



“What’s Going on @ UVICES Weekly Radio Show: WOW Customer Service”

Transcribed from Audio into Written Text

Listen to the Audio file at:

<https://soundcloud.com/uvices/whats-going-on-uvices-weekly-radio-show-wow-customer-service>

0:00 – 0:40

Song Plays - “What’s Going On” by BlackNotes

0:41 – 1:18 (Christina Chanes)

Good Day this is Christina Chanes, Live from the University of the Virgin Islands on the beautiful campus of St. Thomas, at WUVI am 1090. And we are sharing news with you from the Cooperative Extension Service Office. I’m here with my college Ms. Dara M. Cooper.

Today our guests are Cherie Wheatley, from the Provost Office who’s going to be sharing with us Wow Customer Service and all the University has to offer. Were also here with a special guest, Mr. Tom Hewlett who was the presenter of the Wow Customer Service Workshop.

Good Morning Everyone!

1:18 – 1:21

Good Morning UVI! (Cherie Wheatley)

Good Morning Great to be with you (Tom Hewlett)

Good Morning (Dara Cooper)

1:22 – 1:38 (Christina Chanes)

Thank you so much, now let’s just get into the nuts and bolts and all the good stuff. Tell us about your activity and, um Cherie let’s start with you.

What is Wow Customer Service? And how can we as a University staff, employee, and professors take advantage of that?

1:39 – 5:40 (Cherie Wheatley)

Well WOW Customer Service and the word wow is really something that's transforming the University of the Virgin Islands. In terms of how we administer service every single day, the things that we do every day. How do we interact with people that come in seeking service, or maybe calling us on the phone?

So Wow Customer Service is all about those emotional connections that you make with people, and how you make them feel. So they will be able to say "WOW!! That was great service" "WOW!! They really cared about me" "WOW!! They helped me to get what I came in here for". So that's what this campaign is all about. It's all about trying to get people to tap into their best self, knowing that you can make those emotional connections. The greatest thing that we can do is wake up in the morning and come to work to be our best self. To Serve, To Smile, to put a smile on someone else's face, and to really do your best to help that person with what it is that they need. And so we developed a whole campaign behind of it that requires departments to do certain works to get their departments to move forward in customer service. It's not just a nice phrase or anything, but it comes with skill building activities that we had the last couple of days with Tom Hewlett who came in and gave us some skills. We started with the leadership group which includes the cabinets, and deans of the University and other directors. We started with them because we felt that in order to move any organization forward that strategic thinking and mandate must come from the head. The leadership must exemplify the characteristics of customer service. So we thought that it was important that they understood what their role was, in terms of making this transformation. The second day we spent with our front-line customers and managers in a session that is called "Delighting Your Customer". And it's all about serving your customer. What is it that you do? How is it that you do it? And basically that's what we did.

I also want to mention that some of the work that's going to come out of this is, departments are tasked with defining first of all who their customers are, then determining what their functions are, and what excellent customer service looks like for each of those functions. So these functions and what excellent customer service looks like will become standards. So we plan on publishing these standards for every component and then were going to hold them accountable. That's where the leadership piece comes in, where they will be updating their job description and putting the element of customer service and how they want it delivered in that department, and being able to each employee to a standard of excellence, for the way how they deliver customer service. And a couple of other things include surveying, finding out what you're thinking, what we're benchmarking, how we can improve what we're focusing on. So it's really a whole program that we have put together to intentionally move the University forward with customer service at the fore front.

5:41- 6:15 (Christina Chanes)

That's Awesome! Because at the end of the day everyone is your customer. You really have to think about its every level and its every individual, and you do want people to say Wow. Wow I love that! Wow I want to go back! Wow that person was amazing, and really helped me because I was having a bad day, or I needed the information.

Tom, talk to us about your area of expertise and how you shared these crucial elements of customer service, and the tools for Customer Delight with everyone at the UVI communities.

6:16 – 7:47 (Tom Hewlett)

Well my background frankly is in cultural change, organizationally. And providing the templates if you will, to enable organizations to become the type of organization they choose to be. And you're really talking about in some cases visceral change within the organization. And our habits tend to spring out of who we are and how we think. And sometimes you even have to begin with a realigning of our thought processes. You know you want a different result, the quick and easy way to impact the result is to change what you do. But what you do spring out of what you think about and what you believe. So sometimes you're really starting with changing the belief system, Can we change! Right! And what does great customer service really look like? So if you don't go all the way back, and that requires frankly a lot of humility, because you've got to be willing to rethink what you think you know, Ok. Well Will Rogers made this observation one time, he says "You know it's not what we don't know that hurts us, it's what we do know that just isn't so. (Laughter) So sometimes we believe the wrong things to be true, so we act out of that misinformation and we produce a horrendous result.

