First
Customer Service Initiative
USA Customer Service Committee

- **Charles Smith** — Human Resources (co-chair)
- **Lauren Gulsby** — Associate Director Housing
- **Mike Haskins** — VP Marketing & Communications
- **Aimee Meyers** — Development Officer
- **Jarmora Valrie** — Director, Multicultural Affairs
- **Catherine Preston** — Advising & Transfer Services

- **Warren Greene** — Asst. Administrator (co-chair)
- **Sandra Curtis** — Manager, QI Ambulatory Services
- **Cathy Faison** — Director Patient Access Services
- **Valerie Heinl** — Nurse Manager, University Hospital
- **Philip Meador** — Practice Director MCI
- **Susan Sansing** — Assistant Dean, COM Finance & Administration
A message from USA President Dr. Tony Waldrop
EMPATHY
You, First
We don’t see things as they are, we see things as we are.

Anais Nin
“to listen”
Perspective matters
Looking back, what is one piece of advice you would give your 18 year old self?
Take Home Message

(1) Listen
(2) **NOT** Judge
(3) Ask ?s

First
ANTICIPATING NEEDS

First Impression
Extraordinary service is the result of anticipating the need and providing the solution . . .

. . . before the customer requires it.
What does each “radar” do?
Those that do not learn from history are doomed to repeat it.

George Santayana
Pause for a moment . . .

Can you name three (3) things your customers consistently ask you to provide?

(1)

(2)

(3)
What were you doing on the morning of Tuesday, September 11th, 2001?
Take Home Message
(1) History repeats
(2) Easy
(3) Fact or Feel

First
PROBLEM-SOLVING

First Person
When presented a problem, what are five (5) ways we can treat it?
EMOTION
THE MISSING LINK
**WHAT** or **HOW** instead of **WHY**, **WHEN**, or **WHO**...
Customers love!

Empowering employees is the ongoing process of providing the tools, training, resources, encouragement and motivation your workers need to perform at the optimum level.
Take Home Message

(1) Emotion
(2) QBQ
(3) Permission granted

First
What’s Next???
First Customer Service Initiative

- Monthly video
- Campus/health
- Inbox delivery
- View. Quiz. Do.