

Your Customer Service Initiative

BACKGROUND

You're ready to take the handoff and run with it! Apply what you have learned in class to implement a customer service initiative for your area. Review what you learned on the Mind Map:

- ① Quality! "I know it when I see it!"
- ② Pre-work Insights
- ③ Focus on the Customer Activity
- ④ Customer Service Initiative
- ⑤ Reporting on Quality



The "Handoff"

GETTING STARTED

Establish a good foundation for creating a culture that promotes customer-focused service and quality.

- Look at your mission statement.
 - Do you have a mission statement for your area of responsibility?
 - Is your mission statement current?
 - What is the quality component in your mission statement?
 - What is the focus of your mission statement? Your customers?

ACTION

- What can you do to improve the quality of customer service in your area?
 - Assemble your employees to brainstorm ideas for quality initiatives.
 - Prioritize your results; choose one or two initiatives to implement.
 - Use the customer service initiative model to apply the four categories to your initiative.
 - Assign tasks to employees.
 - What are some other steps you might need to take?
 - Go for it!

NEED HELP?

- Your classmates are a great resource for sharing ideas, brainstorming, and discussing your initiative.
- Go to www.customerfocus.ttu.edu for help on mission statements and customer service standards. These pages will walk you through the process and help you formulate a mission statement and customer service standards. A word of caution: *don't do this alone!* Involve your employees in the process.
- We will follow up with you in three weeks to see how you're doing. Or call Quality Service & Professional Development, 742-0530, for assistance.

This activity is based on "Managing the Performance of Others," pg12-13, *Coaching*, Brainstorm Dynamics, 1998, and adapted for instruction at Texas Tech University, 2004.

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“The Handoff” Your Customer Service Initiative

Job Aid				
	Quality	Resources	Timeframe	Quantity
Metrics	What do you mean by quality? Describe the performance factors that comprise each aspect of quality. What must the employee do to achieve the customer service standard? Be as specific as possible.	What resources are needed to achieve the customer service standard (such as more staff, computers, printers, training, space, job aids, information, supervision, etc)? How will you measure these resources?	What are your deadlines? What milestones do you need in place to track your progress? Long-term and short-term goals are also ways to measure progress.	What service processes and outcomes do you want to measure (such as, the number of customers served, errors, response time, waste materials, customer satisfaction, etc)?
Barriers	What is preventing you from making quality a priority in your work area? Are the barriers real or perceived? What will you do to remove these barriers?	What is blocking you from getting or using the resources you need? How will you work around these roadblocks? If there were no barriers, what could be accomplished?	What is the impact of a short/long timeframe to your initiative? How can you combine existing work with your initiative?	How will you overcome roadblocks which are preventing you from achieving your productivity goal?
Considerations	Who will you include in the discussions to define “quality?”	Who has successfully implemented a quality process? What role models are available to you?	How will a short timeframe impact the morale of your organization? If implementation takes longer than planned, what will be the impact on your employees?	What feedback will you share with your employees? How will you respond to negative feedback?
Other	How will you handle the increase in business that improved quality may spark?	What is the impact on your budget and strategic plan? What changes will you need to make?	Brainstorm unforeseen circumstances that could affect your initiative.	What feedback will you report to your boss? What will be your reporting format and schedule?