That's my background, frankly is sometimes getting people to the very core level of rethinking just what they think they know. And based on that developing the foundation for a different level of action they can take that will produce that result they want.

7:48 – 8:26 (Christina Chanes)

And also it's a great opportunity to grow, because when you change, you challenge yourself and you're thought process to think differently. You're growing and it's almost like your exercising your skills and giving a better benefit to your job and your supervisor but the end result is the customer that you're serving which is the students in the community of the Virgin Islands. And so, that must have been wonderful. How were the Workshop? How did people enjoy them? And what do you think the big takeaways were?

8:27 – 9:58 (Tom Hewlett)

You're looking at me so I'm assuming you're addressing that question to me?

(Christina Thomas) Yes I'm a talking to you.

I think probably the best people to respond to that would be participants who were sitting in the seats. I know what my intent was, and my intent was that they understand that the whole concept of customer service, looking at it through 2 lens rather than 1. There's an inclination to say what can I do to make this person feel better about the service and that's kind of a one dimensional perspective. I think you have to look at it through the paradigm of, how the person is performing the service better served by giving great service too. So you really have to think through both lens. And I think the other piece of that is the context that were in that gives a sense of urgency to this whole notion of selling in the service that we provide. And the context in the very real sense that UVI finds itself in at the moment is frankly, declining enrollment, you find yourself as a consequence of that with some budgetary challenges. You find yourself in a very competitive market where nobody necessarily has to come to the Flagship University on St. Thomas or the other locations, they can simply sit in the living room in their pajamas if they want to and get any degree they want. So being in a very competitive market requires that we give them a compelling reason to come see us.

9:59 – 10:24 (Christina Chanes)

And it is the talent, but it is the quality and service at the end of the day, and everything that you do really relays back to service and customer service if you will. Dara, I mean in our department "Cooperative

Extension” where face to face with the community on a minute by minute basis, and you can share your experiences with regards to that. And you also was a participant in the workshop yesterday.

10:25 – 11:23 (Dara Cooper)

Yea Correct! I was as well as Tony Thomas from our office, and Dale Morton. And I know that we definitely have some takeaways. And we started, as soon as we got back to work yesterday. And even up to last night 7:00 pm, speaking about how were going to use these to implement what we need to within our community and within our offices culture, because our key customers are the community. Student youth for right now we have the collegiate 4H program going on so our key customers in terms of that area are the youth in terms of various 4H clubs in the community. We have one right here with the collegiate 4H radio club. So that’s a push that were using to start to formulate and integrate for a Junior High School that also now wants a radio program, so I’m like we can do it in this way where you will learn all of these principles that we teach from having 4H clubs. And then of course you get the other content with it as well.

11:24 – 12:37 (Cherie Wheatley)

And you know one of the things that I thought was delightful in terms of some of the secondary benefits from the conference wasn’t only talking about how you serve, but it talked about the character building elements that you can take away to any organization that you’re in. Particularly youth organizations, particularly children that you’re raising because you’re raising these children to be great members of society. In some of those videos that showed how the coaches didn’t focus on winning the game, they focused on the character that you were building, so you would always know that you would have to do your best, and the result of doing your best, you will win games. And so that’s some of the services too because yes we all work here at UVI and its important for us to give service, but where also service minded people in our communities. Whether it might be in our church, whether it might be in the youth group, or whatever board that we sit on, in our household etc. So a lot of these skills, are life skills that you can take.

12:38 – 13:59 (Christina Chanes)

And I think for Cooperative Extension, I am confident that I can say this for all of us. We all work with a variety of people in the community and I know from my colleague Bianca and myself, we teach in schools and we work with very young children. Kindergarten, 1st Grade, and it’s important because that’s their first interaction with UVI. And when you think about recruitment and customer service and retention, if you’re talking to them in kindergarten and you’re bringing them up through middle school and high school, well then you’re getting them into collegiate 4H. Hopefully, well I come from California LA, and it was always give back to the community. So if you live here an you go through the programs here such as in your church and you have those skill building tools such as the Wow customer service techniques, you’re going to become a better high school student, a better university student, and some of those people are going to become UVI employees. So start young and go long and think about success, I mean I don’t know Tom how you feel about that but it’s important to, as you said make sure that in every aspect of your life cause that coach is impacting that.

