

Customer Service & The Role of Attitude in the Workplace

Presented by Drew Steding

A Bit About Me



- Pre-Med to Psychology
- Student Involvement & Jobs
- “It found me.”

A Bit About U-M



- Population: ~43,000
 - ~27K undergrads
 - ~15K grad/professional
- Student body
- Field emphases
 - 200 undergraduate majors
- 4 distinct campuses

University of Michigan: Central Campus



University of Michigan: North Campus



A Bit About My Job

- 2 locations, 1 central contact
 - Answering Questions
 - Giving Directions
 - Front desk services
- 32 student employees
 - 30 Information Assistants
 - 2 Information Coordinators
- Some statistics:
 - **540,919** total points of contact
 - **435,879** Web site users
 - **68,269** Guests were helped in person at CIC and NCIC
 - **10,924** phone calls were answered
 - **1,750** guest emails were answered



Setting Expectations



- My goals for you, after this session:
 - To recognize the impact of your attitude in your lives
 - As a supervisor and as a customer
 - Empower you to become more effective and efficient in tasks and customer service
 - Give you at least one tactic that you can use to help better your mood
 - **To help you achieve any other goals, if different**

So, what are YOUR goals today?

- If you don't remember anything else today, let it be: **you get what you put in.**



ATTITUDE

Know when to use it.

Part 1: Under the Water

The Costs of Poor Customer Service

What does bad customer service look like?

- Clip 1
- What do you think of when you think of “poor customer service”?
 - How did it impact you?
 - For how long?
- Think: Have YOU provided less than favorable service?
- Why do you think people provide poor customer service?

So how do we get in such bad moods?

- 75% say they are unhappy with their jobs to some degree
- Why?
 - Personal stress
 - Recession
 - American Culture
 - Technology
 - Attitudes/Norms
 - “Work is work”
 - What else?

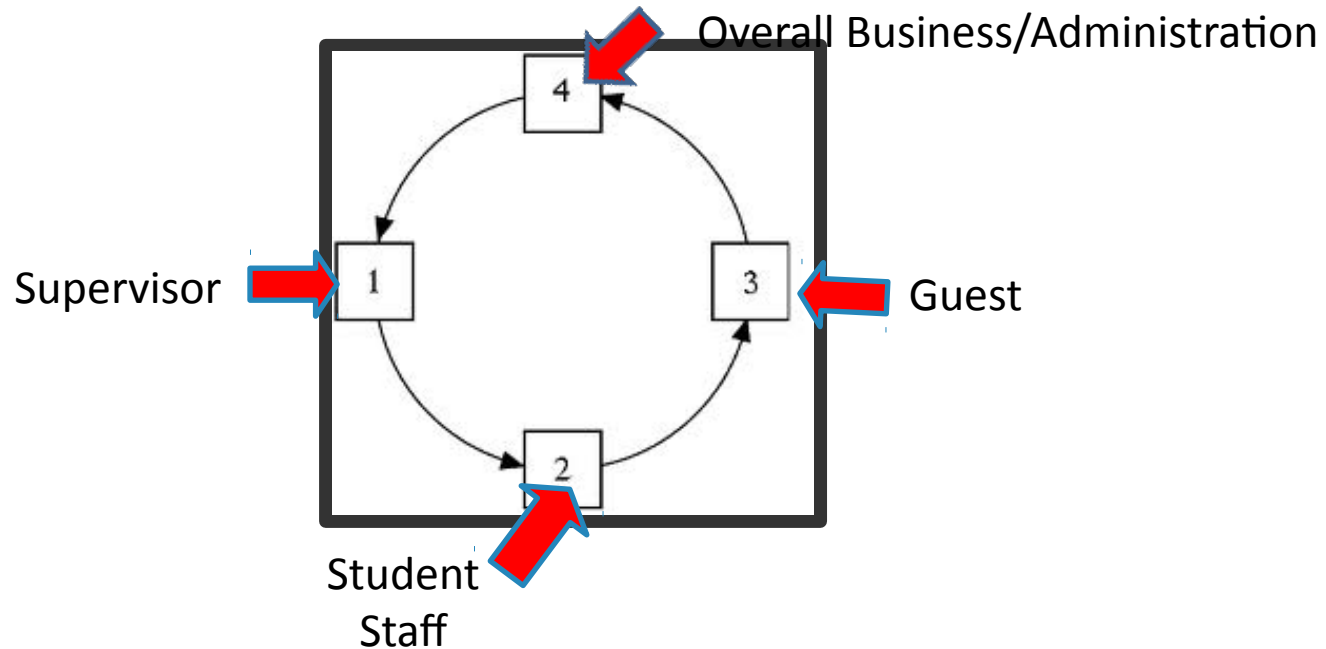


Negativity in the workplace...

