

**UNIVERSITY
OF TOLEDO**

NEW HIRE
ORIENTATION



THE UNIVERSITY OF
TOLEDO
1872

FOUNDATION OF SERVICE EXCELLENCE

CREATING AN ICARE CULTURE





Kevin Carter- Photojournalist:

March of 1993 snapped a picture of a starving child trying to reach a feeding center in Southern Sudan who was being stalked by a vulture. In 1994, the photograph won the Pulitzer Prize.

“The **job** is what you do when you are told what to do. The job is showing up at the factory, following instructions, and being managed.

Your **art** is what you do when no one can tell you exactly how to do it. Your art is the act of taking personal responsibility, challenging the status quo, and changing people.”

-Seth Godin-Linchpin; Are you Indispensable



IBM's Global CEO Study found that 88% of CEOs said “**getting closer to customers**” was the top priority for their business over the next five years. Brands that have a genuine, real-time dialogue with consumers will be well-positioned in a world of evolving and increasingly niche markets.

-Harvard Business



“If you don’t have any kind of **relationship** with a customer, they’re simply not going to be a customer.”

-Brent Leary
Columnist for Inc. Technology-Georgia



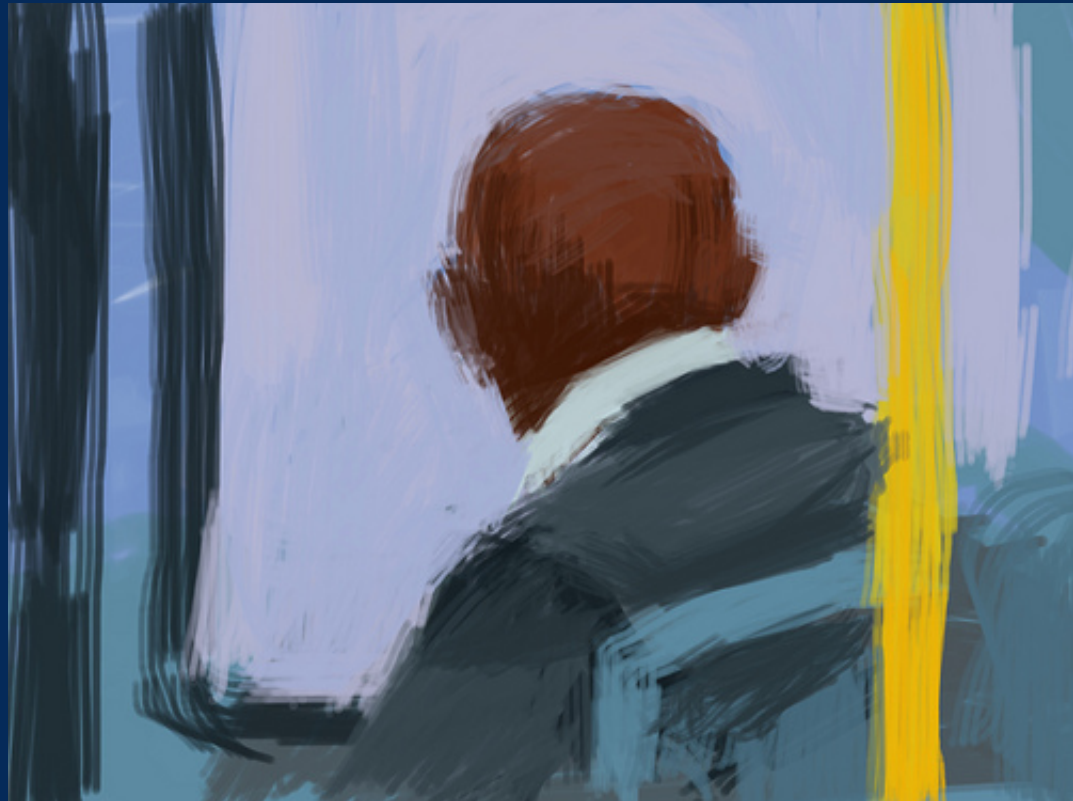
KEY POINTS

LESSONS LEARNED:

4

1. Understand their story
2. **Speak their language**
3. Provide solutions to their anxiety
4. **Your Level of Commitment**

Understand their story:



Understand their story:

“When you understand the customer’s emotions, you’ll understand their needs.”

Understand their story:

“STORY-BOARD” making every interaction count—your relationship with a customer is only as good as your last interaction.

Speak their language:

“You will earn the trust of your customers when you talk to them the same way they talk to each other and themselves.”

**-Perry Marshall
New York Times**



Speak their language:



-Understand how they describe challenging situations.

-Pay attention to body language & facial expressions

-Vocal Tones

-Put yourself in their shoes.

-Never assume:

“The single biggest problem in communication is the illusion that it has taken place.”