14:00 – 14:17(Dara Cooper)

And uh, were going to pause for a brief station ID, and continue joining the conversation with Cherie Wheatley of the WOW Campaign here at UVI, Tom, Christina, and myself. I’m Dara Moneca Cooper of the University of the Virgin Islands Cooperative Extension Service, stay with us we will be right back.

14:18 – 17:35

(WUVI Radio Ads & Music)

17:36 – 19:45 (Dara Cooper)

And where tell you what's going on right here at the University of the Virgin Islands. This is your Cooperative Extension Service Weekly Radio Program with host Christina Chanes and myself Dara Monifa Cooper on the St. Thomas Campus, and to remind you that we air on both campuses so we wanted also to give a shout out to Clarice Clark on our St. Croix Campus who runs the program from over there when we do alternate weeks. Quick note, we do have somethings coming up in the future like the agro-fest that's going to be happening next month, I wish you could stay here for that.

I would love to see that – (Tom Hewlett)

(Dara Cooper) That's a big one, but we will be posting information online to share with you, hopefully some videos and pictures and so on, so that you could find out more about that. But I definitely had some takeaways from yesterday's Wow training. And a lot of it was common sense which isn't so common as we spoke about yesterday, but especially in the way of uncovering your own unique voice. Each person, and I didn't expect a lot of that, I didn't really know what to expect but I know in our office what we could possibly think would happen at the training. And we weren't expecting to be told about things relating to self-empowerment and self-building and it only makes sense that you have to start there. So things related to proactive versus reactive language and getting from the day, not through the day, and the difference between what that really means. But using the parts of what you spoke about with defining excellence at different levels we know that we have to think about customer service on a university level and the department level but first and foremost, individual and personal level. So the organizational values, guide, and our mission statement and our core values, really looking at those with a microscope and figuring out how we can actually live those and not just have them printed on this really- really cute little bookmark here. But Cherie if you could share with us, and Tom the relationship of how you see all of this working together with the university already existing core values.

19:45 – 22:58 (Cherie Wheatley)

Well Um, values is something that I believe you can continue to build on because their solid, they are something that can go on into eternity because they are core values. Now the vision is something I believe we can change based on our economic times and various factors changes, but values remain the same. UVI has adopted something called the UVI Service Principles. And that's what you have in front of you in this little colorful document, it's a document that has a picture of the St. Croix Campus and the St. Thomas campus and then it also contains the buccaneer pride symbol, the logo, the mission statement, and just one of UVI famous statements "Honoring our Past, Creating our Future" "Historically American, Uniquely Caribbean, Globally Interactive".

And where going to see these around campus more often right? (Dara Cooper)

Yes (Cherie Wheatley)

We'll have some in here in the station so that the collegiate club can really be paying attention to it. (Dara Cooper)

Great, you can get some from our office. But um, just to go over the UVI Service Principles so we could start putting them in the atmosphere.

Principle 1: I will keep my work area in a professional manner.

(Laughter) (Dara Cooper)

I Love that because I'm a neat freak, so I love that. (Christina Chanes)

I will respond in a timely manner to issues that are within my purview. (Cherie Wheatley)

And I know we've had something like this come up like this last year in the University where it stated within two rings we have to answer the phone, and then within a certain number of hours whether at the end of the day or the next day you have to respond to emails. (Dara Cooper)

Those are standards, and those are some of the work we are asking departments to re-look at because your standards are something that should be unique to you because everybody can't answer the phone within two rings, you know like in some of your areas like AES maybe a portion of the day you might be in the field and you might not be by the phone. So you set your standards based on things that you can realistically accomplish. So in a case like CES or AES you would say that, "You would respond to your customers within 24 hours" whether it's a voice mail or email. So you set your standards so that you can win at it and accomplish it. Not standards that you know you cannot attain, because your workflow does not allow you to do so. So that's why we make the common sense kind of common, because we want you to win at this, we want you to feel successful at this.

