

**Pathway Goal:** Infrastructure and Shared Governance      **Report:** Year-End: May 2018  
**Action Item #** 4-1

**Action Item Description:**

**Customer Service the REBELS Way** - All university employees will demonstrate a commitment to the REBELS Way philosophy during each and every interaction.

**The REBELS Way**

**Respect** – We demonstrate courtesy and professionalism at all times no matter the situation. We don't differentiate service but offer an experience that is equitable and fair, no matter the requesting source.

**Enthusiasm** – Our excitement is conveyed in our approach to everyone we interact with. We are mindful of our body language and tone.

**Bond** – We treat everyone as valued assets. We take time to understand their needs, and express genuine interest in them. We assume nothing, but clarify everything to avoid error in service delivery.

**Empathy** – We demonstrate a caring attitude through our interactions.

**Listen** – We are eager to have a full understanding of our customers' needs. We are actively engaged during all interactions, avoiding distractions.

**Satisfaction** – We are solutions-oriented and aim to provide an exchange with customers that exceeds their expectation, leaving a lasting impression.

**Submitted By:**

Name	Department
Craig Topple	Summer Term

**Working Group Members:**

Name	Department
Craig Topple ( <i>current lead</i> )	Summer Term
Larry Hamilton	Human Resources
Brian Steen	Academic Resources
Blake Douglas	Alumni Engagement & Annual Giving
Sandy Ziegler	Parking and Transportation Services
Meliscia Gilbert	Budget Office
Nancy Uscher	College of Fine Arts

Takiyah Beckett	Office of Diversity Initiatives
Hector Ibarra	IT Help Desk
Tondra De	Faculty Affairs
Cuong Pham	Graduate College
Jill Zimbelman	Office of the VP for Research and Economic Development
Nicole Makarchuk	Office of the VP for Undergraduate Education
Stephanie Reahm	Office of the VP for Student Affairs
Arturo Torres	Office of the Registrar
Brian Heaston	Police Services
Alejandro Chacon	Career Services
Barbara Blue	Student Union & Event Services
Jonathan Diehl	Student/Residence Hall Association

**Process and Timeline: Summary of year-long processes**

- Met one-on-one with the President’s Cabinet and Deans to develop a customer service baseline for the campus.
- Rolled out the REBELS Way to the entire university community, including additional training through Human Resources.
- Developed a website to promote Customer Service the REBELS Way in which all university employees will demonstrate a commitment to the REBELS Way philosophy during each and every interaction.
- Re-aligned the Rebel Spirit Award to recognize employees who demonstrate the REBELS Way philosophy and determined an administrative process to support award decisions, including the creation of a certificate of recognition.
- Implemented an online suggestion box to encourage employee participation in contributing ideas to support the REBELS Way philosophy.
- In the planning stages for executing the REBELS Way Forum (and mixer) - quarterly events to promote the REBELS Way philosophy, support the development and maintenance of intra-organizational professional relationships, and to spotlight a department or unit that exemplifies the REBELS Way philosophy in how they do business. The spotlighted area will conduct a brief discussion on the challenges they face, their ideas for overcoming obstacles, action plans, experiences, successes, and future goals.
- Discussed introducing new employees to the REBELS Way by creating a piece of literature (e.g. flier) that would be included in the on-boarding materials for a new hire.

## Accomplishments since the Mid-Year Report

The committee entered a new phase – Implementation. The committee re-structured in which 4 of the original 10 members chose to continue. 15 new members joined to significantly expand representation for greater diversity of university units and employee types, including a full-time student member.

Customer Service the REBELS Way is the focal point that guides the committee's efforts. The committee promotes a university customer service culture that all employees will demonstrate a commitment to the REBELS Way philosophy during each and every interaction.

A **Customer Service the REBELS Way website** was developed to deliver the REBELS Way message to employees and allows the public to view the importance the university places on effectively providing excellent service. <https://www.unlv.edu/customerservice>

The website may be broken down into 4 key areas:

1. **Suggestion Box** to encourage employee communication and participation in shaping the tools and resources delivered by the Customer Service Committee.
2. **The REBELS Way Toolbox** contains suggestions and tips for best practices in office conduct, communicating effectively, developing leadership skills, development through mentoring, management styles, managing conflict in the workplace, networking, negotiation skills, staff performance review, creating a vision and values statement, and more.
3. **Rebel Spirit Award** recognizes employees who demonstrate a commitment to the REBELS Way philosophy. The committee determined an administrative process to support award decisions, including the creation of a certificate of recognition.
4. **The REBELS Way Forum (and mixer)** will serve as a quarterly activity hosted by the Customer Service Committee to promote the REBELS Way philosophy, support the development and maintenance of intra-organizational professional relationships, and to spotlight a department or unit that exemplifies the REBELS Way philosophy. The spotlighted area will conduct a brief discussion on their challenges, action plans, experiences, successes, and future goals.

The committee has strategically chosen the date of August 17 to hold its inaugural event, piggybacking new faculty orientation which is held the previous day. The event will introduce the Customer Service the REBELS Way website.

**Next Steps**

The Customer Service Committee supports Customer Service the REBELS Way through: The REBELS Way events, participation, resources, and recognition.

**The REBELS Way Forum (and mixer)**

The Customer Service Committee will host quarterly events that promote the REBELS Way philosophy and especially encourage recent hires to attend. The events will introduce or re-inforce the REBELS Way philosophy/training and support the development and maintenance of professional networks. At each event a different department or unit that exemplifies the REBELS Way philosophy will be spotlighted. The spotlighted area will conduct a brief discussion on their challenges, action plans, experiences, successes, and future goals. This will be a great way to learn more about that area, meet their staff, and share ideas.

**Participation**

The committee will encourage participation in shaping Customer Service the REBELS Way offerings by promoting the use of an online suggestion box for employees to share in the identification of opportunities for learning.

**Resources**

The REBELS Way Toolbox on the Customer Service website will provide learning tools and resources to support employees in achieving and maintaining Customer Service the REBELS Way by promoting information literacy. Everyone should have a positive attitude in each of their interactions whether they be in-person, on the phone, or through email, and provide correct information and know where to find it. Toolbox items will provide insight into areas of customer support that will become helpful to an employee's responsibilities at UNLV.

**Recognition**

Recognition is a valuable tool that highlights employee best practices for modeling to others and reinforces the practices for the recognized employee. A recognition process is also a functional communication channel that allows us to convey messages that are more likely to be positively received. A process for employee recognition will be promoted to the university community that includes a certificate and award.

**Measurement and Metrics**

We will use Google Analytics to measure website traffic and visits to individual pages. We will also use suggestion box submissions as a measuring tool to help determine employee engagement, interest, and rate of participation. Number of attendees at committee hosted and sponsored events along with event evaluation surveys will be employed for metrics.

### Reference Material

- No additional reference material
- OR
- Any material generated by this working group (if completed at this time)

### Additional information to include (optional)