Our purpose is to examine how **OSU** can deliver even higher quality service.
Excellent Service Principles
THE 7-IRON PRINCIPLE

Excellent service is elemental.
THE CHICKEN LITTLE PRINCIPLE

Emphasize the positive.
THE OPEN SPACE PRINCIPLE

Build on what works.
THE PLATINUM RULE PRINCIPLE

“Do unto others as they’d like done unto them.”
Tony Alessandra
THE TONY BENNETT PRINCIPLE

Have a veteran’s expertise and a novice’s energy.
Get clear on why you are successful.
THE FRESH AIR PRINCIPLE

Ask great questions.
THE TODDLER PRINCIPLE

Friendly first.
THE TOYOTA PRINCIPLE

Enable and encourage problem solving right now.
THE WALKING BILLBOARD PRINCIPLE

You are the brand.
THE YOURSPACE PRINCIPLE

Your way + My way = Our Way
THE THUNDER PRINCIPLE

Have one face for the organization.
12 EXCELLENT SERVICE PRINCIPLES

THUNDER PRINCIPLE   Have one face for the organization.

YOURSPACE PRINCIPLE   Your way + My way = Our Way.

WALKING BILLBOARD PRINCIPLE   You are the brand.

TOYOTA PRINCIPLE   Enable and encourage problem solving right now.

TODDLER PRINCIPLE   Friendly first.

FRESH AIR PRINCIPLE   Ask great questions.

IRVING PRINCIPLE   Get clear on why you are successful.

TONY BENNETT PRINCIPLE   Have a veteran’s expertise and a novice’s energy.

PLATINUM RULE PRINCIPLE   Do unto others as they’d like done unto them.

OPEN SPACE PRINCIPLE   Build on what works.

CHICKEN LITTLE PRINCIPLE   Emphasize the positive.

7-IRON PRINCIPLE   Excellent service is elemental.
SMALL GROUP discussions
Brainstorming

Reserve judgment
Go wild
Build on ideas
More is better
Capture all
Be specific
Discussion Questions

- Why should OSU be concerned about quality service?
- Who are our stakeholders?
- How can we tell if we are good at service?
- What does poor service look like?
- How does a university benefit when service improves?
- How do students benefit when service improves?
- What are the barriers to great service?
- Where is excellent service happening on campus?
- How can we successfully manage student success/failure?
- What are the benefits to staff for being great at service?
A FEW STARTERS

- Random Acts of Service for staff & students.
- Reduce & enhance lines.
- Build service expectations into hiring procedures, job descriptions & performance evaluations.
- A broad committee to oversee service initiatives.
- Train managers on how to hire for service skills.
- A reward & recognition system for front line staff for service excellence.
- Create a sense of community with first-year students.
- Advisors, professors & staff need to engage second-year students to show them it is worth it.
IMPROVEMENT

Opportunities

- Parking
- Awareness of student services
- Response time to inquiries
- More informal student-teacher interaction
- Cost of dining services relative to market
- Dealing with finances & business services
- Staff who are short with students
- Give more power to staff
- Simplify processes
- Leverage social networks

Source: Current OSU Students
Dr. Neal Raisman, Author of The Power of Retention
EXECUTIVE BRIEFING
Creating a Service Quality Culture