

# Redefining Service Brilliance:

---

YOUR CURRICULUM FOR SUCCESS  
USF Talent Development

A Customer  
Service  
Program for  
USF  
Employees



# Introduction

**Exceptional customer service skills are paramount for USF employees.**

How employees treat their customers, whether internal (colleagues) or external (students, faculty, visitors, the public), is a direct reflection of the University and its values. This culture-driven program aims to reinforce customer service values for attendees.



# Program Approach

Through engaging and interactive workshops, employees will embark on their customer service journey to refresh and refine their customer service skills. This touchpoint clarifies the expectations that employees are expected to uphold when performing their job duties and interacting with others. This program is designed for anyone who interacts with people at the University.



## Cohort-Based Learning

Join a collaborative cohort of USF employees on a shared journey of growth. Benefit from a supportive community that fosters peer learning, networking, and shared insights. Collaborate with colleagues to enhance your skills and expand your professional network.



### Supportive Colleagues and Facilitators

Connect with a supportive community of colleagues, fostering an environment of collaboration and knowledge exchange.



### Customer Service Best Practices

Immerse yourself in a curriculum centered around the latest and most effective customer service best practices, real-world scenarios, and interactive sessions to deepen your understanding.



### Unleashing Potential

Cultivate the skills necessary to drive impactful change within our USF community.



# Master Service Brilliance

- Fulfill USF's mission, vision, and values through exceptional service.
- Enhance your communication skills to better serve your customers.
- Learn how to work effectively as a team and discover the benefits of collaboration.
- Practice effective time management and learn how to offer flexible solutions.
- Develop the confidence to solve problems while improving customer satisfaction.





# Service Brilliance Journey

Embark on a transformative five-week Service Brilliance journey, through virtual or in-person facilitation. Our program offers regular meetings with reinforcement takeaways for an optimal balance of independent exploration and interactive discussions. Each week focuses on different aspects of customer service, from defining the mission, vision, and values, communication skills, collaboration and teamwork, time management and adaptability, and problem solving and decision making.



# Service Brilliance Modules

Our comprehensive five-week program is meticulously designed to cover a spectrum of modules that form the building blocks of customer service. Each module serves as a gateway to essential skills and knowledge crucial for employee success. From understanding the difference between mission, vision, and values, to mastering communication skills, understanding the problem-solving method, and collaborating as a team, the program provides a well-rounded curriculum.



## Module 1

Introduction,  
Mission, Vision,  
and Values

Introduce customer service skills to new employees and define the mission, vision, and values of USF.



## Module 2

Communication  
Skills

Review the components of communication, define active listening, and understand the importance of asking questions.



## Module 3

Collaboration  
and Teamwork

Learn how to work effectively as a team and discover the benefits of collaboration and feedback.



## Module 4

Time  
Management  
and  
Adaptability

Allocate time effectively through strategic time management and learn to be flexible with solutions and approach.



