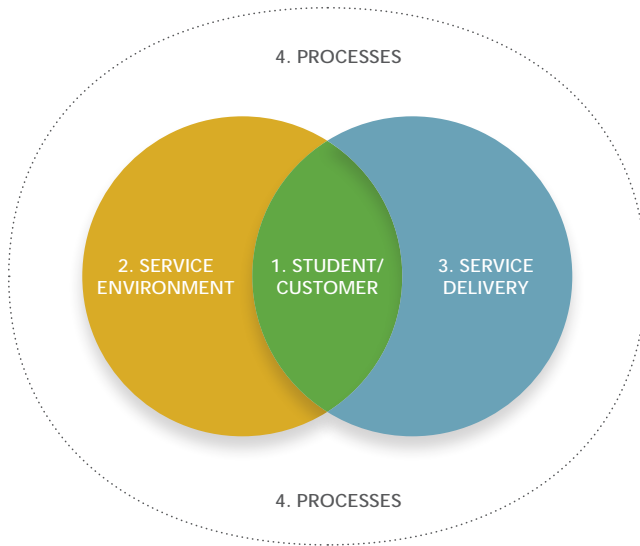


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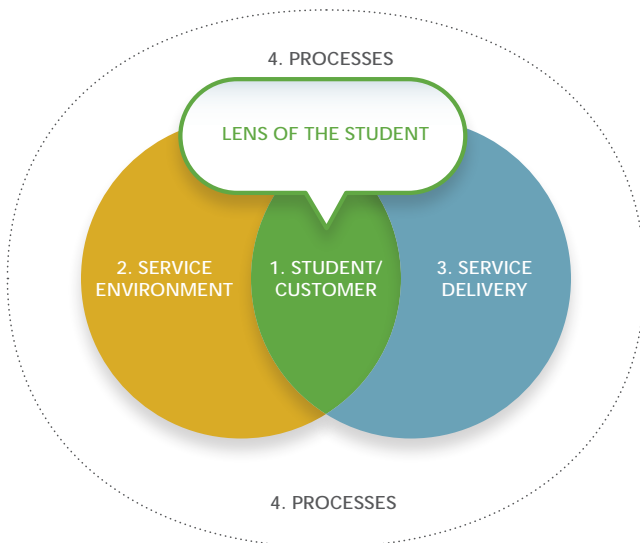
## FOUR KEY ELEMENTS OF THE SERVICE EXPERIENCE



Many (most) organizations overcomplicate any initiative they undertake. Because of this over-complication, these organizations tend to lose momentum and never finish what they start. Employees and management become disillusioned by the never-ending flow of new initiatives that come and go. **The key is to keep it simple!**

This model contains the four key elements that comprise the student/customer experience. It is simple, straightforward and easily communicated to everyone in the organization.

