ASU Arizona State University

EDGE

Edge*

*previously known as Digital Customer Service Excellence Training (CSET)

Brief

SCHULTZ FAMILY FOUNDATION | ASU

Project Background

Mission

Provide Opportunity Youth (OY, young people 16-24 years old who are neither working nor in school) with **an engaging, accessible Edge curriculum to flexibly support job attainment**, career advancement, and personal development.

Through this training, OY beginning or in the early stages of their first job will be better equipped to serve. In turn, managers will be able to recruit and retain employees more ready for their first job. Ultimately, the Edge curriculum will become **a national standard curriculum** leveraged by anyone interested in entering the service sector in any industry; and recognized by employers as a preferred training for new hires.

The Edge team will leverage existing content already produced for face-to-face paper-based curriculum, and, create new content relevant for the focus of this project.

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Scope

DELIVERABLES

Develop and deploy Edge to 20,000 OY by March 2019.

Deliver approximately 15 total hours of content online through 25 modules.

Build support modules for company leaders and OY employers such as hiring managers or direct supervisors.

Conduct research and evaluation strategy to measure impact, growth, and success, and to share with community of practitioners including corporations, community-based organizations and other stakeholders interested in the success of OY.

STRATEGY

Collaborate with Subject Matter Experts (SME) to ensure quality of content and Instructional Designers (ID) to ensure quality of experience.

Mobile-first design centered around video-based content and interactive learning experiences.

Online coursework available anytime, anywhere, on any device.

Incentivize OY with digital credentials and a gamified user experience. Eventually aim to integrate employment-based incentives such as potentially a guaranteed interview after successful completion of a certificate.

Distribute Edge through OY directly, OY employers, and OY partnering organizations.