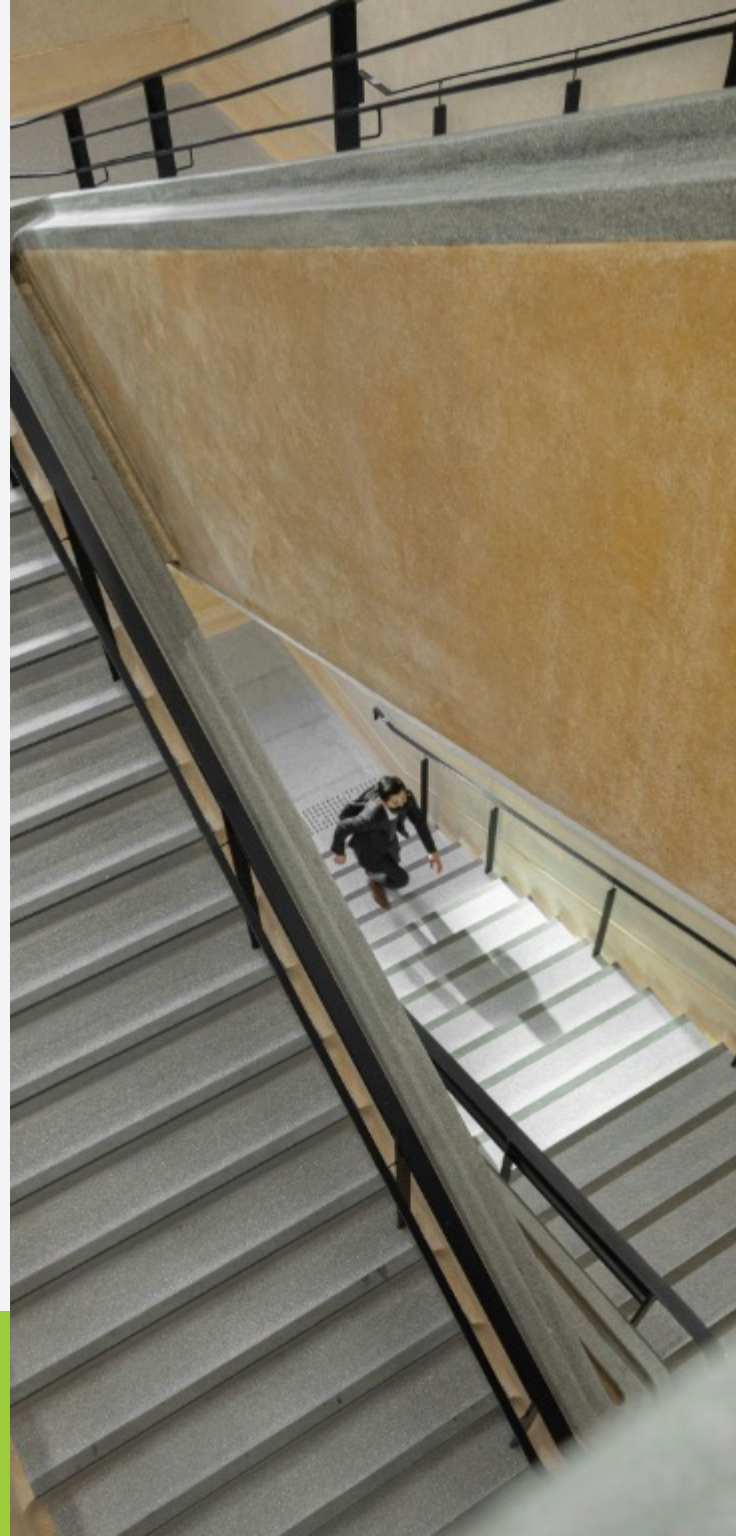
## Module 5

Problem  
Solving and  
Decision  
Making

Understand the role that problem solving and decision making have in customer service and how these skills contribute to resolving issues and improved satisfaction.



# Unlock Your Potential with Service Brilliance



## Live Facilitated Sessions

Immerse yourself in our weekly 2-hour live sessions. Led by expert facilitators, these required sessions provide a collaborative space for in-depth exploration, discussions, and real-world applications.



## Reinforcement Takeaways

Following each session, participants will be expected to practice key learning outcomes on the job and bring back their insights to the following session.



## Overall Time Commitment

For five weeks, participants will be expected to attend the 2-hour live sessions (with breaks). The intention is that they practice these skills on the job during their regular work week schedule.

# The Dynamic Formation of Service Brilliance Cohorts

With a cap of 20 participants per cohort, our commitment is to ensure that each participant receives a comprehensive and personalized experience. Cohorts will be assembled through manager recommendations and employee interest, with the goal of creating diverse groups that foster varied perspectives and collaborative dynamics. Importantly, the program is designed for both new and existing employees, embracing a forward-looking approach to skill development within the University landscape.



## 2024-2025 Program Calendar

<b>Class</b>	<b>Available Seats</b>	<b>Nomination &amp; Enrollment</b>	<b>Start Date</b>	<b>Graduation</b>
Summer I	20	Manager nomination or employee interest	June 3	July 12
Summer II	20	Manager nomination or employee interest	July 22	August 30
Fall I	20	Manager nomination or employee interest	September 9	October 18
Fall II	20	Manager nomination or employee interest	October 28	December 6
Spring I	20	Manager nomination or employee interest	January 20	February 28
Spring II	20	Manager nomination or employee interest	March 10	April 18

# Where Excellence Meets Opportunity

Embark on transforming your customer service skills through Service Brilliance, where each module is meticulously designed to elevate your skills, knowledge, and professional capabilities. For more information on upcoming cohorts, contact us at [training@usf.edu](mailto:training@usf.edu).

Elevate your knowledge today with Service Brilliance— your curriculum for success.