Right it shouldn't be a burden, you should want to succeed. (Christina Chanes)

Yes (Cherie Wheatley)

22:59 – 23:57 (Tom Hewlett)

Well if I could just hitch hike on that for a minute. I think an important consideration is in fact that standards spring out of principles that really define maturity when you get right down to it. We shouldn't do these things because our end in mind is to manipulate people and make them feel that we care about them. But we should spring out of a natural genuine care that really comes from our heart. So we really are talking about the fact that to really be able to give customer service frankly requires you to be really mature. You need to be a good person in the first place, to be really able to adequately convey the fact that you do genuinely care about this person. Anything else is going to be interpreted as what it is frankly, and that is an attempt to manipulate the person on the other side of the counter. It really needs to spring out of a genuine care and concern and compassion for the person.

23:58 (Dara Cooper)

Right, because otherwise we will be doing the exact opposite extreme of the intention.

Right! (Tom Hewlett)

(Dara Cooper) I know that when we talk about making common sense, common practice some of the key phrases that we pull out of the UVI mission statement and some of the principles that already exist in UVI include being service oriented, being a more customer oriented culture. And customer focused service, being friendly and not necessarily fake friendly but actually being friendly, and then providing high quality. That's the order that I put it in, because the quality can be great but if we don't have the friendliness the customer focused and the customer oriented culture you know people still go for standing in the line with the down-syndrome child or young man who is at the shopping mart. Could you tell us a little bit about that story?

24:52 - 27:41 (Tom Hewlett) Well that's a great story in fact, if anybody wants to google this you could get the story first hand, it was actually produced by an organization called "Simple Truths", so you can go to simpletruths.com if you like an you'll find a myriad of marvelous little video vignettes that tell great stories and have powerful lessons, but one of them is about a young man named Johnny the bagger. Johnny worked in a grocery store and I think that you would agree that if you were to establish a pecking order of people the baggers would be at the bottom of the order. And maybe right on the same line with those who run around the parking lot and pick up the carts. It's ok their probably on the same level but um, you know what where would we be without those people. Theirs is an important function too, it's just different from the others. And so Johnny being Down syndrome, the big push was put on his organization to do something unique to provide customer service through the lens that you would think he would think through. But Jee-Wiz I'm just a bagger what can I do? But he went home and thought about it and talked with his dad about it and he says "I know what I can do". I can give everybody who comes to my counter a thought for the day. So I'll just look up on the internet some thoughts for the day and I'll write them on little slits of paper, and I'll drop them in their bag as I'm bagging their groceries. Well that seems like a neat idea, so he says you know what some days I couldn't look one any so I just made one up. Which I taught was cool. Well after about 3 or 4 weeks of this the manager came out one day and he noticed there was an incredibly long line at one of the registers and so he made an All Call "We need more folks at the registers everybody come up here real quickly" and as they came up and manned the registers, he's walking along that long line suggesting to people that they go to one of these other registers that are open. But the response was interesting, they said "No I'm going to stay here to get my taught for the day". Isn't that interesting? So other than going to the shorter line, they defaulted to staying in the longer line and get Johnny's taught for the day. Now here's the one that was music to the managers ears; he said that one of the patrons said, well you know I used to come here about once a week but I come here almost every day now for my taught for the day. That's great customer service! And see what is unique about that is that Johnny found is unique contribution. And that's what everyone needs to do, what is your unique contribution? That fits within those standards obviously, right! But we need, each one of us to translate our own version of excellence. What does that look like?

27:42 – 28:25 (Dara Cooper)

Thank you so much for sharing that, that's a really heartwarming story. I was speaking to someone yesterday who had a similar training at the Ritz Carlton. And she asked me about that story and if it was told, so I made sure to let her know, yes definitely along with some others. Something else we spoke about yesterday was that CES's unique contribution to our clients as what we tend to hear a lot is being, the best kept secret at various Universities not just UVI. And I would like for you to share a little bit about your experience with extension service offices and staff elsewhere, because nationally I know that the culture of not selling ourselves very well seems to be a common threat but we do such great work in the community that our clients is the one that usually sells everything for us.

28:26 – 13:13 (Tom Hewlett)

Well I got to tell you I'm a fan of Cooperative Extension. I grew up in rural Mississippi, um little elementary school that didn't have very many clubs but the biggest club in our school was the 4H club. I was a poultry guy ok, I had 110 road island red alright, and got really good with this business or judging hinds and eggs and all of this stuff, and won money at the fair with my blue ribbon chickens. But one of the things I really loved about the Cooperative Extension was it gave me such a myriad of services for operand's for learning. I went to a conservation camp that was put on by the Cooperative Extension, and what a powerful experience that was as a young teenager. To understand that I have an opportunity to really impact the planet in very concrete ways, by simply developing the habits of respecting the planet, and being a contributor to it and not someone who takes away from it. But what I've learned over the course of the years even as becoming an adult is that there is just a myriad of resources available through Cooperative Extension that unfortunately a lot of folks don't know about. I would just encourage anyone that has an interest in frankly just simple matters of just having a more effective home life. Or influencing children or teaching kids anything at any level. Tap into the Cooperative Extension and say do you have any resources around and just fill in the blank and I can just about bet you, they do. And so I just encourage everyone; I didn't intend for this to become a commercial for Cooperative Extension but I am so proud.