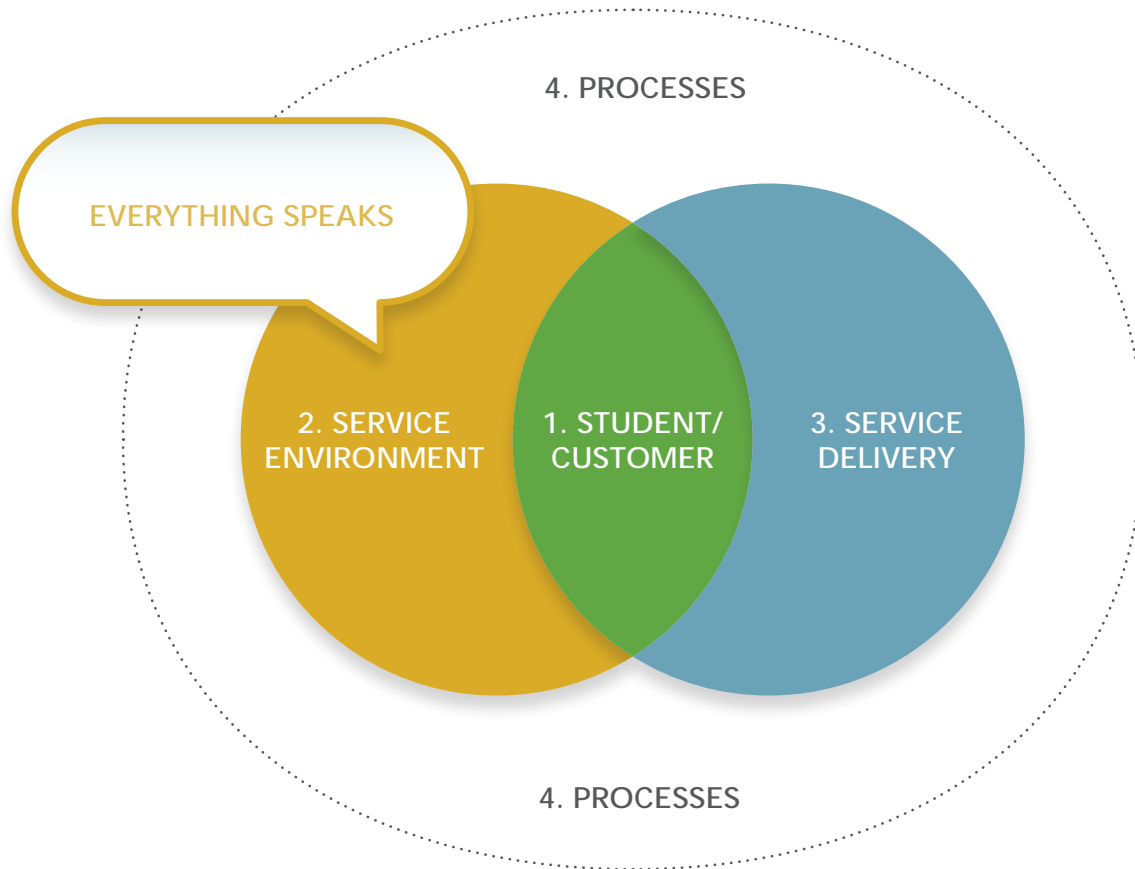
## 1. THE STUDENT/CUSTOMER



A truly service-focused educational institution sees things through the “lens of the student.” This approach asks, “How does our student see us?” Looking at the organization from the student’s and customer’s perspective is one of the things that separate outstanding educational institutions from the ordinary.

Most businesses tend to look through the lens of the organization; often resulting in wait lines, voice mail trees, delayed responses, excessive documentation, etc. The customer ends up being disappointed, angry or frustrated. Using the “lens of the student” in decision-making, increases the likelihood the student will feel like you care. And isn’t that what Service Excellence is all about?

## 2. THE SERVICE ENVIRONMENT



Every detail of the service environment is saying something about your District. Everything the student/customer sees, hears, smells, tastes, or touches impacts the experience. **Everything Speaks!** Students/customers may not consciously notice every detail, but subconsciously clues to your culture are being communicated. What is our service environment saying about our organization?

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## EVERYTHING SPEAKS CHECKLIST

### SAMPLE

Date: December 1st, 2014

Conducted by: Business Operations

Area: Employee Break Room

ITEM	SATISFACTORY	UNSATISFACTORY	ACTION
Supplies	1. Always stocked/on hand.	1. Never stocked.	1. Call maintenance.
Lighting	1. Fixture tightly secured. 2. All light bulbs working.	1. Broken fixtures. 2. No light bulbs.	1. Send work order to maintenance. 2. Send work order to maintenance.
Refrigerator	1. Shelves wiped. 2. Fresh odor.	1. Food splattered on shelves. 2. "Old Food" odor.	1. Wipe shelves ourselves. 2. Clean out fridge every Friday ourselves.
Microwave	1. No food stuck on inside walls.	1. Inside of microwave sticky with food.	1. Wipe ourselves after each use.
Coffee counter	1. Counter not broken. 2. Kept in orderly fashion.	1. Counter with broken corners. 2. Coffee spills all over counter..	1. Send work order to maintenance. 2. Wipe and maintain ourselves.

