CMU’s student employees have a long tradition of giving friendly, thorough, and timely service.

Your participation in this Student Employee Online Orientation assists you in maintaining that tradition.

You will learn about:

• Employer Expectations & Training
• Professionalism
• CMU’s Service Excellence Initiative
• Quality Service
• Phone Skills
• *and* Confidentiality.
IT’S ALL ABOUT EXPECTATIONS

CMU employers expect you to be:
- Prompt and on time
- Dressed appropriately
- Able to retain training information
- Ready to ask questions
At CMU *all* work is important. There is no such thing as trivial work.

If you don’t agree, then

- Eat lunch off of a **dirty plate**;
- Walk through a patch of **wet, uncut grass** on the way to an interview;
- Check the **empty** toilet paper dispenser.

On-campus employment is relevant. An overwhelming majority of student employees view their jobs as **real jobs**.
Our Student employees know the work they do is highly relevant, both for the department they work for and for themselves.

Student employees know they lay the foundation for the development of their reliability, determination and self-discipline. They walk with these qualities daily and so will you. Hold tightly to them.
REMEMBER!

Your education propels you toward your goal.
Your on-campus job is a vital part of that education.
This combination achieves your goals!
Part of any job is to retain the training received in the work place.

Ask the person training you:
Am I allowed to take notes?
Is there a training manual?

You are encouraged to ask questions about duties and assignments, and it is your responsibility to grasp the information as quickly and thoroughly as possible.
RETAIN THE TRAINING

Do *not* expect to be retrained each time you show up for work.

Supervisors expect you to develop expertise in the duties given to you. Much of the training received is ongoing. You may not learn everything needed the first day on the job. Be patient and pay attention. If you think you might be missing vital information, ask for it.
Three of the most depressing words supervisors hear are:

“Nobody told me.”

If you do not know, ASK.
RETAIN THE TRAINING

When you clock out after your first day, you should know:

• Who your supervisor is.
• What your schedule is.
  Do you have a previously scheduled doctor’s appointment, vacation or event? Let your supervisor know on the first day.
• What your hourly rate of pay is.
• What your job responsibilities are.
• A basic idea of how to successfully complete assigned tasks.
• Where you clock in and out.
Keep in mind:

Your supervisor defines what success is in the workplace.

You may have your own idea for what makes a successful workplace, but ultimately that call is made by supervisors and management.
PROFESSIONALISM

Professionalism includes:
• Showing up for work on time
• Dressing appropriately
• Following instructions

Professionalism means being:
• Polite
• Courteous
• Conscientious
PROFESSIONALISM

Professionalism means asking permission for everyday things, such as:

- Using a cell phone
- Browsing online
- Doing homework
- Allowing friends to stop by
- Snacking
CMU employers expect you to arrive on time. This is not only a matter of professionalism. It is a matter of fairness.

The world relies on students to keep things honest. Students have the most finely-tuned ‘fairness-meter’ of any group of people, anywhere. Extend that tradition to the workplace. You are hired, scheduled to work, and relied upon to show up.
PROFESSIONALISM: Promptness

If you do not arrive on time or even show up for work, these are the consequences:

- Deadlines will not be met
- Meetings will be missed
- Customer service suffers
- Overtime becomes necessary
- Offices may close
PROFESSIONALISM: Promptness

This quote from one CMU supervisor expresses the importance of arriving on time:

“I have missed several scheduled meetings when students didn’t show up (to work)…When students aren’t here I spend the day answering the phone, directing traffic in the office, running photocopies, and doing the student’s work instead of what my boss needs me to do. The whole office is negatively impacted when our students do not show up, or (they) call at the last minute saying they have a test to study for or they have a paper due. We cannot function at all with undependable help.”
PROFESSIONALISM: Appropriate Clothing & Personal Hygiene

Ask your supervisor what is appropriate and what is not. What you wear to class, or in which to socialize may not be acceptable for the workplace.

Also, pay attention to personal hygiene.