That's OK! We Love That (Christina Chanes)

Laughter (Tom Hewlett)

And We Love You (Christina Chanes)

30:16 – 30:55 (Cherie Wheatley)

I myself was a 4H student, back then we used to get the little exercises in the mail. Back then, this is a long time ago when I used to get my little assignments, and I think it was called highlights. I used to get highlights, and I used to look forward to doing highlights.

(Tom Hewlett) I forgot all about highlights, I remember that now.

(Cherie Wheatley) My son Shamar was also a product of 4H, he was always in the carnival troops, he was always in the summer stuff, and one summer he worked as a consultant for 4H also, so we love 4H.

30:56 – 31:02 (Christina Chanes)

That is awesome! Their military brats and then their 4H brats. We love our 4H brats.

31:03 – 32:10 (Dara Cooper)

Definitely, and thank you all for helping us highlight what's going on at UVICES, and that's the acronym that we use because you're right. Talking about highlight in the mail that's giving me an idea, Facebook is the way we do things now because that seems to be where they are so we reach them where they are. We don't necessarily try to bring them where we are directly, so indirectly that's one of the ways that were online and connecting with our 4H students and other students, as can see here we like to keep calm and try to encourage them to join 4H. But we also have the educational publications in all the different areas of Cooperative Extension Service, whether it's natural resources, agriculture, 4H family consumer science, or the latest area which is what we're doing now "Communications Technology and distance learning". As you spoke about the fact that someone should be able to be home and learn anything. That's the direction that Extension Service is

going to and so with this radio program, with social media, and with some of the other things that are going to be coming in the future whether it's computer classes and offering things on YouTube, we're trying to head in that direction.

32:11 – 32:28 (Cherie Wheatley)

That's excellent! And that's a part of the vision that I talked about earlier. Your values stay the same, and I'm sure one of your core values is to provide education in (pause), what area is it?

32:29 -32:34 (Christina Chanes)

Cooperative Extension, 4H consumer science, agriculture and natural resources and..

32:34 – 32:47 (Dara Cooper)

Communication technology and distance learning. But yea our motto is founding to the needs of the community. So whatever is needed, pretty much we research and then we create an educational opportunity for the community.

32:47 - 33:25 (Cherie Wheatley)

And that's a value, and that will always be, but the vision and how you do it. You know when I was a little girl you did it through the mail, now my little nieces and nephews they can tap into Facebook and tap into Twitter. So that's how I was talking about the principles and the values. Values is something that never changes. What changes is the vision and the task, in terms of how you're going to get it out there. But it's still the same value, to educate, to promote corporate education and 4H education.

33:24 – 34:18 (Dara Cooper)

Right! And you said we're online as UVICES, Facebook, Twitter, Instagram, YouTube, LinkedIn, all of that. UVICES is pretty much branded for ourselves online and I really enjoy getting much more you all, who are people outside looking in. Because it's challenging for us to see from the inside, what are the things we need to do to improve. I'm going to go ahead and start doing some Facebook posting and tweeting about this right now while Christina takes away with the rest of the program. So again thank you so much, and I know there's one other point here just building personal equity, if you could get into any of that, cause I know that the things I took away were reputations, self-esteem, job security, and then earning power in that order. For what I wanted to be able to learn, to share with our staff and our 4H students.

34:19 – 34:26 (Christina Chanes)

So let's talk about that Dara um, lend herself to a great question. How was that received and what did you share?

34:27 – 35:14 (Tom Hewlett)

I think they were a little bit surprised that we took the time to talk about it through the lens of "Why is it good for you?" to give great service. And I think they expected just the focal points, of just here this is what I need to go do. Not realizing necessarily that theirs a value to them as well. So I think it's important to understand that when we make the commitment to make great service, what were really doing is signing up to a higher standard ourselves. And when we do that obviously theirs the significant personal growth that takes place, once again I say at a very visceral level. We just become better people, giving great service frankly just makes

common sense. It's just a good idea, it's morally the right thing to do, it's ethically the right thing to do, and it's logically the right thing to do.

