



## Case Study: Turning customer complaints into compliments

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### Project

The Transportation & Parking Department at a university in Oregon asked Toister Performance Solutions to help them create a service experience that consistently led to real compliments, not just a reduction in complaints.

### Our Approach

The foundation of this initiative was our ***Delivering Next Level Service*** training program. A training program by itself does little to change behavior or performance, so we held a conference call with the department's leadership team to create an action plan that would help participants implement the skills they learned in training. Here are some of our key actions:

- The leadership team helped each participant set a personal goal **before** coming to training. This ensured each person was prepared and focused by the time training started.
- We split the class into two half-days so participants could implement some of the skills they learned in part 1 before attending part 2.
- The department's leadership team attended our ***High Performance Management*** workshop to gain new skills that would help them reinforce the customer service training.

Our role as a consulting firm is to enable our clients to take charge of their own success. In this project, the client took ownership of this initiative to build positive momentum amongst their staff and continue to make progress after the training was completed. Here are just a few things they are doing to keep things going:

- Customer service is a topic at each weekly meeting, where they review concepts covered in training and discuss how to resolve challenges.
- Contests are periodically to see who can offer the best service.
- Customer compliments and "kudos" are announced at each meeting. Each employee who receives one is entered into a monthly drawing for a gift card.

### Results

The Parking and Transportation department has received an unprecedented number of compliments from university faculty, students, staff members, and visitors. The department recently held a surprise party for the entire team to recognize their accomplishments and several senior leaders from the university attended to share with the team how impressed they were with the team's progress. The department also unveiled a display case in their lobby that has team photos and customer compliments in it to remind customers of the Parking and Transportation department's commitment to customer service.