

# University of Idaho Improves Communication and Services with Ideba's White Glove Service Training

**"After Ideba's White Glove Service Training, CSAT scores rose across the overwhelming majority of our functional units."**

**- Scott Green, President of The University of Idaho**

## ▶ CSAT research uncovers gaps in service levels

The University of Idaho engaged Ideba to conduct customer satisfaction (CSAT) research across 8 functional units, including Human Resources, Budget and Planning, Facilities, Office of IT, Strategic Enrollment, Auxiliaries, University Communications and Marketing, and Student Affairs.

The CSAT results showed several areas in need of improvement:

- Inconsistent service levels, with scores ranging from 6 to 9.5 out of 10
- Unclear and siloed decision-making and communication, with functional units not sharing information outside of their respective units
- Delays and gaps in service, with reactive (as opposed to proactive) work styles

To address these areas, The University of Idaho partnered with Ideba for White Glove Service Training.

Across 8 functional units of White Glove Service Training, **CSAT scores for University of Idaho Communications and Marketing scores rose from 6.7 to 7.4.**

**"We created interactive, bespoke trainings specific to each functional unit's needs and their roles within the University. We kicked off by walking them through what exceptional service looks like, practically, in their world. And then we worked through relatable, real-world scenarios to establish what 'great' looks like. We always want the situations to be relevant so that participants stay engaged."**

**- Jenna Whelan, Ideba White Glove Service Training**

## ▶ Tailored programs—not one size fits all

The Ideba team began with a thorough information-gathering process. They interviewed each of the key stakeholders in the 8 functional units, asking specific questions regarding what was working well, what needed to improve, how they thought White Glove Training could help, and the value they expected to gain from the training.

In partnership with The University of Idaho stakeholders, Ideba identified communication and service as the two areas in which White Glove Service Training could be most valuable. Realizing that different functional units had unique needs dependent on their business and audience (Human Resources vs Facilities, or Faculty vs. Students and Alumni, etc.), Ideba chose to dedicate one session to each functional unit.

After completing the interviews, the team collated findings along with comments on the functional units' discreet cultures and planned interactive training sessions that aligned with leadership's training goals.

## ▶ Actionable training delivery

The Ideba team reviewed the functional units' websites to identify and understand their stated principles and used these principles to open the training. Framing the sessions with these objectives reminded participants of their ultimate aims in serving students, faculty, alumni, and the broader University and Idaho communities. It also facilitated conversations centered on who they served, the service recipient's needs, and whether the learners felt equipped to meet those needs.

For the first time, learners heard how others in the university perceived their services—specifically, where some felt communication and service levels could be improved.

Next, Ideba provided learners with the essential elements of both excellent service and clear communication. Once groups absorbed and discussed those elements, interactive sessions put the abstract learning into real-world context. For example, learners from Human Resources were given personnel-related scenarios and asked how they would respond. These real-world examples helped learners apply their knowledge of service and communication best practices.

## ▶ Results

After Ideba's White Glove Service Training, CSAT scores from the same respondents surveyed the previous year increased across 80% of the functional units, with improvements cited in responsiveness, availability, collaboration, and relationship building.

For example:

- **Office of IT CSAT score rose from 6.7 to 8.5**
- **Communications and Marketing CSAT score rose from 6.7 to 7.4**
- **Human Resources CSAT score rose from 6 to 6.6**

To build on this momentum, The University of Idaho has engaged Ideba for additional White Glove Service Training. "The training's value and the positive results are irrefutable," said Scott Green, President of The University of Idaho.