

University Recreation – Staff Training Modules

Customer Service: Delivering World-Class Service

Why is it important?

With the success of University Recreation, its programs, and its facilities being measured largely in the satisfaction of its patrons, the way in which the UREC staff provides customer service is a top priority.



What does World Class mean?

- Not only does it mean exceeding patron expectations consistently, you should strive to exceed your own expectations of World Class Service every time you work.

Service Rules:

- **The Golden Rule:** “Do unto others as you want done unto you.”
- However, service is not about our needs, it is about other’s needs.

- **The Platinum Rule:** “Treat others how they want to be treated.”
- You may be unsure at times how a person wants to be treated. Ask and seek to understand. You should care about the patrons needs and be able to customize service.

- **The Double Platinum Rule:** “Treat others the way they didn’t know they wanted to be treated.”
- We must strive to anticipate the needs of others and be prepared to exceed those expectations.
- We should all think about providing the Double Platinum rule here at UREC.

Service Touchpoints:

- **Touchpoints:** Any interaction between you and a patron.
- Includes emails, phone calls, passing in the building, service at the control desk, office window, etc.
- NEVER underestimate the POWER of one touchpoint.
- A simple SMILE and a “Hello” can change someone’s day.

10ft-5ft-1ft Rule:

- **10ft:** When a patron is within 10 feet of you, acknowledge their presence, make eye contact and smile.
- **5ft:** When a patron is within 5 feet of you, interact with the individual(s) by giving a greeting (“Hi”).
- **1ft:** When a patron is within 1 foot of you, give that individual your undivided attention.

How to Handle Complaints

- Remain calm, cool, collected, and polite.
- Forget your ego, you don't have to be right.
- Be courteous and empathetic to all patrons, try saying "I know how you feel".
- Hear the patron out "let them vent". Listen, don't talk.
- Try to calm the patron and resolve situation.
- Apologize "I'm sorry this happened".
- Troubleshoot- How can we solve this problem?
- Remember to apply the **Double Platinum Rule of Service** during these situations.



Handling Conflict Politely

- Do not get caught up in an argument. Becoming confrontational or defensive will only escalate the conversation and reflect poorly on your ability to control the situation.
- Enforce the policy appropriately and diffuse the problem without engaging in the altercation.
- Do not use the word "NO"- Try "it's against our policy/rules".
- Even during a conflict, don't neglect to say please and thank you. Patrons will see this as a sign of respect and hopefully follow suit.
- Do not give out orders like "I need you to wait here", rephrase your statements into questions "Would you mind waiting while I speak to my supervisor?"



World Class Customer Service Tips:

DO NOT...

- say "I don't know"
- Leave patrons with questions
- Pass patrons off to other staff
- Have a poor attitude
- Be short with a patron

BE SURE TO...

- Use the 10ft-5ft-1ft rule
- Be eager to help
- Smile and act professional
- Close the service interaction appropriately
- Provide justification for your solution(s)



The little things add up....

- Take pride in your work
- Your uniform isn't complete without a smile
- Be alert and aware of what is going on around you
- We all make mistakes, don't worry about being wrong
- Don't be afraid to ask questions when you're unsure of the correct answer

Please click the link below and take the Customer Service Quiz:

https://docs.google.com/forms/d/1D46yUw9-WCiKerkD_YRkN4KnP7WlllC9duq7cPqsn2s/viewform