



UNIVERSITY OF MARYLAND EASTERN SHORE

HAWKSPITALITY!

consistently pursuing customer service excellence in all we do

What is Hawkspitality™?

It's a crazy word that reminds our UMES Hawk family of our desire to deliver quality customer service.

Hawkspitality is the embodiment of our team's desire to have an “attitude of eminence “in each encounter with our teammates and our guests.”



Why Hawkspitality™?



FACTA NON VERBA. DEEDS NOT WORDS.

The University's motto reminds us that actions speak louder than words. When it comes to customer service, we understand that the way we treat our teammates impacts the way we treat our guests and vice versa.

We are committed to creating a culture of eminence that is rooted in courtesy and customer service.

Through Hawkspitality, we will reverse:

- Deteriorating team morale (employee turnover, haphazard or non-existent teammate training)
- Inconsistent service delivery across divisions/departments (“Hawk Shuffle”) and
- Negative attitudes that suggest our university brand
is consistent with poor customer service and lack of follow-through

Hawkspitality Core Values



INTEGRITY

Exhibit honest and strong moral principles in all that you do

COMMITMENT

Be dedicated to your work and give 100% everyday

ACCOUNTABILITY

Be responsible for your actions and have high expectations for yourself and others

RESPECT

Show due regard for the feelings, wishes, rights and traditions of others

EXCELLENCE

Strive to be the best in all that you do!

Words that Exemplify Hawkspitality

- ◆ Accountability
- ◆ Collaboration
- ◆ Community
- ◆ Creativity
- ◆ Diversity
- ◆ Efficiency
- ◆ Enthusiasm
- ◆ Excellence
- ◆ Follow Through
- ◆ Forward Thinking



- ◆ Global
- ◆ Good Citizenship
- ◆ Innovation
- ◆ Pride
- ◆ Professional Development
- ◆ Quality
- ◆ Respect
- ◆ Responsibility
- ◆ Service
- ◆ Timeliness
- ◆ Understanding

Hawkspitality Lingo



TEAM= all university employees collectively

TEAMMATES=how we refer to our fellow employees

GUESTS/AUDIENCE=any non-employee to whom we are providing a service (students, visitors)

PLAYS= actions that we take as teammates

ON THE FIELD=plays that occur in full view of our guests

OFF THE FIELD=plays that occur among employees only

GOOD PLAY=great customer service

BAD PLAY= poor customer service

It's All about U!



When we exude Hawkspitality, we understand that each member of the team is here to support the mission and goals of the university.

Though we all have different roles and responsibilities, we cannot spell UMES without “U.”

The Goal of Hawkspitality



The Ultimate Goal:

The never ending pursuit of customer service eminence
Develop and implement a campus-wide customer service system to provide consistent, quality customer-service to internal and external stakeholders.

Hawkspitality™

Goal No. 1

Communicate university values to teammates and guests through multimedia platforms to drive organizational change





GOAL 1:

Communicate university values to teammates and guests through multimedia platforms to drive organizational change

- ◆ Develop and implement a Hawkspitality marketing plan for teammates and guests that uses multi-media platforms to communicate university values:
 - ◆ Comment boxes
 - ◆ Desktop mouse pads
 - ◆ Posters/fliers
 - ◆ Themed bulletin boards for teammate break areas
 - ◆ Social media campaigns
 - ◆ Orientation Video
 - ◆ UMES History Video
 - ◆ Interior/Exterior Signage

Hawkspitality™

Goal No. 2

Create and sustain a work environment that values each team member's contribution, promotes teamwork and supports engaged, enthusiastic, loyal, customer-centric team members





GOAL 2:

Create and sustain a work environment that values each team member's contribution, promotes teamwork and supports engaged, enthusiastic, loyal, customer-centric team members

- ♦ Create a Hawkspitality team that is comprised of at least one person from each division and major department to serve as an ambassador for Hawkspitality!
- ♦ Develop a comprehensive teammate orientation program for new teammates
- ♦ Develop a Hawkspitality employee of the month recognition program
- ♦ Develop a set of quarterly Hawkspitality events to engage team members (Hawkspitality Happy Hour, Off the Field Bulletin Boards, Hawkspitality Cards, Faculty/Staff Talent Show, President's Back to School BBQ)
- ♦ Establish a Hawkspitality recognition program (ex: GEM Award for staff that consistently "GO THE EXTRA MILE" to deliver quality service)
- ♦ Develop ongoing training and professional development for team members throughout the year (each month, focusing on a different skill)

Hawkspitality™

Goal No. 3

Create an environment where guests are welcome and treated with courtesy by providing consistent service delivery among all divisions and departments within the university





GOAL 3:

Create an environment where guests are welcome and treated with courtesy by providing consistent service delivery among all divisions and departments within the university

- Develop a clear set of standards for customer service delivery (January 2014)
- Train teammates at all levels of the university in Hawkspitality (February 2014)
- Create a University Visitor Center (February 2014)
- Encourage Hawkspitality quotes to be placed in all divisions/departments/offices. (Each month, division leaders will be sent a new quote for posting)
- Treat teammates and guests RIGHT:
 - RESPECT
 - INTEGRITY
 - GO EXTRA MILE
 - HELPFUL
 - TIMELY



When we deliver **Hawkspitality™**, we increase team morale and enhance the university brand as one that represents quality, distinction and eminence.