### TRY THIS ONE WITH YOUR TEAM!

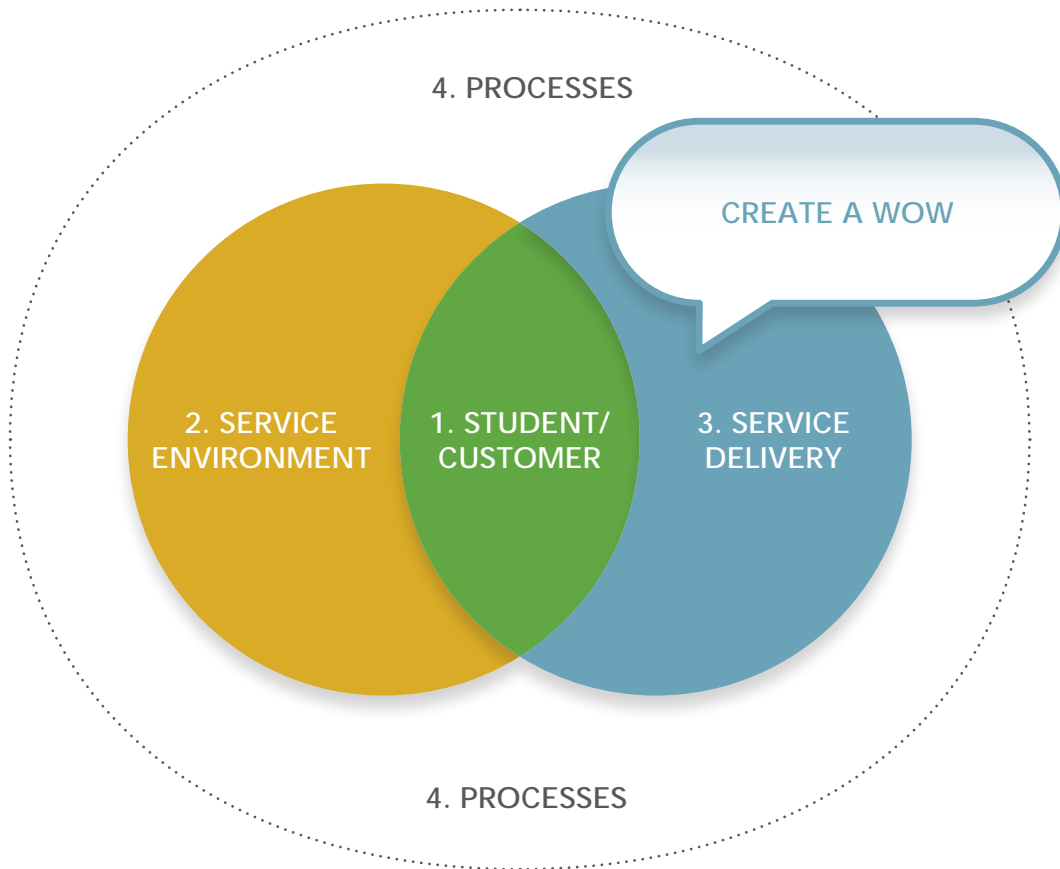
Date:

Conducted by:

Area:

ITEM	SATISFACTORY	UNSATISFACTORY	ACTION

## 3. THE SERVICE DELIVERY



**“If you do build a great experience, people tell each other about that. Word of mouth is very powerful.”**

**Jeff Bezos,  
CEO Amazon.com**

Service delivery is the people element of your organization. Service success ultimately comes down to your people. Successful service delivery is driven by employees seeing the operation through the lens of the student and performing in such a way that they are looking to create “loyal” students/customers. This is accomplished by creating service WOWs.

When we speak of creating service wows, we are talking about small things, consistently done, that please the students/customers. Most employees have done something that wowed a student/customer, and some have techniques they use regularly. Bringing together a group of employees to talk about service best practices provides an opportunity to share, discover, and implement WOW techniques throughout the institution.

A great tool for capturing best practices is Service Mapping. This tool helps a team look at any and all aspects of the student/customer experience and collectively decide how they can create WOWs.

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## SERVICE MAP

### SAMPLE

**Process Analyzed:** When the student/customer purchases a book

# TIP

When filling out a Service Map, read this before each box as a reminder to look through the student/customer's eyes.  
“When the student/customer...”



**NOTE:** All processes are different. Therefore, add or subtract as many #boxes as needed for each different process. Some may use 6, while others may need 11.

For each block identified in the Service Map, describe what would be considered **mediocre service** and what would be considered **excellent service**.

BLOCK NUMBER	MEDIOCRE SERVICE	EXCELLENT SERVICE
1	No greeting. No acknowledgment.	Enthusiastic greeting! Share the “Today Only” sales with customer!
2	Book store employee points ‘Over There’.	When the book store employee takes the customer to the book location.
3	Book store employee walks past customer.	Book store employee approaches and offers customer assistance.
4	Book store employee ignores the long line.	Book store employee lets customers in line know that he/she will be right with them and thanks them for their patience.
5	Store cashier doesn’t make conversation with customer and expects customer to read the amount on screen.	Store cashier ask ‘did you find everything ok?’ and reads the total amount to customer.
6	Store cashier placing change and receipt on counter instead of the customers hand.	Store cashier counts the change back to the customer in their hand and thanks them for their business.