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Goals

2017

Initial Development

November 2017

Establish Key Partners

December 2017

Initial Testing

December 2017
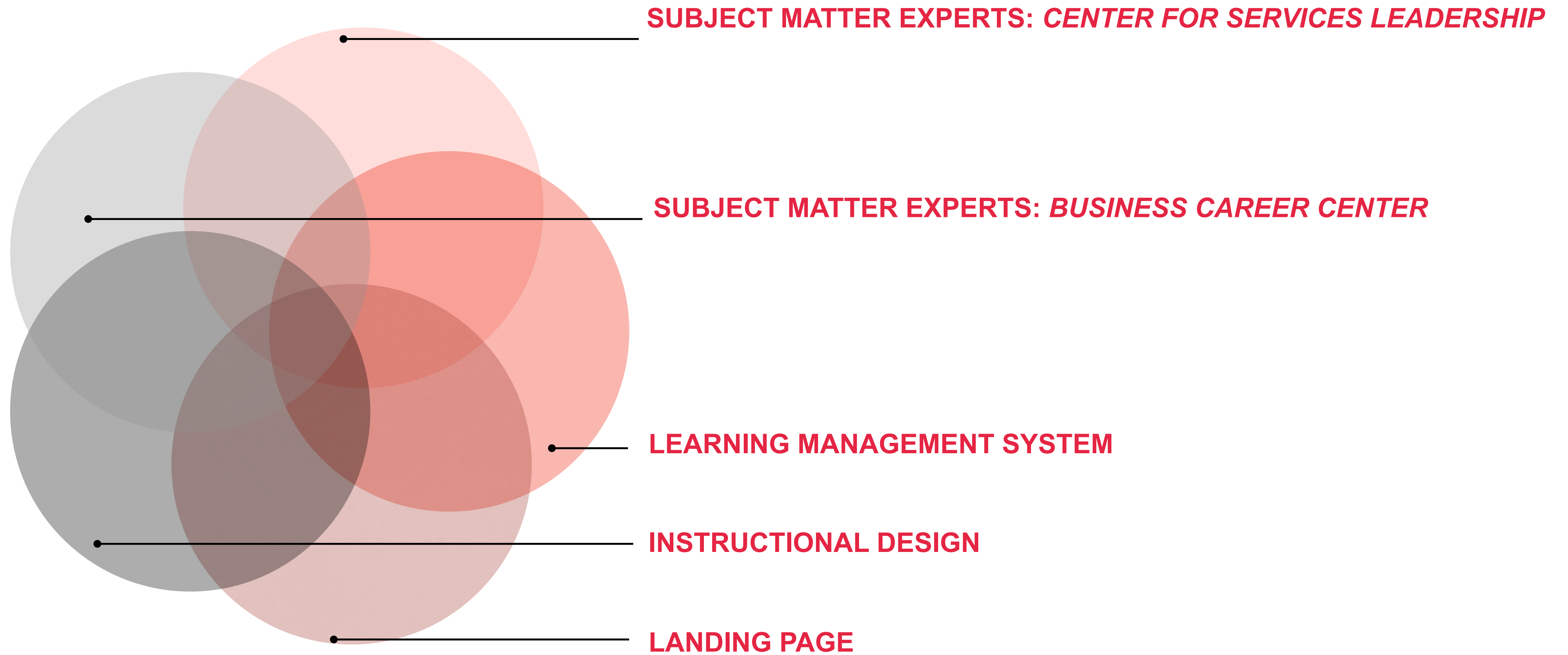
2018

Program Evaluation

Spring, Fall 2018

Reach 10,000 Youth

September 2018

2018

Reach 20,000 Youth

March 2019

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Collaboration Partners

SUBJECT MATTER EXPERTS: *CENTER FOR SERVICES LEADERSHIP*

SUBJECT MATTER EXPERTS: *BUSINESS CAREER CENTER*

LEARNING MANAGEMENT SYSTEM

INSTRUCTIONAL DESIGN

LANDING PAGE

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Edge Curriculum Overview

DOMAIN	TOPICS	
Customer Service	**Customer Service Basics**	**Advanced Customer Service**
Leadership	**Self-Leadership**	**Leading Others**
Personal Development	**Personal Finance**	**Employment Planning**

Note: Content is subject to minor adjustments per input from Schultz Family Foundation, subject matter experts, and key project stakeholders.

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Customer Service Domain

DOMAIN	TOPICS	
Customer Service	**Customer Service Basics**	**Advanced Customer Service**
	Foundations of Customer Service	Troubleshooting and Having a Solution Mindset
	Developing a Professional Image	Recommendations and Upselling
	Active Listening	The Importance of Tangibles
	Not All Customers Are The Same	Making Good Decisions
	Dealing With Difficult Customers	Developing Your Personal Brand
	Working on a Team	The Customer Experience
Leadership	**Self-Leadership**	**Leading Others**
Personal Development	**Personal Finance**	**Employment Planning**

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Leadership Domain

DOMAIN	TOPICS	
Customer Service	Customer Service Basics	Advanced Customer Service
Leadership	**Self-Leadership**	**Leading Others**
	Becoming a Leader	Giving & Receiving Feedback
	Growing Your Grit	Conflict Resolution
	Defining Success	Empowering Others
	Time Management	
	Goal Setting	
Personal Development	Personal Finance	Employment Planning

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Personal Development Domain

DOMAIN	TOPICS	
Customer Service	**Customer Service Basics**	**Advanced Customer Service**
Leadership	**Self-Leadership**	**Leading Others**
Personal Development	**Personal Finance**	**Employment Planning**
	Managing Your Income and Assets	Your Elevator Speech
	Budgets and Financial Basics	Job Application Basics
		Searching for Jobs and Interviewing
		Communication Etiquette
		Social Media & Online Presence