FOLLOW THIS SIMPLE RULE: BE CLEAN AND COVERED
PROFESSIONALISM: Appropriate Clothing & Personal Hygiene

As examples of appropriate attire we incorporated information from the *State of Michigan Employee Orientation Guidelines*. The following examples are not meant to be all inclusive, but serve as a guide to define appropriate casual business wear. Departments may have different expectations.
Examples of Appropriate Attire

- **Pants** - Cotton slacks and jeans are acceptable provided they are clean and wrinkle-free. Jeans should be free of rips, tears, holes or worn spots. Walking shorts for some departments are ok during the summer months.
- **Shirts** — Casual shirt, golf shirt, sweaters and turtlenecks are acceptable, as are CMU sweatshirts and t-shirts.
- **Dresses and Skirts** — Casual dresses and skirts, and split skirts at or below the knee are acceptable. Dress and skirt length should be no shorter than four inches above the knee.
- **Footwear** — Loafers, boots, flats, dress sandals, open-toed shoes, clogs and leather deck shoes are acceptable. Athletic shoes and sneakers may be appropriate for some departments.
- **Jewelry** — Should be conservative.
PROFESSIONALISM: Appropriate Clothing & Personal Hygiene

Examples of Inappropriate Attire:

- Sweatpants, wind suits, shorts falling above the thigh or short-shorts, bib overalls, leggings, spandex or other form-fitting pants.
- Halter-tops, tank tops, clothing with any writing other than CMU apparel, low cut tops or tops exposing more than neck and arms.
- Mini-skirts and spaghetti-strap dresses should not be worn to the office.
- Slippers and flip-flops are not acceptable.

A good rule of thumb: If you can bend over at the waist and feel comfortable not showing more than is appropriate, you should be ok to wear it to work.
When CMU supervisors describe the qualities they look for in student employees, they want someone...

**WITH:**
- A Teachable Spirit
- Attentiveness
- A Can-Do Attitude
- Commitment
- Common Sense
- Enthusiasm
- Flexibility
- Good Hygiene
- Focus
- Maturity
- Motivation
- Organization
- People Skills
- Self-Confidence
- Timeliness

**WHO IS:**
- Accurate
- Cheerful
- Considerate
- Customer-Oriented
- Dependable
- Detail-Oriented
- Eager
- A Good Communicator
- A Hard Worker
- Helpful
- Honest
- Personable
- Pleasant
- Polite
- Positive
- Prompt

**WHO IS:**
- Punctual
- Reliable
- Respectful
- A Self-Starter
- An Initiator
- Thorough
- Trustworthy
- Well-Spoken
- Well-Mannered
- Willing
- A Team Player

**AND TAKES:**
- Care
- Responsibility
Central Michigan University is widely recognized for its friendliness. CMU is known for providing knowledgeable and caring service to our students, faculty, staff and those external to the University. We value people and treat them with respect and dignity. A continual goal is to build on this strength and tradition, ensuring our service standards penetrate all levels and areas of our organization.

At CMU the most widely held values associated with Service Excellence are:

- **Availability** when needed
- **Caring** about others
- **Knowledge** regarding roles and responsibilities
- **Follow-Through** on statements and commitments
SERVICE EXCELLENCE: Availability

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<tr>
<th>Accessible</th>
<th>Punctual</th>
<th>Attentive</th>
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The essence of availability is providing service when and where it is needed. Help should be easy to get. Availability depends on many factors: location, hours of operation, physical arrangements, and accommodations for individuals with disabilities.
SERVICE EXCELLENCE: Availability

Use positive and open body language.
Do not slouch or fold your arms.
Acknowledge any inconvenience.

BAD: “We don’t handle class withdrawals.”
GOOD: “I’m sorry, we don’t handle class withdrawals. You will have to go to the Student Service Court.”
GREAT: “I’m sorry, although our office does not handle withdrawals, let me call the Registrar’s office to see if there is someone you can talk to about that.”
SERVICE EXCELLENCE: Care

<table>
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<tr>
<th>Respectful</th>
<th>Polite</th>
<th>Friendly</th>
<th>Helpful</th>
<th>Cooperative</th>
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Caring individuals display these traits in all daily interactions. We demonstrate dignity, a positive attitude, equal and consistent treatment, appreciation for diversity, open-mindedness, honesty, fairness, and compassion through all we say and do.
SERVICE EXCELLENCE: Care

Ask yourself how the customer may be feeling. Are they frowning or do they seem irritated, confused, ruffled? Be reassuring. The issue is not with you personally, and rarely is it with your department.