-George B. Shaw

“Perception is Reality”

Opportunity is now where



Provide solutions

To their anxiety:

- Establish connections

- Listen; provide a platform

- Time

- Provide solutions

3

Your level of commitment:

4

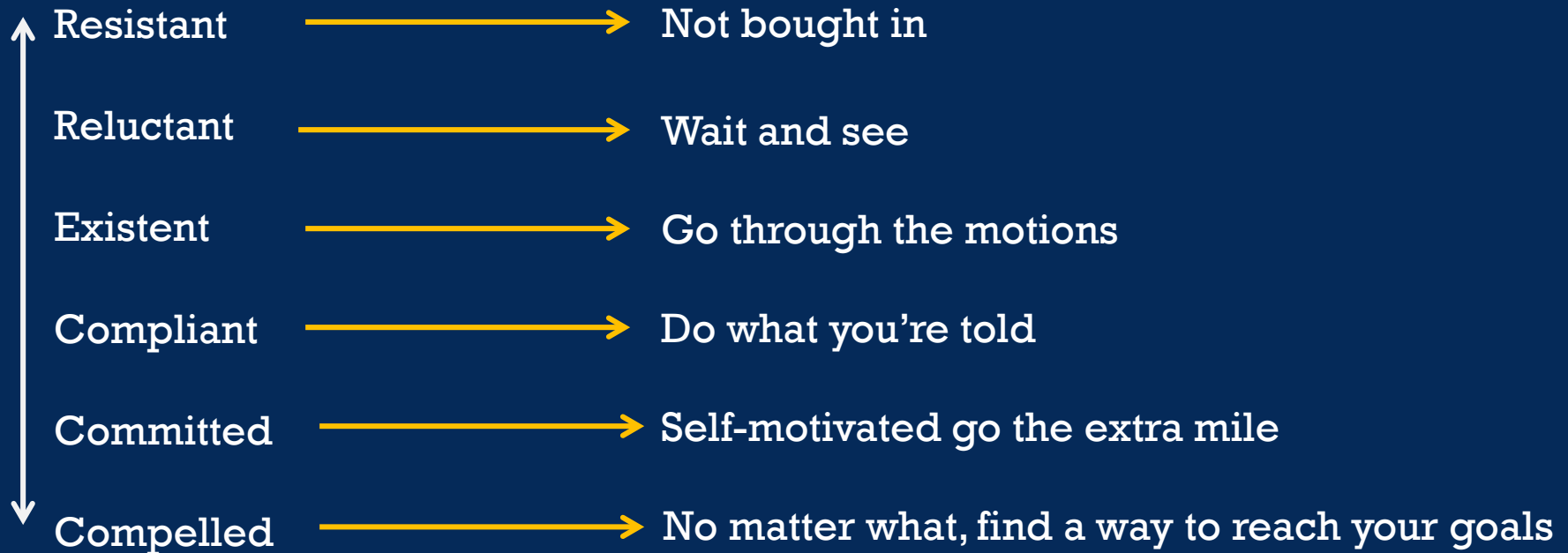
In order for us to know how to commit, we need to understand what it means to be committed.

What is your level of commitment to the customer?

THE

Commitment

Continuum



4

Commitment:

Sell the
organization's
commitment



Creating an **iCARE** Culture



Service Signature Moment...

MISSION

TO PROMOTE A HIGHER STANDARD OF SERVICE EXCELLENCE
THROUGH THE **ICARE** PRINCIPLES

COMMUNICATION-ACCESS-RESPECT-EXCELLENCE



VISION

BUILD WITH OTHERS A TOP-TIER NATIONALLY RECOGNIZED UNIVERSITY THAT IS KNOWN FOR ITS DISTINCTIVE STUDENT & PATIENT CENTEREDNESS APPROACH TO SERVICE





FOUNDATION OF **ICARE**

- **C**OMMUNICATION
- **A**CCESS
- **R**ESPECT
- **E**XCELLENCE





FOUNDATION OF **ICARE**

- **COMMUNICATION:**
 - Body Language/Facial Expressions
 - Vocal Tones
 - Active Listening
 - How you carry yourself





FOUNDATION OF **ICARE**

- **ACCESS:**

- Acknowledge people right away
- Answering telephones promptly
- Returning email & phone calls within 24 business hours
- Offer solutions & options
- Making ourselves accessible & available to our customer





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- **RESPECT:**

- Team Work

- Managing UP

(Speak highly of your peers and managers)

- Eliminating Gossip & Negativity





FOUNDATION OF **ICARE**

- **EXCELLENCE:**
 - Your Image, other's perceptions
 - The Journey
 - Daily Habits





ICARE PRINCIPLES

- We don't get a second chance to make a good first impression...
- The eyes have it...
- If they have a problem, it becomes our problem to solve
- If you pass within 10 feet, you must greet...
- Proudly taking ownership...



Final Thoughts





SOUTHWEST AIRLINES

“People will forget what you said and did, but they will never forget how you made them feel.”



Questions/Comments

