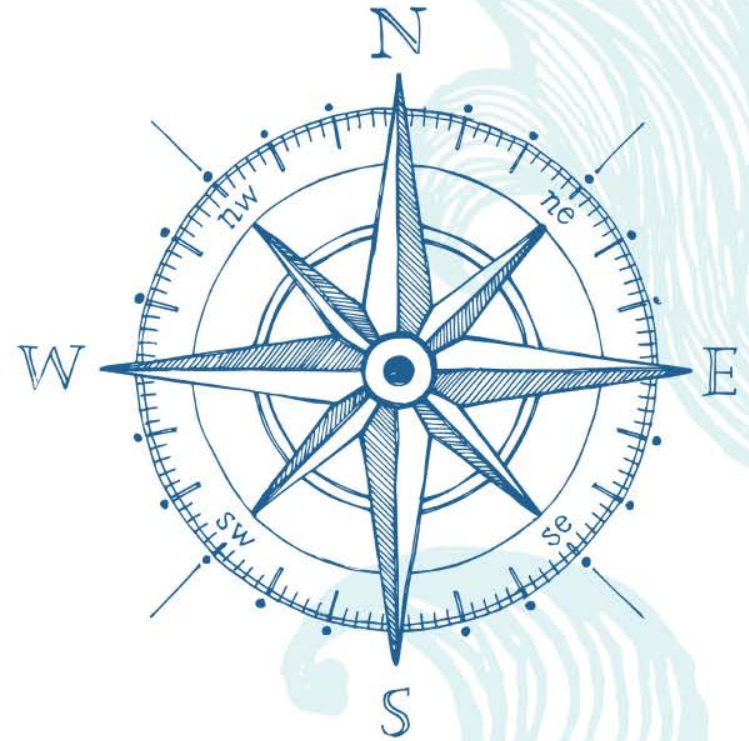


BUILDING COLLABORATIVE COMMUNITIES

NAVIGATING CHALLENGES, CHARTING INNOVATIONS



Creating a Customer Connection Culture

- Identify how building good relationships with your customers and promoting a positive, helpful and friendly environment will ensure a great impression.
- Identify results through an improvement lifecycle verified through measurable outcomes.
- Describe initiative driven outcomes that is chartered, funded, and subordinate to a broader plan.
- Defining customer difficulties and extending solutions beyond expectations.



Creating A Customer Connection Culture

Presenter:

Polly Pinney

**Executive Director of Facilities Management Arizona
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APPA Past President

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Customer Satisfaction Is...

When the Customer is satisfied with the service and it meets his/her needs, wants and expectations.



99.9% Isn't Good Enough

- ★ Unsafe landings at O'Hare every day---2
- ★ Lost pieces of mail/hour-----
16,000
- ★ Incorrect Rx each year-----20,000
- ★ Wrong surgical procedures
performed each week-----500
- ★ Checks deducted from the wrong
accounts every hour-----22,000



A Few Philosophical Perspectives to Consider ...

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L.L. BEAN

- ★ The most important person to us, whether in person, by phone or email
- ★ Not dependent on us, but us on them!
- ★ Not an interruption of our work, but our purpose for doing it
- ★ Human like us with feelings, emotions and biases
- ★ Not someone to argue or match wits with



“Willie’s Way – 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty” by Phillip Van Hooser

- ✦ **Acknowledge your customers immediately**
- ✦ **Redefine your routine activities**
- ✦ **Give your customers your undivided attention**
- ✦ **Listen, think, use common sense**
- ✦ **Bend the rules sometimes**
- ✦ **Make the last few seconds last**



Three Things Customers Really Want

✦ Results

✦ Thrills

✦ Ego

From: Seth's Blog



Viking Way (STAR)

- ★ **S - smile and make an amazing connection.**
- ★ **T - take care of yourself and each other and (our institutional communities) our ship.**
- ★ **A - act to create great memories.**
- ★ **R - respond, recover, and make it right.**



Nurture Service Leadership

- ★ **Leader as Servant**
 - ★ Providing focus
 - ★ Providing hope
 - ★ Modeling
 - ★ Repeating

Servant Leadership: A
Journey into the Nature of
Legitimate Power &

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“You mean the Jerk in Accounting is MY Customer?”

✦ External or Internal Customer?

- ✦ Where does my work go?

- ✦ Who is my work important to?

✦ Ripple Effect



“You didn’t think this a class in H.R., but...”

- ★ Hire
- ★ Retain
- ★ Train
- ★ Train Some More
- ★ Measure and Reward Team & Individual Performance



How Do We Know It Is Working?

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How Does My Customer Evaluate My Services?

- ★ **Waiting Time, Delivery Time, Process Time**
- ★ **Hygiene, Safety, Reliability**
- ★ **Responsiveness, Accessibility, Courtesy**
- ★ **Competence, Dependability, Accuracy, Completeness, Credibility**
- ★ **Effective Communication**



Do Your Employees Take Responsibility For:

- ✦ **Communication?**
- ✦ **Performance?**
- ✦ **Recovery?**
- ✦ **Customer Satisfaction?**



Mechanisms To Get Feedback

“No News Is Terrible News”

- ✦ Semester Visits
- ✦ Focus Groups
- ✦ Surveys
- ✦ Door Hangers
- ✦ Blog
- ✦ Mystery Shopping
- ✦ Customer Advisory Panels
- ✦ Semester Visits



The construction process starts at home!

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Time For Homework!

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Implement Through Structure for Continuous Improvement

- ★ **Forms of formalized service quality focus:**
 - ★ Service Quality Steering Team
 - ★ Service Quality Support Department
 - ★ Service Quality Project Teams
 - ★ Service Delivery Teams vs.
 - ★ Functional Organizational Alignments



Service Strategy

- ★ **Using Best Practices & Other Tools To Determine:**
 - ★ Service Mission - Raison d'être
 - ★ Service Standards

Must Create Value for Customers



Service Strategy

★ Service Quality Emphasis with Processes that Work

- ★ Reliable
- ★ Easy for employees to use
- ★ Accurate
- ★ Fast
- ★ Transparent
- ★ Integrated
- ★ Easy for customers to use

Map and re-engineer processes that do not reinforce service strategy.



Your System/Processes

- ✦ Identified?
- ✦ Analyzed?
- ✦ Efficient?
- ✦ Cost Effective?
- ✦ Measured?
- ✦ Outdated?
- ✦ Continuous Review?



In the end the creation of a Customer Connection Culture requires leadership and empowerment. It is a holistic approach to viewing our place. I challenge each of you to go home and create that change!



Learning Outcomes



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