

Who Moved My Paradigm: Opening the Gateway for Innovative Customer Service

Presenters:

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Learning Objectives

- Provide a Model for Customer Service
- Tools for Implementing Organizational Change
- Paradigm for viewing customers internal and external
- Experientially participate in Customer Service Training Techniques
- Theoretical Framework for a Customer Service Program



History of P.R.I.D.E. in Service

Department charged workgroup in 2005

- Declining retention
- Lower occupancy
- Excellence in service was not universally applied



Department Charge: Develop a comprehensive approach to service that:

- 1.) Represents the unique roles of each member of UHDS
- 2.) Is instructional AND inspirational
- 3.) Provides a common vision of service excellence resulting in the highest quality client experience.



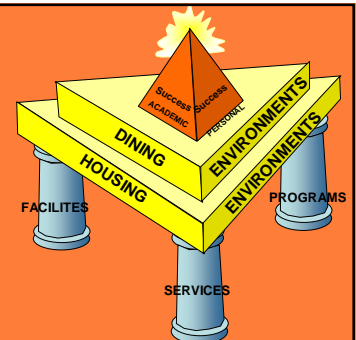
Mission

- The mission of University Housing and Dining services is:

To provide housing and dining environments through facilities, services and programs that support the academic and personal success of our residential students and other OSU community members.


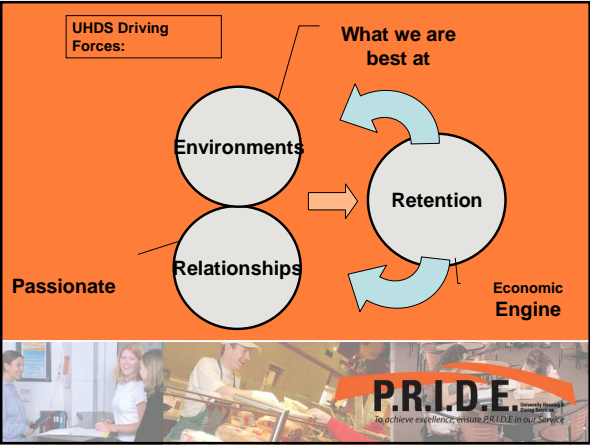
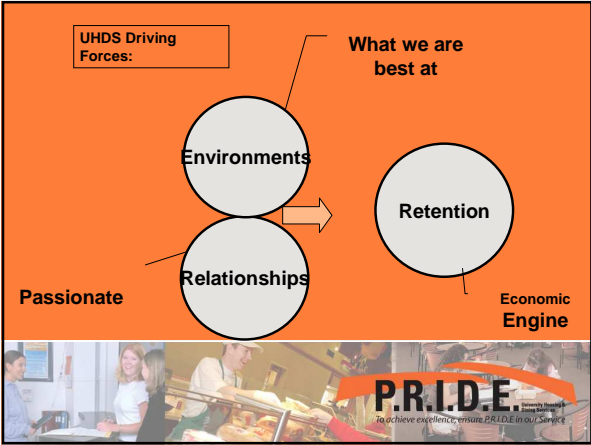
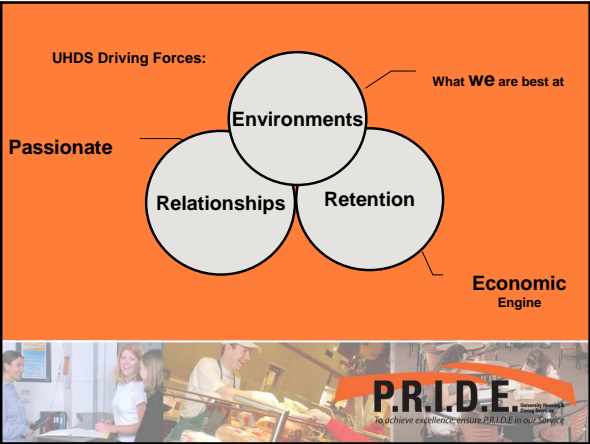


- To provide housing and dining environments...
- through facilities, services and programs
- that support the academic and personal success of our residential students and other OSU community members.



Theoretical Framework


Hedge Hog Concept:
Good to Great
 by: Jim Collins

Developing P.R.I.D.E. Standards



Tidbits from P.R.I.D.E. Training



Our Motto:

Experience of a Lifetime™



Why is Customer Service Important in What We Do?

- We are a \$27 million operation and we **absolutely** depend on our customers' repeat business.
- We want our guests to enjoy their experience living on campus—to have the **Experience of A Lifetime™**
- Research shows that those living on campus have a higher GPA than those that don't. We want to support their **academic success**.
- Customer service skills improve **relationships** with everyone we encounter.
- And it enhances our **success** in other areas of life.

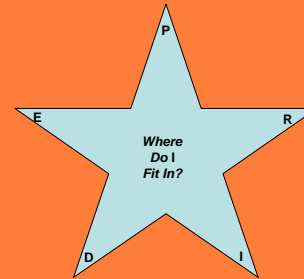


PRIDE Customer Service Standards

- P**resentation: Send a message of pride in your presentation
- R**esponsiveness: See interruptions as meaningful interactions
- I**ndividual Attention: Create an opportunity for a future interaction
- D**evelop Systems: Perform promised service dependably and accurately
- E**xecute Our Mission: Ensure we provide the #1 choice for housing and dining



What Star are you Shooting For?



Creating Sustainable Change

- Three sub-committees
 - Marketing
 - Motivation and Accountability
 - Training



Marketing

- A. Posters in service areas
- B. Buttons
- C. Graphic Identity
- D. Promote Initiatives



Motivation and Accountability

- A. Department behavior standards
- B. Audits
- C. HR strategies
- D. Motivation Techniques



Training

- A. Introductory Training
 - Frontline
 - Leadership
- B. Multi-Media



PHASE 2 Training

- Topics
 - Certification Program
 - Cross Cultural Communication
 - Problem Solving and Systems
 - Leadership
- Training Progression



Results

- 2/19/07 versus same point in 2006:
 - 72 less cancellations
 - Fall 2007 applications up nearly 150
- 1 percent increase in retention



Questions?

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