customer service is so important to Ball State and to the skills they're developing for future employment.

Included here are tips for getting started and preparing yourself for Roll Out the Red in your area. And remember, you're not alone. Call Larry Beck or John Knox at the Career Center when you need some ideas or have questions about ROTR implementation.

S STEP # 1 – REVIEW MATERIALS

Review each supervisor packet while watching the appropriate video module. You can access all materials on the Career Center website. Click on Student Employment, then the [Roll Out the Red](#) link and select 'Supervisors.'

In each supervisor packet, the video script focuses on the key service behaviors students will learn in that module. After viewing the video, students will respond to several reflection questions which they should print out and turn in to you. Questions in your packet should help you lead a discussion on how these apply directly to your area's specific customers.

Module 1 covers the ten essential customer service behaviors. Module 2 introduces the more advanced techniques. Determine how you can personalize these to specific customer interactions or service challenges in your area.

S STEP # 2 – PREPARE YOUR STUDENT EMPLOYEES

Get your students ready to learn by explaining the Roll Out the Red process and what you expect them to do in completing the training. Challenge them to find commonalities between the customer situations portrayed in the modules and situations in your department.

Highlight for students what will be covered in each module. Provide clear expectations for when the modules and the related exercises should be completed. Let them know how you'll evaluate their comprehension of the materials (group discussions with students and on the job coaching are the preferred methods.)

S STEP # 3 – IMPLEMENT THE TRAINING

As students complete the modules, check with them frequently to emphasize the importance of what they're learning and how you'll be asking them to apply these new skills in their current jobs. When possible, point out connections to your specific customer issues, illustrate how the service behaviors may apply, question students to determine comprehension, and ask students to repeat the quizzes or activities if they haven't reflected well on the issues as they relate to their own jobs. Always check for understanding before moving on.



Step # 4 – APPLYING ROTR ON THE JOB

Now it's time for students to try the techniques they've learned in both Roll Out the Red modules. As student employees perform their jobs, observe how they interact with each type of customer your department receives. Are they using the ten service behaviors? Have they tried the advanced techniques of drilling down, owning the problem, and seeking ways to improve service? Ask open-ended questions to solicit student opinions of the training and how it's important to the work your department does every day.

Recognition and reinforcement are also important to students' continuing use of the Roll Out the Red behaviors. [A customizable certificate](#) is available for printing from the Career Center website. You might also plan several special days with goodie bags, donuts, carry-in lunch, etc.

Step # 5 – ONGOING ROLL OUT THE RED

Soon all of your student employees will be flying solo, that is, applying the new skills on their own in specific customer interactions. Check to see if students are comfortable in owning more responsibility for customer contacts and striving for customer excellence. Look for opportunities to coach and reinforce the principles of Roll Out the Red.

Because of the fluid nature of student employment and the relatively short tenure of student employees, Roll Out the Red will be a continuing effort in your department and across campus. The ROTR training modules, exercises, and the discussions you have should become part of your regular orientation and training for new student employees.

FREQUENTLY ASKED QUESTIONS

Q: Do we need to configure our computers in a special way to use the training modules?

A. Flash Player must be installed and Active X must be enabled to allow Flash content to show. To install Flash Player, visit Adobe's website (be sure to note the install wants you to have Google Toolbar by default).

It may also be necessary to allow Active X to function by making the Ball State site a trusted site for your browser. For a tech clip on how to make www.bsu.edu a trusted site, view this [Tech Clip](#).

Q. Parts in the training modules do not load or pages do not appear as they should. What is happening?

A. A pop-up blocker may be enabled. Disabling the pop-up blocker on the computer will facilitate ease of use of these two modules. For Internet Explorer: Click Tools from the browser menu; click Pop-Up Blocker; click Turn Off Pop-Up Blocker. The preferred browser is Internet Explorer.

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Q: What if my student employees cannot participate in the online training in our office because of interruptions or lack of computers?

A: Computers are available in Bracken Library. Release your student to go to the library just as you would release other employees to attend regular training sessions in other locations.

Q: Whom do I contact if I have questions about the Roll Out the Red program?

A: Contact Larry Beck or John Knox at the Career Center.

Q: How much time is required to complete Roll Out the Red online training?

A: It is estimated that each module will take twenty to thirty minutes depending on how quickly the student answers the quiz questions and completes the reflection questions.

Q: Are students to be paid for the time they complete Roll Out the Red?

A: Yes, students should be clocked in while completing the online modules as well as your in-office discussions about customer service.

Q: I have student employees who want to do the online training at home on their personal computer. Can they do that?

A: Student employees should complete the online training in the office. However, with your discretion, your permission may be given to students to complete the training elsewhere. You will be responsible for documenting their time and ensuring that students do not go over the 20-hour-a-week maximum.

Q: Should student employees review the staff Roll Out the Red videos as well as Module 4 entitled "Customer Service for Student Employees?"

A: The new ROTR modules are designed to stand on their own. You may, though, use the additional modules if you so choose. Modules 1, 2, and 3 of the staff training program might be used as continuing training opportunities for your returning students.

KEEPING ROLL OUT THE RED ROLLING THROUGHOUT THE YEAR

Once initial Roll Out the Red training is completed for your student employees, look for opportunities to reinforce the concepts and principles of good customer service.

1. How are student telephone skills? Visit <http://www.toiletpaparentrepreneur.com/blog/50-quality-customer-service-tips-for-entrepreneurs> for a refresher on great customer service skills using the phone.
2. Have you included customer service skills in your student employees' performance reviews? If not, consider creating a measurable customer service goal for each student.
3. Recruit a campus colleague to be a "secret shopper" for your area. Ask her or him to call or visit and note positive

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Resources ROTR Web site at [Customer Service Recommended Reading.](#)

- customer service and potential improvements. Share the results with your student employees and ask for their ideas.
4. "Catch" your employees doing something right – then tell them on the spot! Sometimes student employees hear from the boss only when something goes wrong. Surprise them with meaningful praise.
 5. Examples of great customer service are all around us at Ball State. Ask your students to send you an e-mail whenever they see or personally experience a Roll Out The Red moment somewhere on campus. Contact the employee in that department or his or her manager and share the "good job!" comment.
 6. Remind your student employees to avoid the "Ball State Bounce." Encourage them to continue helping students or fellow employees get the right answer.
 7. If you have a student staff retreat, have students brainstorm new ways to serve customers. Make a step-by-step plan to implement the changes discussed.
 8. Ask your students to brainstorm the top five "service struggle scenarios" in your area. Ask them to describe the Roll Out the Red behaviors they can use in these situations
 9. Bracken Library has a number of resources that can be used for additional customer service training. A list of these can be found on the Human
 10. Devote group time to discuss: 1) What system (policy, procedure, or practice) do we have in place that frustrates students or customers? 2) What is the first step we need to take to improve this system?
 11. In an e-mail to your team ask, "Do our customers (internal or external) ever have unrealistic expectations of us? How can we better manage expectations?" Share the best comments in a summary email back to your students.
 12. Take time to review the accomplishments of your students and celebrate! Seek out each person on your team and sincerely thank him or her for being a contributor to great customer service.