BAD: “Wow, what a mess. If we can fix it, it’s going to take a while.”
GOOD: “Don’t worry. We can fix this but it may take some time.”
GREAT: “This isn’t uncommon. It will take a couple of days.”
SERVICE EXCELLENCE: Care

Be helpful. Often a customer does not know which question to ask. Ask questions to prompt them.

BAD: “Do you need something?”
GOOD: “What can I help you with?”
GREAT: “Are you looking for an on-campus job?” or “Can I assist you with a question about your classes?”
SERVICE EXCELLENCE: Care

Listen carefully to the customer. Jot down notes if necessary. Verbally summarize the customer’s situation to be sure you have all of the information; then relay and serve them accordingly.

BAD: “We don’t do class registration here.”
GOOD: “You can find out about registration in the Registrar’s office, Warriner 212.”
GREAT: “I understand you aren’t certain where to sign up for classes and you’re wondering about getting a bump card. Please have a seat and I will check into this for you.”
SERVICE EXCELLENCE: Knowledge

Knowledgeable people know how to do the job well, are aware of processes, procedures, systems, technology, rules, regulations, organizational charts and responsibilities. A knowledgeable person is competent to serve people in an excellent fashion.
SERVICE EXCELLENCE: Knowledge

Know the extent of your authority and assist the customer accordingly. Reassure the customer and give the appropriate information for obtaining help.

BAD: “I dunno. I think you have to…”
GOOD: “Yes, we can take care of that. Let me see who can help you.”
GREAT: “Mrs. Jones handles that. Let me see when she is available to help you,” or “Yes, we can take care of that” and then lead the person through the process yourself.
SERVICE EXCELLENCE: Follow-Through

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<th>Committed</th>
<th>Accountable</th>
<th>Responsive</th>
<th>Supportive</th>
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Follow-through includes whatever is necessary to bring a transaction to a point of closure. We follow up until the final point is reached, and do what it takes to get optimal results. This means the matter has been thoroughly handled by us to the point the person is clear regarding the status, outcome, or resolution.
SERVICE EXCELLENCE: Follow-Through

Keep the customer updated on the progress of the situation or problem. Once the situation is resolved satisfactorily, ask the customer if they have any questions or concerns. Let them know how to contact your office if they have further needs.

BAD: “They’re still working on it.”
GOOD: “My supervisor is checking on that now. We should have an answer soon.”
GREAT: “My supervisor is checking on that now, and we should have an answer in about 30 minutes. Would you like to wait, or can I call you with the information?”
SERVICE EXCELLENCE: Follow-Through

Give a positive send-off, and off a welcome of future assistance.

BAD: “See you later.”
FAIR: “Goodbye.”
GOOD: “Have a great day!”
GREAT: “Thank you for stopping in. Please feel free to come again if you have questions or concerns.”
By following CMU’s **Service Excellence Initiative** you are 100% available to give the most caring and knowledgeable service possible and can follow-through with this service each day you work at Central Michigan University.
Next up: Quality Service.
QUALITY SERVICE

Quality service means action: It is the active pursuit of our customers’ satisfaction. It means identifying customer needs and applying solutions to them.

If our customers are given 100% service, they leave satisfied and return with trust that you will continue to give 100%. Commitment to giving the best quality service ensures a feeling of satisfaction in your job. Benefits: Pride, better working relationships, recognition, and the feeling of involvement.
QUALITY SERVICE

Our customers include so many people: Prospective students, current students, faculty, staff, parents, community, alumni, donors, recruiters, service organizations and more. Your actions, performance and appearance impact our customers’ view of Central Michigan University.

When providing quality service, expect quality interaction in return. You will show you are a good employee to your department or office, and you can use this as a marketable skill on your resume for future positions. Giving quality service gives you the ability to network, serve, mentor and learn from others.
Another key to great customer service: PHONE SKILLS
Phone skills include:

- The initial contact
- Placing a call on hold
- Transferring a call
- and Redirecting a call
PHONE SKILLS: Initial Contact

The caller can hear your attitude!