Quotes That Exude Hawkspitality





“The best way to provide service to our guests is to first provide it to our employees.”

Disney U

Bad service and negative attitudes drive away good employees and loyal guests



“The best or nothing.”

Mercedes Benz



“Money might be tight, creativity is free.”

Disney U



“Once a task is first begun, never rest until it is done. Be the task great or small, do it well, or not at all.”

Unknown



“Knowing your job is not enough- it is only part of the expectation. Friendliness matters.”

Disney U

“It’s great to be part of this forward-thinking team and to be at the start of a movement that will make a major difference in the future of the university!”



“I am very pleased and excited about the new I-Care campaign and “Hawkspitality” movement.”

“I can’t wait to tell the students about this great program.”

“I love the new ICARE program and think it will benefit every person who is associated with our university.”

WHAT ARE TEAMMATES SAYING ABOUT HAWKSPITALITY?

“I DO CARE”

“Hawkspitality program today was nothing short of inspiring”

“The Hawkspitality program has uplifted my spirit. Change is a good thing!

“I look forward to help implementing this initiative as a part of our continued goal of providing world-class customer service.”

“I love this new icare movement... I will include icare in my syllabi.”

“When we see each other doing something less than prideful on campus, remind each other by saying Hawkspitality!...it’s non-confrontational, non-patronizing and non-authoritative.”

“ICARE cannot simply be an acronym. It must be a demonstrative action.”



UNIVERSITY OF MARYLAND EASTERN SHORE

TRAINING GUIDE

For Hawkspitality Service Ambassadors

It's Starts with U!



Hawkspitality starts at the top.

Leadership is critical and support of administrators and others in leadership will drive the success of our program and ignite a Hawkspitable spirit on campus!

Managers: Wear Many Hats

- ◆ Coach
- ◆ Firefighter
- ◆ Police Officer
- ◆ Nurse
- ◆ Baseball Cap
- ◆ Hard Hat



Everyone Teammate Matters: More Than a “Brick Layer”

- ◆ Faculty don't just teach, they train leaders of tomorrow.
- ◆ Staff don't just push paper, they impact lives.
- ◆ Campus Life doesn't just throw parties, they provide opportunities for students to develop social skills.
- ◆ Physical plant staff such as housekeeping don't just clean, they are the greeters of the campus-theirs is the first work that any guest sees.
- ◆ Dining services staff don't just prepare food, they feed souls.
- ◆ Institutional Advancement doesn't just raise money, but builds lasting relationships with friends who will support the university over time.
- ◆ Athletics doesn't just play games, but build character, teamwork and interpersonal skills in student-athletes.
- ◆ Research and Economic Development doesn't just grow business, but plants seeds for future entrepreneurs.



Hawkspitality Service Ambassadors

- ◆ Those teammates from each division/department that are responsible for coordinating Hawkspitality efforts within their division/department (*When selecting HSAs, attitudes matter more than titles*)
- ◆ Hawkspitality Service Ambassadors can be spotted by their lanyards and special pins that they wear.
- ◆ Hawkspitality Service Ambassadors are keepers of our university's culture of customer service



Hawkspitality 101

Staff Training and Orientation





Components of a successful training day

- ◆ Friendly environment/training room
- ◆ Creative presentations
- ◆ Enthusiastic trainers
- ◆ Useful content
- ◆ Evaluations



Setting Up for Training Day

- Have site set up an hour earlier than the start time (there are bound to be teammates who will arrive early. You don't want to be setting up when they arrive.)
- Have photos of campus and other teammates to adorn the training space so that the environment is pleasant.
- Make sure all supplies are in place
- Try playing peppy music (“Be Our Guest”) to excite group as they enter.
- SMILE, SMILE!