35:16 – 36:09 (Cherie Wheatley)

And you know what I find? That people buy because it's an idea, it's a concept, it's a new way of thinking, it's a transformation of yourself, and people buy things when they can see the benefit. So the question is, what's the benefit for you? What are you getting out of it? And once they can line it up and say WOW! And once Tom told them what some of the benefits were for you, like Dara said she wasn't even thinking about that. So I think that people were really-really excited about it, to realize or to clearly understand that there's something in it for you. This is what's in it for you! Where talking about equity, self-equity and making yourself more valuable, making you more employable.

36:10 – 36:52 Christina Chanes)

Well at the end of the day you have to look at it from the perspective that were all employed here. And if we don't give good customer service enrollment is down. How are we going to increase it? So if we don't have a lot of students were not going to have a lot of employees. At the end of the day it's very personal. It is about personal equity and personal responsibility. Share with us some of the other things that you spoke about yesterday, that you felt were important takeaways that we can build upon in the next weeks and months to come. Because this is the beginning of the wow process and certainly not the end. Correct?

That is correct! 36:53 – 36:54 (Cherie Wheatley)

Tom! 36:55 – 36:55 (Christina Chanes)

36:56 – 39:36 (Tom Hewlett)

Perusing the personal equity piece, I think one of the things that came out yesterday that was very abundantly clear to me is that people are delighted to be part of the mission of UVI. They like being part of this institution, it's the Flagship University for the Virgin Islands. Which puts it in a position to be powerfully influential, and they like being part of something good like that. But you want to continue to have the opportunity to be part of something good like that. In a world of declining enrollment you begin to question, will we always be able to do that? You can't take that for granted. Particularly in the realistic market that you find yourselves in, were you got a very competitive market. As I said people don't ever have to leave their homes to get advanced degrees. We've got to give them compelling reasons to be here. So from a very selfish perspective if I want to continue to be part of something great, I need to make this thing continuously great. And one of the best ways I can do that is, excel in the service that I give. To give people compelling reasons to want to come back here, and by the way to stay here and complete their programs. Frankly one of the things that colleges and Universities are more aligned around in terms of valuing their true values as an institution, in fact their very accreditation is tied to the extent of which students don't just come here, but they stay. They stay and they complete certifications and they complete degrees. Now if you don't do that, if your completion is low, then your accreditation is in jeopardy. So your right to continue to do what you do is on the block if you don't wow them to the point of them saying, "I had such a delightful time here, let me make sure I stay and complete this program, in fact when I complete this one, I got another one I want to do. So there's the value from that, but I also want to reiterate the point that by virtue of simply committing yourself to do the job you do right now really well, it positions you to have high stock in the organization. People around you say what a great contributor he or she is. And it also affords you an opportunity to be assured of high levels of employability

either here at the university or elsewhere. Because you are a good steward at the job you had, it positions you to be a great steward potentially at some other job that you might find, would give you an opportunity for advancement and to better yourself.

Exactly! 39:37 –39:37 (Christina Chanes)

39:38 – 40:58 (Cherie Wheatley)

And see that's why the university is being very intentional about customer service. And ensuring that every person who works here understands that this is not something that's going away. This is something that's very important. This is something that we're holding every employee accountable for, these actionable items. And that's why it's so important that we complete the work so departments can really understand who their customers are? What their functions are? And what excellent service looks like? Because once that's clearly identified you know exactly what you need to do, you know what's expected of you. Because the way that service becomes excellent is from the consistency of it. That means that if I go to admissions I get great service, if I come in the classroom I get great service, if I go in the library I get great service. And that's where the excellent comes in, a service is not tied to a person but it's tied to the institution. And that's what we're striving for, consistency in service delivery and excellent customer service delivery.

40:59 – 41:35 (Christina Chanes)

And I think to Dara's point it really is building personal equity because you have to be willing to offer excellent customer service, you have to be willing to learn excellent customer service. You also have to be willing to accept it from your colleagues. You all have to raise the bar collectively so that we can be competitive as an educational institution and on the global market. As you said Tom, people can sit in their pajamas and get a degree online, so what makes us special, and Wow customer service is it.