- Do not answer the phone with anything in your mouth such as gum or food.
- Always smile as you answer. The customer will know if you are smiling.
- Give the caller your full attention. Do not try to do two tasks at once. You will sound distracted.
PHONE SKILLS: Initial Contact

When the phone rings, answer promptly. A good rule: Answer within three rings.

Always smile. It may seem silly because the caller cannot see you, but they can feel the smile in your tone.
PHONE SKILLS: Initial Contact

When answering a call, it is important to relay some introductory information to the caller. All incoming calls should be answered with: “Central Michigan University, the name of your department or office, and your name.” It is important to identify yourself.

Example 1: For the Student Assistant empowered to answer general questions for the department: “Central Michigan University, Student Employment. This is Sierra speaking. How may I help you?”

Example 2: For the Student Assistant acting as a receptionist only: “Central Michigan University, Student Employment. This is Sierra speaking. How may I direct your call?”
PHONE SKILLS: Place a Call on Hold

When placing a call on hold, be prompt, courteous and offer other solutions if necessary:

**Example 1:** Two lines ring at once.
“Central Michigan University, Student Employment. Can you hold for a moment, please?”

If the caller is unable to hold, ask to take a name and number. Return the call as soon as possible.

**Example 2:** You are on one line, another line rings.
“I must answer another line. Would you mind holding a moment, please?”
Place the caller on hold; answer the second line.
“Central Michigan University, Student Employment. Could you hold for a moment please?”
Place the second caller on hold. If they cannot hold, take a message with their name and number.

Return the call as soon as possible.
PHONE SKILLS: Transferring Calls

When transferring a call, be sure to have relevant information for the recipient of the call.

Ask the caller’s name and what the call is regarding; relay this information to the person receiving the call.

This gives them a heads’ up so they can prepare for the caller.
Example:

“Good morning, Student Employment. This is Sierra speaking. How may I help you?”
“I would like to speak to the Director please.”
“Could I tell her who is calling?”
“Yes, this is Ms. Ranck from Isabella Community Center.”
“…could I tell her what this is regarding?”
“I am calling to discuss an opportunity for students.”
“Thank you, Ms. Ranck, please hold a moment while I direct your call.”

---holding---

“Hello, this is Mr. Baker”
“Mr. Baker, I have Ms. Ranck from Isabella Community Center on the line regarding an opportunity for students.”
“Thank you, Sierra. Go ahead.”
PHONE SKILLS: Redirecting Calls

You may be unable to help a caller because they ask questions about an area of the University with which you are unfamiliar.

Do not let them go with “I am sorry, you have reached the wrong area,” or “That is not an area we can help with, but University Events can help you.”

To give excellent customer service go over and above general information. For example…
PHONE SKILLS: Redirecting Calls

Give the recipient of the transferred call as much information as possible. Try to avoid “blind transfers” that frustrate the caller because they must then repeat their entire story.

Example:

“Good morning, Student Employment. This is Sierra speaking. How may I help you?”
“Could you tell me what time the CMU Symphony starts this evening?”
“I am sorry, our department does not have that information. I believe you can get the concert times from the CMU Box Office. Let me get that number for you…”

-retrieve the information-

“If you are ready, I will give you that number and then transfer your call.”
PHONE SKILLS: Redirecting Calls

We are here for the customer, whether students, staff, faculty, or guests of the University. The service given in our offices reflects the service and attitude of the entire University. It affects the perception of us as a community of higher learning.
And finally: CONFIDENTIALITY

As an employee of CMU you are expected to understand that all materials handled are strictly confidential. You are obligated by Federal Law to treat all personal and academic information obtained through university departments and offices with sensitivity and confidentiality. Only discuss confidential information while completing an assigned task and only with these two groups:

- CMU employees (faculty, staff or student employees) with a professional interest in the information.
- Students to whom the information pertains.

Breach of confidentiality puts your job in jeopardy.
CONGRATULATIONS!
The Student Employee Orientation is now complete.

Click below to return to the SES Home Page.