- reduces teamwork
 - Results-focus
 - ...thus more self-protection
- reduces innovation
- affects our loyalty to others
- diminishes our productivity
- is more contagious
 - Positivity Ratio, Fredrickson
 - Rumination/attribution to self
 - ...thus more believable
- kills us! :(



The Negativity Cycle



Clip 2



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Part 2: Getting Out of the Water: Changing Our Own Habits



1. Know thyself.

- We must know who we are
 - How do you make decisions?
 - How do you use your energy?
 - How scheduled are you?
 - What ticks you off?
- Strengths
 - Strengths & Perceived Strengths
 - Authenticity: “Caring for Customers” example

VISION



2. Realize the barriers of effective communication

- Being distracted
- Being overemotional
- Having an agenda & Rehearsing
- Wearing a mask
- Using personal frame of reference
- Body Language!
 - “When the eyes say one thing, and the tongue another, a practiced man relies on the language of the first”

vision



3. Work to communicate more effectively

- Beware of interrupting
- Listen actively
- Respond to negative employees
- Be careful how you word things!
 - “You don’t know where the Union is?”
 - Response: Yes.
 - “We can’t do this.”
 - “You need to speak louder.”
- Remember that problems often illicit emotion.
- Anticipate objections and questions



4. Bring mindfulness to the workplace.

1. Make a commitment. Set expectations.
2. Start slowly.
3. Meditate.
4. Slow down your thoughts.
5. Recognize others.
6. Breathe properly.
7. Watch your language!
 1. Self-talk
 2. Work conversations
8. Self-reflect.

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5. Stay focused.



- ABC Method
 - 1. Become **aware** the distraction
 - 2. **Breathe** and consider options
 - 3. **Choose**: Stop or go?
- Distraction-free meetings
- Make a reward system!
- Shift the focus
 - Take a quick walking break!



6. Practice positivity.

- Take care of yourself
 - Work-Life balance
- Remove outside stressors when possible.
- Be optimistic.
 - Optimists are more successful!
- Make your work area fun!
- Realize what you love about your job



Part 3: Positive Influence

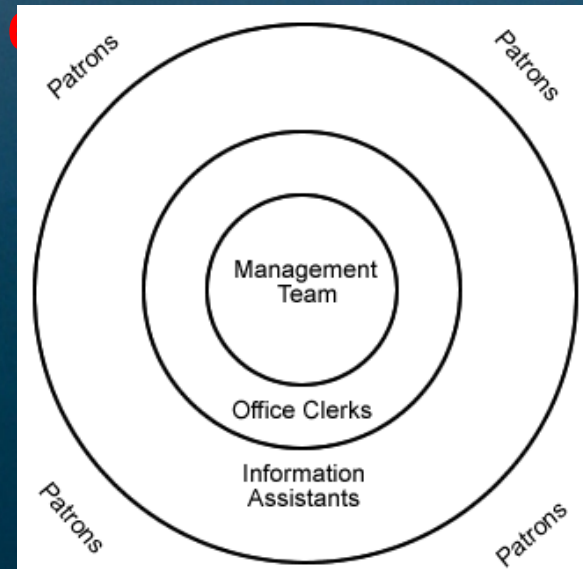
How We Can Change Our Leadership
& Influence the Attitudes in others

1. Realize your influence.

- Employees will emulate what they see you do.
- Don't forget proper communication!
 - Be clear
- Be on time.
- Talk positively about your job.
- Avoid multi-tasking.
- Adapt to REAL events as they occur