41:35 – 43:03 (Cherie Wheatley)

That was one of the points we talked about yesterday to, that Tom advocated that people should team up with a buddy, set goals, and determine where you're going to be next month. What you're going to work on, and see where you are with accomplishing that goal. Teaming up and having somebody holding you accountable and you holding them accountable for moving that match. And we also have other tools like we also have a wow website, you could go to it from UVI webpage .www.uvi.edu and just type in wow and you will be able to get into that page. It's a very good resource page and we're going to continue to build it and departments can use that as well for motivational videos, if they want to concentrate on one of these service principles. How do you deal with when you're not having such a great day? How do you deal with difficult customers? Etcetera. What we're doing is encouraging department heads to have a five minute customer service corner on their monthly agenda. Because we want to keep it consistent, we want to keep it current, we want to keep it up in your face. So we are going to be doing some things as well, in terms of having a principle for the week, and doing some newsletters etcetera.

43:04 – 43:46 (Christina Chanes)

I think that is so crucial because if you read it and say it, you'll do it. It's that positive affirmation. But I want to ask you a question because I've encountered this a lot. I'm a new employee here and often I hear we've always done it this way! We've always done it this way. And I wrote an entire article for the Hotel Association on "We've always done it this way". I'll dig it up its kind of comical, but what is your response to that? And why

should people strive to be excellent and to change, and to challenge themselves to provide excellent customer service?

43:47 – 45:36 (Cherie Wheatley)

Well that's why we're going through this exercise. To have people look at their functions and determine what excellent customer service looks like. Because for some of them the way that they've always did it is great. And for other thing you have to adjust it and change it and make it better. But people say that because we are all creatures of habit. And it's so (Frightening! – Christina Chanes) Yea, and that's what it is, it's just that change. And that's why we're promoting this wow customer service and transformation. Giving you skills and telling you to team up with someone, so you don't have to be frightened. You don't have to think that well, "I don't really know how to do this, I just want to stick to it this way!" Sometimes it's a skill deficiency as well, and just getting people to engage in one another, to help one another especially in departments. Because if I look good, you look good because we represent a whole unit, a department. So having managers being able to identify those skills, and what people are really saying. Because "We've done it this way, and we've always done it this way" they're really saying something else that department heads need to be able to look at. And while their looking at the different functions of what excellent customer service looks like, they will be able to re-tool and develop more standards of excellence that meet the needs of their customer and their different clientele and changing customers.

45:37 – 45:38 (Christina Chanes)

Tom!

45:39 – 46:27 (Tom Hewlett)

If this process works really well! And the way you will know it's working well, is if Cherie is going to need something else to do. Because eventually it becomes cultural, it becomes so ubiquitous it's everywhere, all the time excellence that we don't even think about it anymore it's just how we do things. It comes like the mortar in a building, nobody ever walks up to a beautiful brick building and says "Wow isn't that mortar really cool" No, but what's the importance of the mortar, all it did was hold the building together, that's all ok. But it's not even noticed, you see what I'm saying. It's so everywhere you don't even notice it anymore, it's just how we behave and think. That's when you know it's become cultural.

46:27 – 47:12 (Christina Chanes)

I think that's one of the most amazing and unique things that UVI has to offer, it's their history and tradition. But as Dara said and as you said Cherie, we don't get stuff in the mail anymore. We go to the computer and we actually get everything online, from our banking statements to paying our bills, to communicating with our grandchildren across the nation or even globally. So change can be good. It's challenging but it's important, and in order to stay cutting edge and to maintain the university standing as a global leader that change is a challenge for all of us "It's eminent"

47:13 – 47:49 (Tom Hewlett)

You know habits, if were basing them in principles really serve us well. If we aren't careful though and if were not constantly examining our behaviors and making sure that their continuously relevant, then what we find is sometimes habits become rut. And someone made the observation that theirs a great difference between a

rut and a grave. So we need to make sure that we're not in a rut, but in a pattern of behavior that produces continued great results. Then you know that the habit is principle centered.

47:50 – 48:36 (Christina Chanes)

And I think the neat thing about customer service and working to provide excellent customer service is that again your striving, your growing, and your challenging yourself. So even if being a custodian or like the newest employee at Cooperative Extension, it's growth and development for me as a person, but there tools that I can use in my family, volunteer work, and every other aspect of my life, which is important because I'm growing. And ultimately sharing that with my children and grandchildren, and the individuals that I work with in schools and elsewhere, and that is a big thing that Cooperative Extension is all about. We serve the Community!

48:36 – 48:39(Cherie Wheatley)

And that is your voice! And we can tap into that.

48:40 – 49:03 (Christina Chanes)

And we are the best kept secret at the university, just ask us we'll tell you.

