

Orientation to Quality Customer Service

This orientation contains crucial information for all new student employees at DePaul University.

The orientation is designed to acquaint you with the everyday practices of the University, to assist you in finding the answers to general questions, and to help you learn more about being an employee of DePaul University.

This orientation will help you become familiar with what the University expects of student employees and to become familiar with DePaul's unique culture, values, and practices.

Please read through this entire orientation, complete the Orientation Review form at the end, and submit a copy to your supervisor.

Commitment to Excellence Starts with You

- Each person has an impact on the effectiveness of service. You can make a difference at DePaul.
- Refuse to see yourself as average. Perceptions are reality! When you are committed to excellence, it will be reflected in your performance.
- Reputation is an important asset to each of us. Guard your reputation and the reputation of DePaul University.
- Remember the difference between average and outstanding is mainly a difference in attitude. A positive attitude will benefit both you and the University.
- Always strive for excellence. You will achieve success and be recognized for your efforts.

QUALITY SERVICE

What is Quality?

Quality is not about cost or packaging, it is about giving customers exactly what they need - however simple or complex their needs might be. This makes quality easy to define and not some abstract concept. Quality is measurable and objective – it is what the customer requires. The customer defines quality and the customer judges quality. Once quality has been defined, it must be fulfilled 100%; anything less is unacceptable.

You are an employee of DePaul University. Your actions and performance have a direct impact on how people view the service they receive from DePaul. Every one of us has an obligation to provide the highest quality of service in every work transaction.

Why is quality so important?

For DePaul: The University depends on its customers to stay in business. If customers are given 100% quality they are satisfied, sometimes even delighted. They become loyal customers and encourage friends, family and colleagues to become customers as well. This adds up to success and a winning position in the market place, ahead of the competition. There are other very practical benefits for the University, too. It costs less to prevent errors than it does to repair the damage later. When everyone is turning out 100% quality (not making errors), productivity increases.

For You Personally: Apart from the pride and pleasure in working for a winning organization, there is pride and continuous challenge in doing a good job, providing a quality service or product and in having

people rely on you. And there are other benefits: better working relationships, recognition and a greater feeling of involvement, to name a few.

Who is responsible for quality?

Everyone involved in providing customers with goods, services and information is responsible for achieving 100% quality in their jobs. This means everyone in the university. This means you. Whatever you do and however long you've been doing it, you are responsible for getting it right the first time, every time - by discovering your customers' needs and meeting them.

Who are our customers?

In general, students and prospective students are the true "customers" at DePaul. If DePaul did not satisfy our students' needs, the quality of education would decline and enrollment would decrease. Other customers include alumni, university donors, companies that support DePaul and anyone who interacts with the university. In order to maintain our status as a top university, all employees must provide our customers with the highest quality of service.

It may seem that you don't have any customers because you don't have direct contact with students or others who use the university's services. In fact, everyone has customers, inside the organization as well as outside. All the people and departments who use what you provide in your job are your customers.

Quality Service is cyclical in nature. Providing staff, faculty, and other student employees with quality service will allow them to perform their jobs well. Eventually, all transactions lead to providing a quality product, excellent education and personal, comprehensive student services.

FIVE RULES OF QUALITY CUSTOMER CARE

1. Acknowledge the customer immediately

- Use positive visual behaviors:
 - Smile
 - Lean forward with hands open, legs and arms uncrossed
 - Establish and maintain a good level of eye contact
- Use positive verbal behaviors:
 - Use customer's name frequently
 - Apologize for any delays
 - Give a positive greeting and closing

2. Put yourself in the customer's position

- Look for opportunities to help:
 - Ask if the customer needs help
 - Give prompt attention
 - Remain close at hand if possible
- Notice the customer's personality, mood and level of knowledge - show empathy
- Listen actively:
 - Nod and smile
 - Make listening noises of encouragement such as, "I see," "uh huh," "yes"
- Encourage the customer by summarizing their request or problem

3. Accept Responsibility even it is not your fault

- Support the customer:
 - Don't blame them
 - Apologize for any inconvenience but don't blame your department, co-workers, or the University in general
 - Reassure them of your attention and willingness to help
- Know the extent of your authority - don't make promises you can't keep
- Identify yourself to the customer:
 - Give them your name
 - Say how you can be contacted
 - If appropriate, give the names of other people or departments who can help

4. Involve the customer in the solution

- Offer alternatives:
 - Know the options available
 - Check all possibilities
- Be flexible - your department should try to fit in with the customer's needs as much as possible. Explain in detail any complications.