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Edge Features
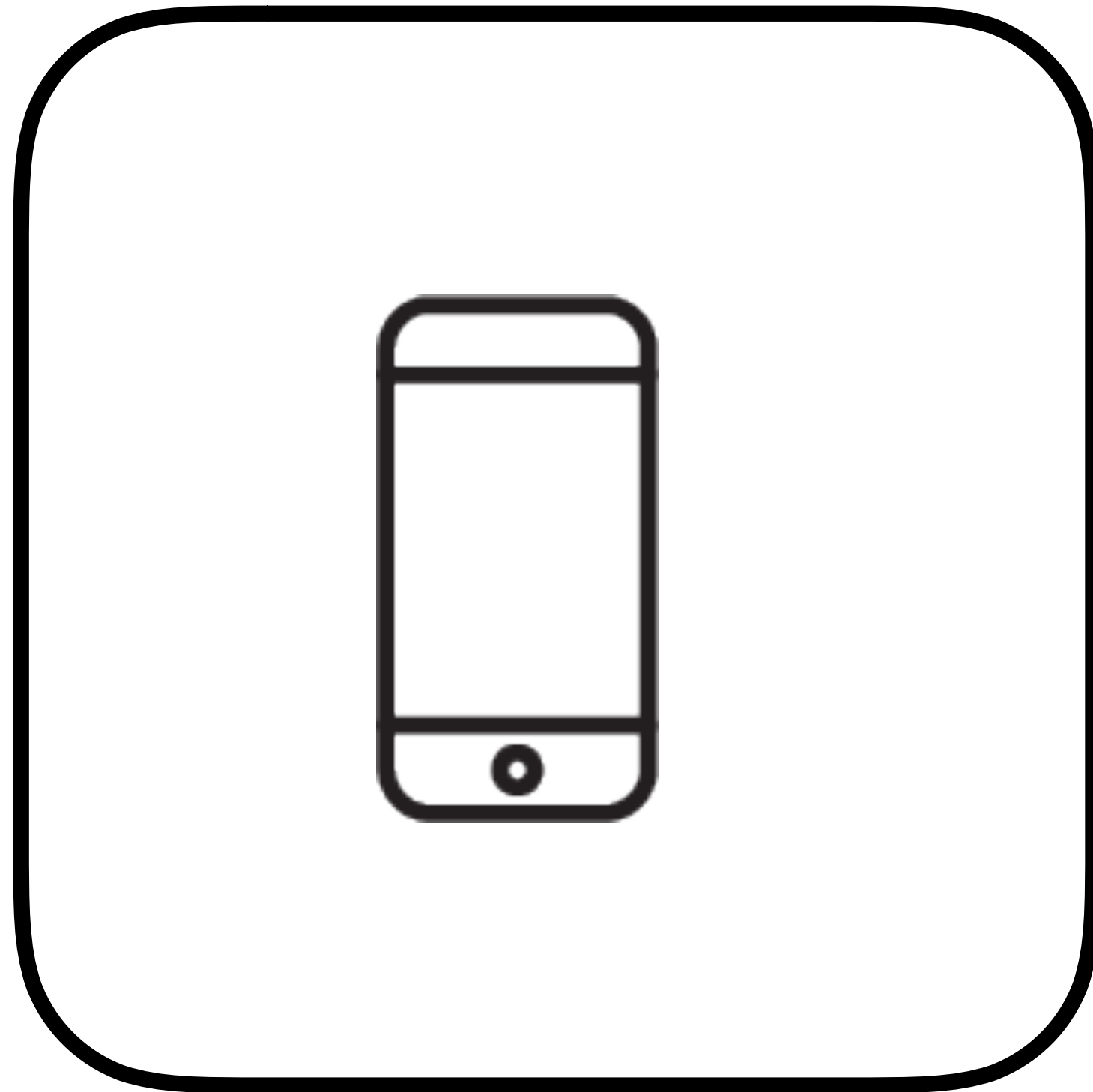
FLEXIBLE CURRICULUM

Transferable, foundational skills

Start modules anytime, anywhere, for free

Integrate modules based on unique needs

EARLY AND OFTEN RECOGNITION

Earn certificates for each module

Celebrate on resumes and applications

Higher tier credentials available

HIGH QUALITY, IMPACTFUL CONTENT

Content from esteemed university faculty

Real-world application in all modules

Informed by youth, employers, providers

Sample Assets

EDGE

SIGN IN   REGISTER

SET YOURSELF APART.

Join us to take the first step towards launching your career.

GET STARTED

Watch the video ▶

1 ABOUT ME   **2 COURSES**   **3 REGISTER**

To personalize your experience, tell us about yourself.

I am a [   ] born in [   ]

and my career goal is to be a [type your ideal job]

For work, I [   ] and thinking about work makes me mostly feel [   ]

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NEXT

An important key to becoming a super service hero is to know what you are doing.

That seems obvious, but I'm sure you can remember a time when the service person...

...helping you out was clueless about what they were doing.

Assurance is the amount of knowledge the service provider has.

For example, if you go to see a doctor, you assume that he or she has the knowledge to...

...diagnose your issue and provide a good treatment.

One way that great employees set themselves apart is by becoming amazing...

...knowledge experts.

They know everything about their products and services.

More than this, they have often researched the competitor's products and can explain why...

...theirs is the better choice.