In closing I just want to make sure that we hit all the highlights. Are there any exercises or activities that you did that you wanted to share. Maybe people could practice at their staff meetings or during the day.

49:03 – 50:45 (Cherie Wheatley)

One thing I would like to share is to tell people is how you can get wowed. Or the process of getting your wow logo for your email signature, and how you can get wows? That's one of the biggest questions that we get. Just recently we had a wow patrol with the Provost, the President, and some members of the Wow Team including myself. And we visited every person on campus who received a wow. So wow is a recognition of your service when you go over the top and somebody feels very happy about the way you served them.

And people could send wows to you at wow@uvi.edu. But what we've come up with a way for people to know, and to ask how are you doing? That's one of our logos as well. "How are You Doing?" "How is UVI doing?" "How is Cherie Doing?" "How is Tom Doing?" So there is our signature that has your name and the wow logo, and the question "How is Cherie Doing?" and you will substitute your name for it "How is Christina Doing?" And we say tell us, at wow@uvi.edu.

That's Awesome! 50:46 – 50:47 (Christina Chanes)

50:48 – 51:22 (Cherie Wheatley)

So that's how people are wowed. And then we collect those wows. We're going to do it twice this year, but as wow customer service has more funding, were going to probably do a little more creative things with the recognition pieces. But we had a wow event in December at our Christmas Party where the top wowers were recognized, and we brought them up and we did a whole bunch of stuff at the party to wow them.

51:22 – 51:41 (Christina Chanes)

That's a title to strive for, I want to be a Wower. That's exciting!

Tom in closing, we just have a few more minutes with the Cooperative Extension show, but I just want to make sure that we can incorporate any tips or tools you have for us that we can incorporate in our daily workday.

51:42 – 54:40 (Tom Hewlett)

I think primarily what I would suggest to you is just be willing to re-examine yourself in terms of your personal effect of this individually. That's kind of entry ticket stuff, how am I doing as a person? How effective am I, as a person? Do I really behave responsibly? Or do I respond reactively to people around me when things don't go my way. Do I get excited and fly off the handle? If I'm not the type of person that can stay level headed I'm not going to perform great personal service to people around me. Do I have clarity to what my particular contribution is? If I don't I need to get clear on that. How organized am I? See this is basically an entry level skill. Do I plan well? Do I plan my days and my weeks? Am I good at building high trust relationships with other people? Cause if I can't do that I'm not going to be a great server in any role. So how am I doing in building high trust relationships? And how do I communicate, do I really care what other people have to say? Do I really listen in a way that demonstrates that I care? Or am I just listening, and putting up with them until I can find a point when I can jump in and tell them what we need to do. Am I listening with compassion? Am I working collaboratively? Do I have that capacity? If not I need to develop that competency for collaborate work with other people. And finally, am I continuously taking care of myself. Am I continuously learning and growing? And in the physical dimension, how am I simply doing in caring for myself? So that I can bring my very best self into service. Can I just kind of wrap up with one quick story?

I can't think of a more relevant example of giving yourself to others than the nuns in the order of Mother Teresa. Because they really gave themselves to people who everyone else had discarded and thrown away. Orphans, lepers, these were the people who received the service of her order. And she said to her nuns in her order when she was living. She said, we want to perform our work in a way that provides a light to the world. So what is that implying, we all need to be servants in some form or another. But this is where she added this caveat, she said but if we are to perform great service, we need to make sure that we serve the servant. If we are going to become lights of the world we are going to need to remember to take care of the lamp. We need to put oil back in the lamp, we need to renew ourselves and refresh ourselves, and position ourselves to give the very best service that we can give. Because the people we serve deserve nothing less than the best that we can give.

54:41 – 55:25 (Christina Chanes)

Wow!! Thank You for joining us, that is powerful. I love that.

Cherie Wheatley of the Provost Office, and Mr. Tom Hewlett our presenter for "Wow Customer Service" for both our cabinet and leadership, as well as the staff and faculty of the University. This is Christina Chanes, along with Dara Monifa Cooper, Cooperative Extension Service, and WUVI am 1090 on behalf of Kofi Boateng, Kwamee Garcia, Dr. Carol Johnson, and all of the staff at UVI. Cooperative Extension Service on all 3 islands, we thank you for listening and don't forget to be the light. Thank you, and we'll see you next time.

55:26 – 57:47 (Outro Music)

Song Plays - "What's Going On" by BlackNotes