

# Diversity, Equity, and Inclusion in Customer Service: Addressing Microaggressions and Personal Biases



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# Introductions

Jennifer Currier: Moderator  
- *Vice President, PMA Securities*



Dr. Ana Ochoa, CSBO: Speaker  
- *Asst. Superintendent of Finance, Burbank School District #111*



Name: Ray Toliver Jr: Speaker  
- *Chief School Business Official, Carbondale Community High School District #165*



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# Welcome!

- What will we be discussing today?
  - The significance of DEI in today's diverse society
  - Explore how microaggressions and personal biases affect job effectiveness

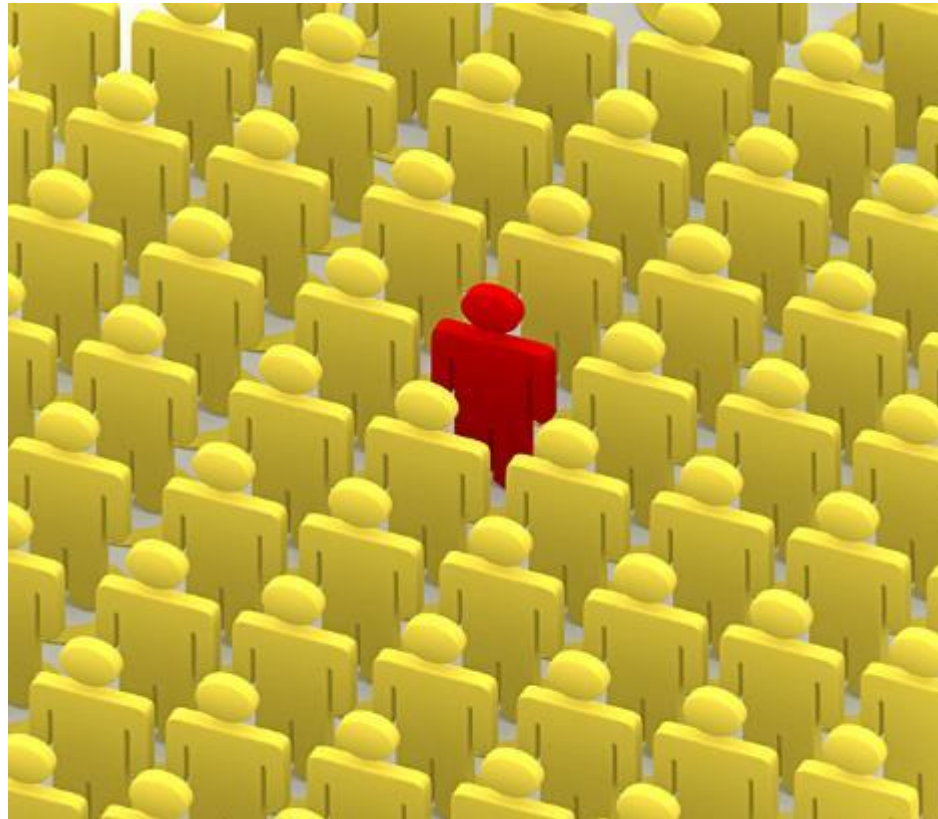


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# What is Different?

- Not the same as Another or Each Other



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# Understanding Diversity, Equity, and Inclusion

