Navigating Conscious and Unconscious Bias in Customer Care

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Another big bank pays to settle charges of bias against blacks, Hispanics
McKinley Washington Jr
December 20, 2019

How Doctors Deal With Racist Patients

A racist customer stiffs waiter: 'We don’t tip terrorist'

Retired lawyer uses Israeli airline after she was asked to move seat

How Doctors Deal With Racist Patients

Another Case of Shopping While Black: Men Accused of Stealing

Just the Icing on the Cake
Objectives

1. Gain a framework for understanding the four directions of bias in customer care.
2. Explore examples of intentional or unintentional bias in customer service and practice effective ways to respond.
3. Access resources and best practices to navigate these biases and enhance the customer experience.
We CAN’T …

Abolish … Avoid … Block …
Control … Eliminate … Eradicate … Litigate …
Prevent … Stop … Wish Away …

BIAS

We CAN …

Acknowledge … Address … Bypass … Compensate for …
Counter … Curtail … Diminish … Discourage … Disrupt …
Guide … Identify … Inhibit … Interrupt … Intervene …
Lessen … Manage … Mitigate … Modify …
… Navigate …
Neutralize … Outsmart … Override … Overrule … Pause …
Plan for … Protect Against … Question … Reduce Its Influence …
Reject … Relax … Reshape … Suppress (temporarily) …
Surface … Strategize for … Replace … Weaken …

BIAS
Navigating Bias When It Happens

1. Notice and acknowledge what's happening.
2. Choose to be an active bystander and ally.
3. Take action.
   • Speak up
   • Find support
   • Defuse and/or redirect
   • Choose a different time and place
   • Other approaches?

What Would You Add?
Portland hotel calls cops on black guest in lobby
The Oregonian / OregonLive | By Molly Harbarger  December 25, 2018 | Updated December 29, 2018

Article excerpts ...

Jermaine Massey says he was guilty simply of “calling his mother while black.” Massey, 34, was on the phone with his mother Sunday after a Travis Scott concert at the Moda Center when a security guard approached him and interrupted his call to ask if he was a guest at the hotel.

She lives on the East Coast, so he assumed if she called so late, something must be wrong. So he sat down in the lobby of the DoubleTree Hotel in the Lloyd District to take the call before going up to his room.

Massey recounted what came next in a series of Instagram videos that have gone viral. Massey, from Kent, Washington, says in them that he was targeted by a security guard because he is black and that this led to Massey being kicked out of the hotel and having to find a new one near midnight.

https://www.oregonlive.com/business/2018/12/portland‐hotel‐calls‐cops‐on‐black‐guest‐in‐lobby.html

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New York lawyer threatens to report Spanish‐speaking staff to authorities
BBC  18 May, 2018

Article excerpts ...

New York City Mayor Bill de Blasio wrote on Twitter that the city’s diversity was its strength, adding that it was home to people who share more than 200 languages.

There are currently 56.5 million Hispanic Americans in the US, according to the Pew Research Centre.

Bitta Mostofi, NYC’s commissioner of immigrant affairs, told the BBC: “This is part of what makes us a great city. It’s the diversity we celebrate.

"What we saw happened in this restaurant, is not something that belongs to our city and it’s not a part of what New Yorkers truly value about who we are."


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Reflections and Practice

1. Notice and acknowledge what's happening.
2. Choose to be an active bystander and ally.
3. Take action.
   - Speak up
   - Find support
   - Defuse and/or redirect
   - Choose a different time and place
   - Other approaches

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Notes
Strategies to Discourage Discrimination by the Customer

1. **Statement** – Proactively declare that they will not accede to the discriminatory preferences of their customers.
3. **Training** – Educate staff on statement, policies, procedures, behaviors and skills.
4. **Branding** – Rethink branding and advertising decisions that reinforce discriminatory customer preferences.
5. **Marketing** – Bundle goods and services.
7. **Customer Experience** – Impose the cost of discrimination on the customer.
8. **Evaluation** – Rethink evaluation tools through which biased customers are able to influence the employment prospects of women and minorities.


Notes
Resources