Training Camp: Orientation for New Teammates and Refresher for Legacy Teammates

- ◆ Welcome to UMES
- ◆ Share history, mission, and vision of UMES
- ◆ Message from President, then a welcome from each division (VP or designee) that states what they do and reinforces core values
- ◆ University Points of Pride
- ◆ Hawkspitality Overview (video)
- ◆ Students bring welcome greetings and thank you message from students to new teammate for all that they will do to achieve student success
- ◆ Harry the Hawk reminding teammate to have fun and a demonstration of the “Hawk Pride, Catch It” cheer
- ◆ Importance of being actively engaged in the campus community and civic engagement opportunities
- ◆ Employee 101 (New Hire Checklist, HR/BAT/IT procedures, etc.)
- ◆ Hawkspitality Bag (Mug, coaster, Hawkspitality pin, pocket card, UMES cap?)
- ◆ Campus Tour
- ◆ Lunch with members of the Hawkspitality group
- ◆ After lunch, division/department specific training



Hawkspitality Letter to the new teammates

Welcome to UMES, we are glad that you have joined our Hawk family.

What you do at UMES and how you conduct yourself is so very important to our university. We are an institution of higher education and we are striving for eminence. Here at UMES, we meet our constituents on a personal basis when they visit or contact the university.

Your every action (and mine too) is a direct reflection of our university.

So, as a member of our Hawk family, it is important for all of us to thoroughly understand our responsibilities, particularly our responsibility for guest relations-what we call Hawkspitality.

Thank you for making each day an opportunity to show your Hawk Pride and Hawkspitality!



Hawkspitality tips to share with your teammates

- ◆ “Good morning, thank you for calling UMES, How may I help you?”
- ◆ In-office: attitude, demeanor and decorum
- ◆ How can your division/department be a model of eminence?
- ◆ What will you do to make your division/department go from excellence to eminence this year?



Encourage teammates to be UMES brand and Hawkspitality Service Ambassadors

Hawkspitality verbiage and logo are trademarks of the University of Maryland Eastern Shore

- ◆ How can you drive your car without switching lanes?
- ◆ When you understand that the university is the focus, then the success of the university is your concern.

DOING WHAT IT TAKES TO FULFILL THE UNIVERSITY'S MISSION AND GOALS IS WITHIN "YOUR LANE"

Don't be afraid to raise concerns regarding the impact of policies, practices or decisions that impact the university's mission and goals...even if those are outside of your division or department.



CUSTOMER SERVICE SCENARIOS

How would you resolve the issues?



A student needing financial aid comes to your office, but did not fill out the paperwork correctly and/or did not turn the information in to the correct person.



An employee that you supervise turned in an assignment late.



When completing a major report that is due to the supervisor tomorrow, a teammate decides not to stay late tonight with other teammates to complete the project.



After having been bounced around from office to office, an angry parent calls your office yelling and demanding a resolution to their situation.



While you are rushing to a meeting on campus, a lost guest stops you and asks you for directions.



A donor is upset because they have not received information on their endowment, nor have they gotten any thank you acknowledgement for their recent gift.



A student-athlete was suspended for off the court behavior but you are now receiving internal and external push back.



IMPLEMENTING HAWKSPITALITY

A Guide for Division/Department Leaders



Implementing Hawkspitality Campus-wide

- ◆ **Identification of Hawkspitality Service Ambassadors (February 2014)**
- ◆ **Marketing Hawkspitality (February 2014)**
 - ◆ *Article in The Key (Feb 2014)*
 - ◆ *Website/Email/Social Media*
 - ◆ *Posters*
 - ◆ *Comment Cards/Boxes*
 - ◆ *Phone Directory with Core Values*
 - ◆ *Giveaways/Premium items*
 - ◆ *Visitor Center*



Implementing Hawkspitality Within Your Division/Department

- ◆ **Introduce Hawkspitality campus-wide in February**
- ◆ **Incorporate Hawkspitality Core Values in office culture (staff break rooms, staff meetings)**
- ◆ **Give awards for staff that demonstrate Hawkspitality**
- ◆ **Be Hawkspitable:**
 - ◆ Celebrate milestones
 - ◆ Host special lunches for staff
 - ◆ Give notes of appreciation to staff when they “do good”
 - ◆ Add staff personal goals to office goals



Hawkspitality Recognition

Celebrating Outstanding Service

- ◆ **GEM AWARDS**
- ◆ Select an employee each month for “going the extra mile” in providing outstanding customer service. At the end of the year, these winners will be among the others campus-wide who will be in the running to receive the Hawkspitality GEM award.
- ◆ **HAWKSPITALITY 5**
- ◆ When you see that an employee has demonstrated the I CARE qualities, let them know. The goal will be to collect all 5 cards. Once they have received all the cards, then they can turn them in for a Hawkspitality prize!



UNIVERSITY OF MARYLAND EASTERN SHORE

LET'S BE HAWKSPITABLE!