- Diversity – Encompassing a range of backgrounds, perspectives, and experiences



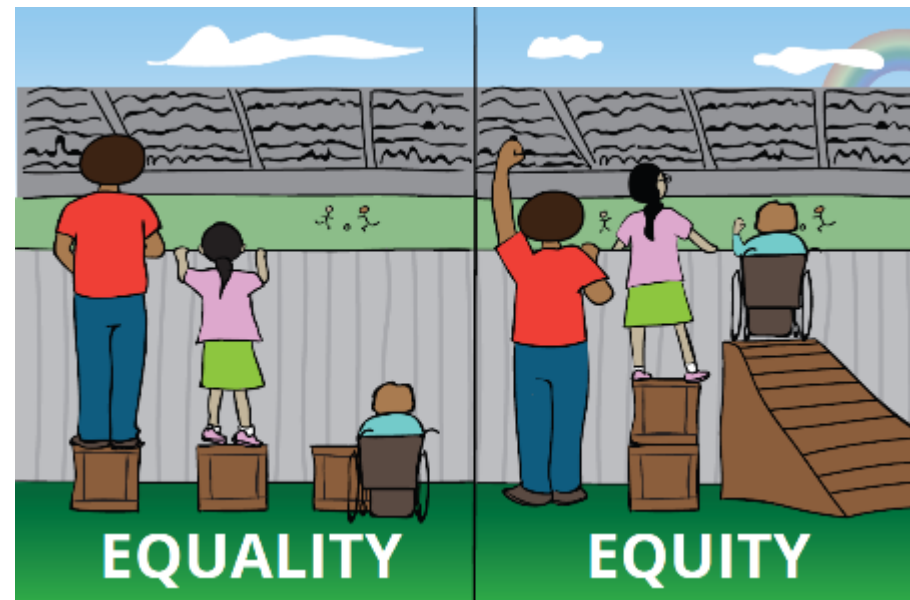
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# Understanding Diversity, Equity, and Inclusion

- Equity – Providing fair opportunities and treatment for all individuals, considering their diverse needs



# Understanding Diversity, Equity, and Inclusion

- Inclusion – Creating an environment where everyone feels valued and their contributions are respected



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# Importance of DEI in Customer Service

- Enhanced Customer Satisfaction – Tailoring services to diverse needs results in higher satisfaction
- Positive Reputation – Commitment to DEI boosts your organizations reputation
- Innovation – Diverse teams lead to creative problem-solving and innovative solutions



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# What are Microaggressions

- Microaggressions – Subtle, often unintentional actions or comments that marginalize or belittle certain groups
- Examples – Stereotyping, backhanded compliments, making assumptions based on appearance



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# Impact of Microaggressions

- Decreased Morale – Recipients may feel alienated and disheartened
- Reduced Productivity – Affected employees may spend energy addressing or processing microaggressions
- Impaired Relationships – Negative impact on team dynamics and collaboration



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# Identifying Personal Biases

- Personal Biases – Unconscious attitudes and stereotypes affecting decisions and interactions
- Importance of self-awareness in recognizing biases



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# Effects of Personal Biases on Customer Service

- Unequal Treatment – Biases can lead to differential treatment of customers
- Loss of Business – Negative experiences drive customers away
- Missed Opportunities – Biases can prevent recognizing customer needs and preferences



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# Strategies to Mitigate Microaggressions and Biases

- Training and Education
  - Provide regular workshops on unconscious bias and cultural sensitivity
  - Encourage open dialogue to address concerns
- Creating Inclusive Policies
  - Develop clear policies against discrimination behavior
  - Ensure diversity in decision-making processes
- Promote Accountability
  - Hold individuals accountable for their behavior
  - Reward inclusive behavior



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# Fostering Inclusive Customer Service

- Cultural Competence
  - Educate employees about diverse cultural norms
- Active Listening
  - Understand customers' needs without assumptions
- Language and Communication
  - Use inclusive language that respects diverse identities



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# Case Studies

- Microaggressions affecting customer interactions
- Biases impacting team collaboration and morale



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# Benefits of Inclusive Customer Service

- Enhanced Team Dynamics
  - Inclusive teams work more cohesively
- Increased Customer Loyalty
  - Customers appreciate respectful and personalized service
- Positive Organizational Culture
  - Inclusive practices contribute to a positive work environment



# Call to Action

- Embrace continuous learning about DEI principles
- Challenge personal biases and address microaggressions
- Collaborate to create a more inclusive customer service culture



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# Resources

- Below are links to additional readings regarding implicit bias
  - Feldberg, A. & Kim, T. (2021). [Fighting Bias on the Front Lines](#). Harvard Business Review
  - Shepherd, L. (2023) [Awareness Helps Counteract Implicit Bias](#) SHRM





# *Questions and Answers*

*We thank you for your time!*



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# Presenters:

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