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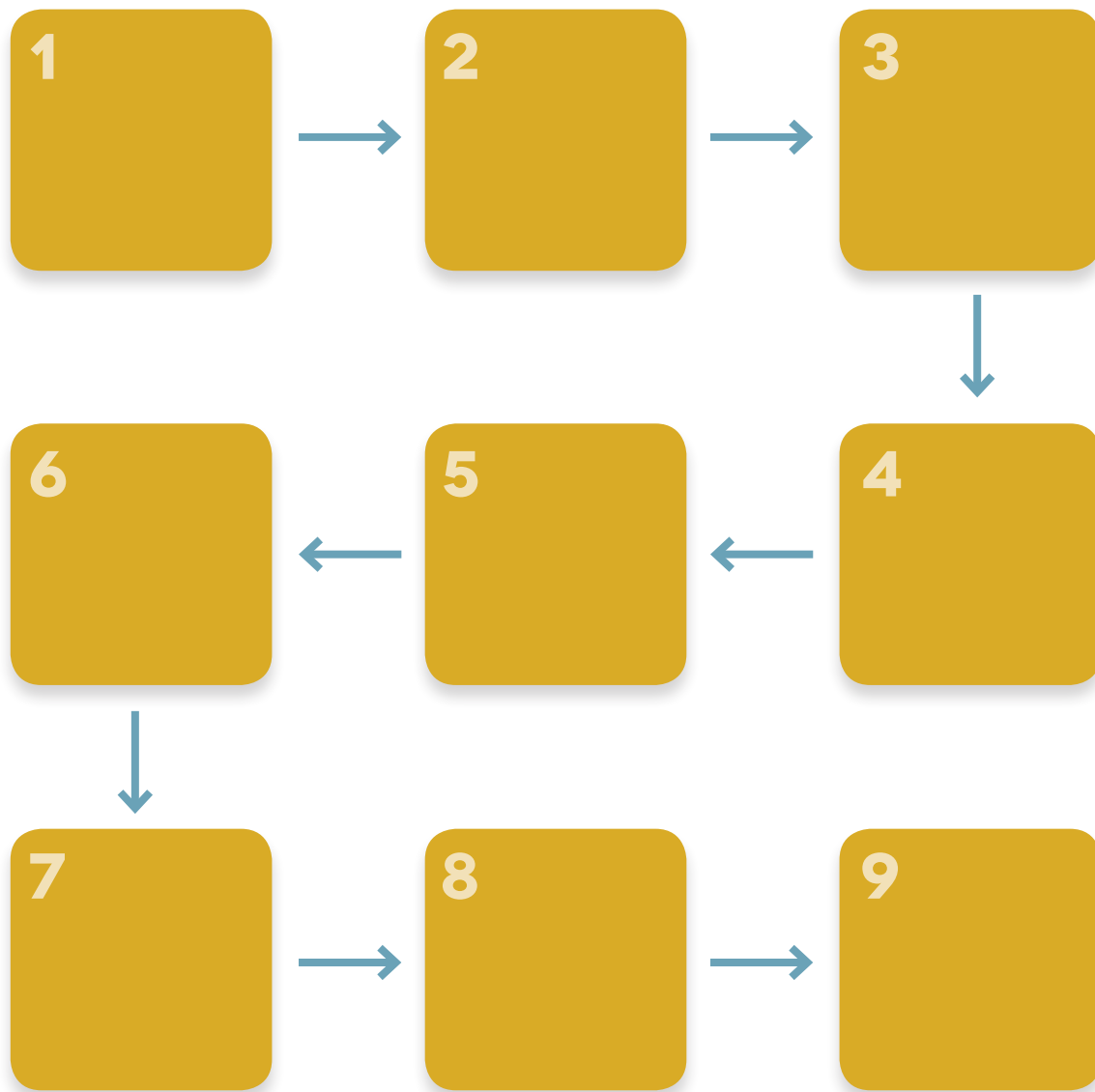
## SERVICE MAP

### TRY THIS ONE WITH YOUR TEAM!

**Step 1:** Choose one process to work towards improving student/customer service and determine improvement strategies.

**Step 2:** List process steps in each block looking through lens of the customer.

Process Analyzed:



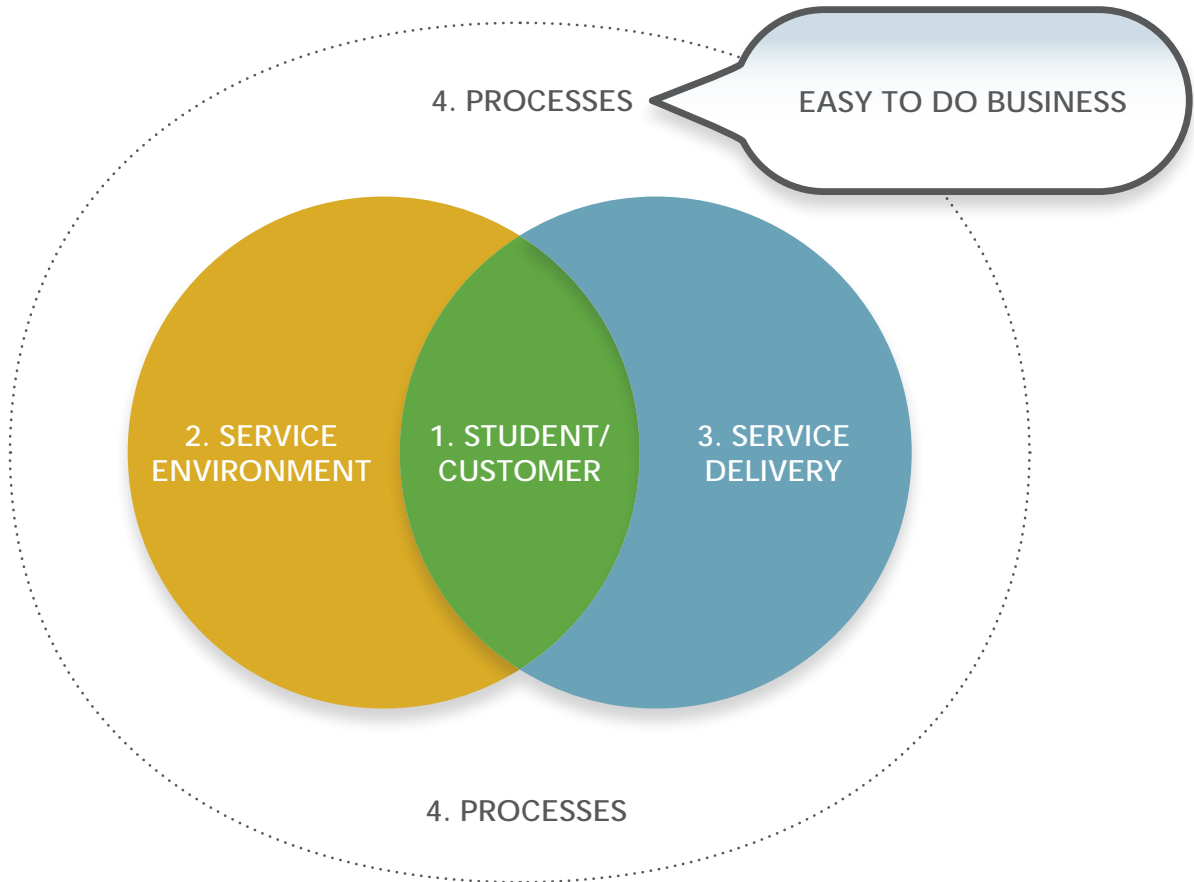
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## SERVICE MAP

**Step 3:** For each block describe what would be considered **mediocre service** and what would be considered **excellent service**.

BLOCK NUMBER	MEDIOCRE SERVICE	EXCELLENT SERVICE

## 4. THE PROCESSES



**“Nothing is more simple than greatness; indeed to be simple is to be great.”**

**Ralph Waldo Emerson**

**Processes** are the systems and procedures your students/customers must go through in order to do business with you. When was the last time you called your organization and asked to speak to yourself? What was the experience like? Did you get put on hold, could they find you, did they know you?

Most processes were put in place for the ease and convenience of the organization, not necessarily for the student/customer. Many systems have been outgrown or outdated but are still in place because “that’s the way it’s always been done”. Some procedures are no longer necessary due to new technology, but are still followed because no one has taken the time to look at them.