5. See it through until the customer is satisfied

- Maintain Contact:
 - Summarize action to be taken
 - Check to see that action has been carried out
 - Ensure customer is happy with solution
- Follow Up:
 - Check to see that customer is satisfied
 - Establish whether there is anything more you can do to help

PROFESSIONAL TELEPHONE BEHAVIOR

Here are some specific standards of excellence to aim for when using university phones (this applies to all employees):

- Answer the telephone promptly -- within three rings if possible
- Start each telephone call by saying your department's name, your name and "May I help you?"
- Always be polite and friendly, even if the caller isn't
- Establish whether it is convenient for both of you to take the call
- If an incoming call is not convenient, explain why and take the name and number of the caller and offer to call back as soon as possible -- then do it!
- When the person mentions their name, write it down and use it frequently
- Listen, resist the temptation to interrupt
- Demonstrate that you are listening by making "continuity noises" such as "yes," and "really"
- Concentrate -- don't be tempted to do two things at once. Give the caller your undivided attention

- Make notes and read back key points so that the caller knows you are being attentive
- Never tell someone to call back, always take a message instead
- Explain what you are doing, especially if it involves a period of silence while the caller hangs on
- Volunteer help, don't wait to be asked
- Finish by recapping exactly what it is you are going to do as a result of the telephone conversation
- Smile, for even though you can't be seen by the other person, if you smile, it helps your voice sound friendly

Remember, as far as the person on the other end of the telephone is concerned, you are what you say and you are DePaul!

TAKING MESSAGES

- When taking messages for other employees, be sure to include:
 - Caller's Name (ask for correct spelling)
 - Company / Department
 - Phone Number: (Area Code) + Number + Extension
 - Reason for the Call
 - Best Time to Return Call
 - Time Call Was Received
 - Name of Person Taking Message
 then repeat the message back to verify, and say "Thank you!" or "Have a good day!"

USING FEATURES

HOLD

- When placing a caller on hold remember the following tips:
 - Ask the caller: "Will you please hold?" NOT "Hang on". ALWAYS WAIT FOR A REPLY!!!
Never say: "Hang On," "Hold, Please," etc.
 - Never leave a caller on hold longer than 60 seconds. If possible, check back with callers more quickly.
 - When returning to the caller, say: "Thank you for holding" NOT "Sorry"
 - ALWAYS USE THE HOLD FEATURE
Do not just place receiver on the desk! - Callers can hear you!
 - Have empathy: Remember what it is like to be on hold and don't do the things that upset you as a caller!

TRANSFERRING A CALL

- Ask for permission to transfer first
- Explain to whom you are transferring the call to and why
- Give the name and extension of the department/person you are transferring to, if appropriate
- Announce the call to the party you are transferring to before making the connection
- Use the Release button after completing the transfer (hanging up makes a loud noise for the caller).

IRATE CALLERS

If you receive a call from an angry or dissatisfied person, remember to:

- REMAIN CALM
Do not take their anger personally - the caller is not mad at you
- Let them talk; do not interrupt
- Stick to the facts and repeat what the caller said
- Identify the problem
- Determine action and explain to caller
- Always follow through
- Never promise what you can't control

IF THE CALLER IS ABUSIVE AND UNWILLING TO LISTEN YOU MAY TERMINATE THE CALL, BUT BEFORE DOING SO INFORM THE CALLER:

- "We're not getting anything accomplished here... I'm going to have to terminate this call..."
- Apologize
- Inform again and terminate Call
- Report to supervisor immediately

OBSCENE CALLERS - DO NOT DEAL WITH THESE CALLERS

- Seize back control
- Inform the caller you are going to transfer the call to security
- Transfer the call

ORIENTATION REVIEW

The New Student Employee Orientation Review summarizes the information from the Orientation in a multiple choice format that all students are expected to complete. Upon completion of this review, print out and submit a copy of your results to your supervisor.

Please note that there are two reviews to choose from; choose the appropriate review for your position:

- If you are a regular student employee, you must take the Student Employee Review.
- If you are a temporary student employee or hold both types of positions, you must take the Student Temporary Review.

***There is no need to complete both reviews.*

Student Employee Review: http://careercenter.depaul.edu/general/forms/stu_employ_review.aspx

Student Temporary Review: http://careercenter.depaul.edu/general/forms/stu_temp_review.aspx

If you have trouble with these links, you may find the forms on the Career Center's website at:
<http://careercenter.depaul.edu/general/forms/index.aspx>