Assurance also means being courteous and inspiring the trust and confidence of...

...customers and fellow employees.

When customers are confident in your knowledge, they are more pleasant...

...to work with, making it a better experience for all involved!

0:31 / 0:59

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Speed 1.0x HD

Being present is more than showing up on time.

Presence means when you are at work, be at work.

Always give your 100% in what you do.

Paying full attention to the task or conversation.

Avoid getting distracted by multitasking, such as working and checking your phone at

the same time.

It is your energy, commitment to work and good effort that shows you are present with

a great work ethic.

Your work ethic shows what type of person you are and how much you care about your work.

Think like you own the business you work at and be the employee you would want if you

were the boss.

Secure | https://learning.digitalcset.com/courses/course-v1:CSET+CS.CSB.2+1/courseware/698371ba61954df5a6f6df7621def94e/83fcc37937054129b2e64becbe6b43e3/

Apps ASU/EdPlus Opportunity Youth EDGE Tech Tools Google Drive Schultz Family Foun... Adobe Connect Cen... Personal Sanford Inspire

To provide super service, you must first develop an understanding...

...of the customer's perspective.

This is called empathy, and it has a big impact on how customers feel...

...about the service they receive.

Have you ever felt you were not valued as a customer?

Perhaps, it was a grocery store where no one ever looked up to ask how you were doing.

On the other hand, have you ever received help from someone who genuinely wanted to help you?

To show empathy, the first thing is to stop and provide your undivided attention.

Look at the customer, smile and give them a warm welcome.

Offering assistance shows the customer you are ready to listen to their needs.

Once their needs are met, provide guidance to help the customer move on to the next step.

To finalize, smile again and thank the customer for visiting the store.

As you get more comfortable, you can add your own personal touch to show empathy.

Keep in mind that every customer you interact with has a story that is largely unknown to you.

Be careful to avoid judging them because they are different from you.

Your role is to make them feel valued, creating a memorable, positive experience.

0:38 / 1:24

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Speed 1.0x   HD

Try It Out: Emoji Man

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😊 😊 😊 😊 😊

Seth is trying to improve his reputation at work. His boss told him he needs to always show up on time to become more ___.

HINT

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

Try It Out: Kind Mind

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A customer calls, complaining that their cell phone bill is higher than expected due to using too much data. Choose your response.

You exceeded your data and will need to pay $25 more.	Your contract clearly states there is a fee for extra data.
I understand this is a shock. Can I set up an alert for you?	Next time, you should track your data usage on our website.

Try It Out: First Impression

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Look at the tangibles below. Click the check mark if the image gives a positive impression and the X if the image gives a negative impression.

❌ ✔️

Try It Out: Rapid Response

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You are assisting one customer and a new customer arrives.

Hello! I'll be right with you.
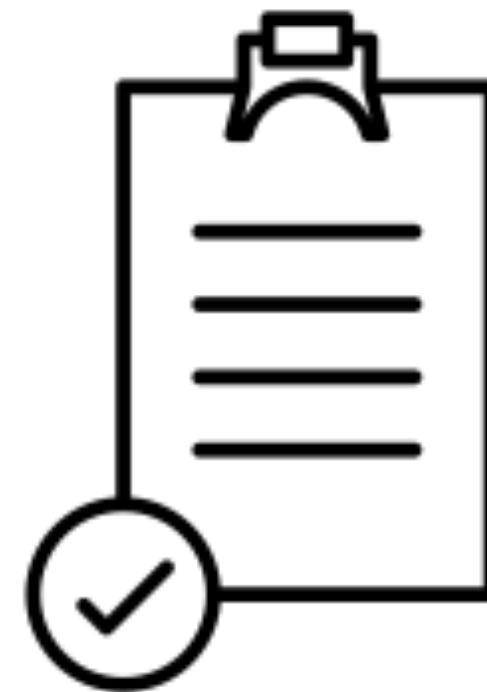
I'm sorry, I need to help this preferred customer first.

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Collaboration

Edge Use Cases

OPPORTUNITY YOUTH (OY)

Personal development tool

Preparation for workforce or new to workforce

Earn credential as professional development

OY EMPLOYERS

Integration into new-hire program

Support for new hires

Ongoing, just-in-time training

OY FOCUSED ORGANIZATIONS

Workforce preparation for community

Integration into existing programs

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