



What do you know?

Top 40+ Information Desk Best Practices

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Learning Outcomes

Participants will:

- 1. Identify key essential services of the union/student center information desk
- 2. Learn practices applicable to information desks from concierge desk practices
- 3. Be able to define the 'one referral rule'.
- 4. Network and create opportunities to share best practices beyond the webinar
- 5. Identify practices that would work on their campuses

How it started...

Survey Information

N=43

Online survey via ACUI Communities
October 2022

Hours

Business Hours	19%
Hybrid, depending on special events	23%
Same as Building Hours	51%

Staffing

Full Time	12%
Students + Graduate Assistant	14%
Students Only	81%

Technology Available

Technology	Available to Info Desk Staff	Available to Users at the Info Desk	Available to Both
Computer	35	0	6
Printer	21	1	5
Telephone	36	0	2
Charging Station	7	1	6
Touch Screens	4	0	1



Take Aways

- Campus Maps
- Ticket Sales
- Office Supplies
- Printing
- Emergency Food Items
- Letter/Envelope/Stamp purchase
- Vending Refunds

Services

- Lost and Found
- Conference Services
- Telephone/Operator
- Distribution/Pick up Location
- Device Charging
- Package/Mail Center
- Poster/Flyer approval
- Study Room Reservations



Outreach Programming

- Games Check out
- Clothing Sales
- Food Pantry Drop off
- Lounge TV Controls

Digital Services

- Chat Bot
- Live Chat
- Web based calendar
- FAQs on website

Top 10 Best Practices

Outreach

- Logging lost and found with a limited hold duration
- Providing a list of campus phone numbers
- Directional cards on business sized cards to most popular locations on campus from Info Desk
- Providing reservations support
- Support for study room reservations

Staff

- Own the problem through resolution
- Departmental Phone support
- Outreach programming
- Customer Service focus
- Staff shirts/uniforms



One Referral Rule

- When helping, work until you can either give the person the correct information or refer them to the ONE place/person with the right answer. Commit to not saying 'I don't know', instead say **'That is a good question, let me find the answer for you.'**

Challenges

- Training
- Language Barriers
- Work level disparity by shift
- Staying Current
- Sharing information
- Teambuilding between staff
- Marketing
- Consistency





ACUI.org information


Organizational Structure

- Info desk assistants and building managers at the desk
- Promotional position (IDA to BM)
- Overseen by building managers
- Internal hires from Ops or Setup Crew
- Guest Services as reservation intake
- Building managers/Operations crew defacto when Info Desk closed



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information

Desk Functions

- Multiple office assignment – info desk, reservations, main office
 - Greet each person entering the building
 - Answer main phone line
 - Deliver mail
 - Provide basic first aid supplies
 - Closing announcements
 - Training to share campus and building information
 - Responsible for tech support
 - Holds master key set for open/close
- 

A dense collage of colorful sticky notes (yellow, pink, blue, green, purple, orange) with various handwritten messages, drawings, and reminders. The notes are scattered across the page, overlapping each other. Some notes contain simple line drawings like a heart, a cloud, a lightbulb, a smiley face, and a calendar. The text on the notes includes motivational phrases like "GOAL!", "BE HAPPY!", "POSITIVE THINKING", "LOVE WHAT YOU DO!", "NEW IDEA", "FOLLOW UP", "DAILY REPORT!", "HAPPINESS", "STRONG", "DON'T BE LATE!", "GOAL!", "BE HAPPY!", "POSITIVE THINKING", "LOVE WHAT YOU DO!", "NEW IDEA", "FOLLOW UP", "DAILY REPORT!", "HAPPINESS", "STRONG", "DON'T BE LATE!". There are also practical reminders like "MEETING @ 1 PM", "8.30. 11.00", "DON'T FORGET TO PAY TAX", "DEADLINE TODAY", "NEXT TRIP", "REVENUE", "FITNESS TRAINER", "NEW INTERNS", "NEW PLAN!", "POSITIVITY", "DO LIST", "STING WITH BMS", "VDO CONFERENCE W/ ROBI", "INTERNS", "NEW PLAN!", "POSITIVITY", "DO LIST", "STING WITH BMS", "VDO CONFERENCE W/ ROBI", "INTERNS", "NEW PLAN!", "POSITIVITY", "DO LIST", "STING WITH BMS". Some notes have small drawings of a lightbulb, a heart, a cloud, a smiley face, and a calendar. The overall theme is productivity, motivation, and organization.

Services

- Concierge screens
- Information Screen with scrolling content
- Time and date clock
- Bus schedules/subway schedules
- Daily list of campus events
- Laptop borrowing program
- Equipment check out
- Information handouts
- Make campus name badges
- Tabling check in
- End of day reports sent to management team
- Staff uniforms

Training Ideas (from acui.org)

- Kahoot
- Google documents
- Employee Handbooks
- Positions are 'leadership development opportunities'
- Cross training
- Focus on transferrable skills that fit into career aspirations
- Regular staffing meetings
- Peer to peer Training



The Info Desk as a Concierge Desk

COMMUNICATION

Guest services

Customer Service

Prospective Students

Special Events

Phone calls

Positive attitude

Special Requests

Support front office

KNOWLEDGE

University Policy knowledge

Facility management

Incident Reports

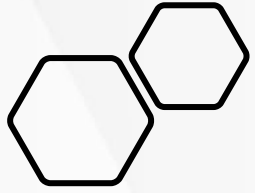
Data entry- accuracy

Internet use protocol

Peer Training

Daily list of campus events

Tabling check in



Resources and References

- ACUI.org
- <https://www.zippia.com/concierge-jobs/skills>
- Qualtrics survey, L. Legan 11.2022



Thank you!

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