2. Let everyone play on the same field.

- Think collectively
- Treat everyone equally
 - Don't respond to everyone the same, though!
- Be transparent
- Involve employees when possible
 - Hiring/selection
 - Marketing
 - Staff events
 - Staff suggestions



3. Allow your employees to learn

- It's all about taking the time.
- Let them share in the successes!
 - Their impact to the greater University
 - Transferable skills for their future
- Give feedback
- Problem-Solving skills
 - Proper Focus
 - See mistakes differently!
- Be flexible
 - But push employees accordingly



4. Acknowledge Your Staff & Colleagues

- Let them take ownership of their roles!
- Make it a point to get to know your colleagues and employees.
- Make work fun.
- Have office parties and get-togethers.
- Celebrate good work!
- Identify life events of your employees
- Play to everyone's strengths



5. Stay in practice: Be a customer service model.

- Keep the Customer Informed.
- FISH Philosophy
 - Be there.
 - Play.
 - Make their day
 - Choose your attitude
- Don't forget internal customer service!



How do we keep it going?!

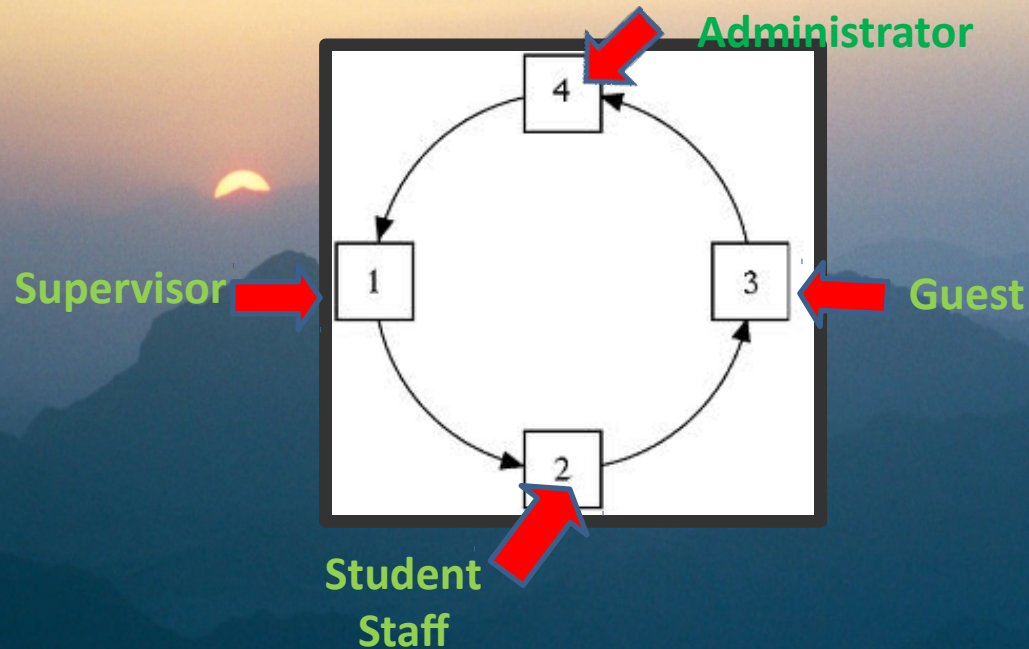
- Understand your triggers
- Remind yourself!
- Set SMART goals
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time-bound
- REMEMBER why you are here, and why they are there



Final Pearls of Wisdom

1. **Attend to what appears, without judgment.**
2. **Avoid gossip.**
3. **Give credit where credit is due.**
4. **Remember the Golden Rule.**
5. **Do random acts of kindness.**
6. **Realize that positives and negatives aren't what they appear to be.**
7. **Understand the 90/10 rule.**

The Positivity Cycle of Energy



Questions & Discussion

- Institutional Change
- Staff Turnover
- Institutional Inertia
- Budget Reduction
- What if I'm just too damn tired?
- What if I just can't seem to get my students engaged?
- What If I just don't have the time to implement new practices?

Conclusion/Resources

- PowerPoint & Resource List available
 - Leave a business card or write your info on the sheet and I'll email this to you
- I'm also available – feel free to contact me anytime
 - drewsted@umich.edu
 - 734-763-5925