

### QSI Overview

In Fall 2007, North Carolina Central University (NCCU) established the Quality Service Initiative (QSI) to create a respectful, responsive and encouraging environment for students, faculty and staff that will lead to greater retention and graduation rates. QSI provides an organizational focus on quality, customer satisfaction, teamwork and leadership within all NCCU functions with a view towards enhancing the experiences of its stakeholders and ensuring the long-term success of the university.

The Quality Service Initiative (QSI) is a dedicated individual and team effort towards achieving a culture of service at NCCU. QSI training provides quality service knowledge and skills. The performance management process provides accountability by including the delivery of quality service as a key responsibility and expectation for every NCCU employee. Individual and team action plans help to improve processes and enhance the delivery of services.

In conjunction with other cross-functional activities, the QSI will result in a quality-focused and customer-driven culture which will assure NCCU's continued success in recruiting, retaining and graduating our primary customers – our students.

*building a Culture of Service*

*“Truth and Service”* is NCCU's motto. Superb customer service is a core value. To our customers, the contact person is NCCU. A goal is that all employees provide quality service in accordance with the following expectations:

- **Respect** Be polite and courteous to everyone.
- **Responsiveness** Provide timely and useful responses to requests for information, assistance or support.
- **Effectiveness** Give high priority to customer satisfaction and anticipate customer needs.

*All employees are expected to:*

- Greet the customer promptly and courteously.
- Give your undivided attention to the customer.
- Asks questions to determine the customer's needs.
- Listen carefully and empathize with the customer's concerns.
- Provide knowledgeable, relevant and accurate information.
- Summarize to check for understanding.
- Act or agree on a clear course of action.
- Try to exceed expectations.
- Ask questions to check for satisfaction.
- Follow through.
- Apologize when appropriate.
- Thank the customer and offer further assistance.

### Frequently Asked Questions

#### Why are we undertaking a Quality Service Initiative program?

The initiative will align directly with NCCU's leadership principles, which are a blueprint for how results are to be achieved if our university is to remain competitive in the 21st century. It is also instrumental in helping us to achieve an overarching goal of increasing student retention and graduation rates.

#### What activities are included in the program?

Employees are invited to participate in an assessment process designed to identify strengths and areas for development. Training is provided to develop skills, strategies and techniques to continuously improve service systems, processes and procedures. Follow-up activities will measure performance and assist with the development of improvement plans.

#### Who will participate?

All staff, faculty and administration.

#### Why is it important for you to participate in the Quality Service Initiative?

To be effective, we need everyone's participation and involvement in quality training that will help us to establish a culture of service. As an individual, the purpose and benefits of participating in the Quality Service Initiative are:

- To reinforce your understanding and demonstration of NCCU's quality service principles;
- To provide you with a personal profile of your strengths, development opportunities, and development options that will improve your performance on the job.

#### What are the organizational benefits?

Through the QSI training efforts, the benefits to NCCU and each department and division on campus include the ability to:

- Create and sustain a culture of service and success.
- Ensure the availability of high quality student and academic support services delivered by caring employees who are passionate, professional and proud to be affiliated with NCCU.
- Ensure the availability of high quality, responsive, timely and consistent administrative support services delivered by employees whose primary role is to support the work of the academy which is teaching, learning, service research and creative activity.

#### What will be your role in the Quality Service Initiative?

The Quality Service Initiative training has been designed to utilize examples to simulate an actual job or work environment of an NCCU service provider. The training provides skills and measurements of competencies that are important to your success in the delivery of quality service. Throughout the training you will participate in activities that include role-playing and feedback.

#### How will the Quality Service Initiative help me to improve my job performance?

From the individual results and feedback that you receive from your performance in the training and assessment activities, you will create personalized and focused development plans to leverage strengths and identify development gaps for yourself. This process will allow you to develop your own skills and in some cases help you to coach and train other team members.

*We will continue to communicate our Quality Service Initiative progress throughout the year. Should you have specific questions about this initiative, you may direct them to your immediate supervisor or to the Director of Training and Development, Judith C. Bell, via e-mail at [jbelle@nccu.edu](mailto:jbelle@nccu.edu) or by calling (919) 530-6435.*

## Quality Service Initiative

### QSI Training Goals

- Reduce customer complaints.
- Ensure that all NCCU employees understand the importance of providing quality customer service.
- Create an awareness of the day-to-day behaviors that positively affect service levels.
- Increase the quality of NCCU customer service.
- Increase support and awareness of service at all organizational levels.
- Eliminate or upgrade systems that don't support NCCU's service vision.
- Select service providers who have a customer service orientation.

### QSI Training Outcomes

- Fewer customer complaints.
- Improved scores on customer satisfaction surveys.
- Increase use of *Service Plus* skills with customers.
- Increased retention and graduation rates.
- More support and recognition of employees and teams that deliver quality service.

**Vision** All NCCU stakeholders will experience a respectful, responsive and encouraging learning and work environment that will make it the university of choice for students, faculty and staff.

**Mission** To create a service culture that ensures the NCCU experience will lead to greater retention and graduation rates, by improving the quality of student life, increasing learning and increasing customer satisfaction.

**Goal** All NCCU employees will be trained and held responsible for delivering quality service in support of NCCU's goal to improve the levels of efficiency, effectiveness and responsiveness throughout the campus community.



### QSI Program Components

- Leadership Skills
- Quality Service Certification
  - Recognition and Rewards
  - Service Skills Assessment
    - Repository
    - Consultation

### QSI Incentives

- Certificate of certification
- Employee of the month
- Performance Bonus
- Professional development opportunities



## Building A Culture of Service



*Respect.  
Responsiveness.  
Effectiveness.*