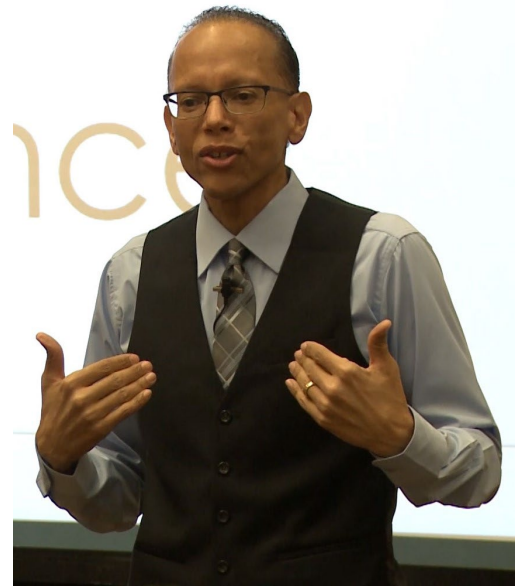


# Tyrone A. Holmes, Ed.D

A Professional Speaker and Consultant  
Building Powerful CONNECTIONS® in  
Diverse Organizations



## Reducing Unconscious Bias in Customer Service

A study titled, *Beyond Starbucks: How Racism Shapes Customer Service*, emailed 6,000 hotels across the U.S. using 12 fictitious email accounts. They varied the names of the senders to signal different attributes, such as race and gender, to the recipients at the hotels. They were brief emails that simply asked for local restaurant recommendations. The researchers tracked whether hotel employees responded and if so, analyzed the content from those emails. They found two significant outcomes. First, hotel employees were far more likely to respond to inquiries from people with typically White names than to people with Black or Asian names. Second, hotel employees gave higher quality responses to people with White names than those with Black or Asian names. This is a prime example of how unconscious bias can negatively impact the quality of customer service. This session describes 3 customer engagement modes that are prone to bias and offers specific steps we can take to mitigate this bias.



### Because of this presentation, you will be able to:

- Describe 3 types of bias that can negatively impact customer service: *affinity bias*, *confirmation bias* and *halo/horns effect bias*.
- Describe 3 common customer engagement dimensions that are susceptible to bias.
- Identify and implement specific steps we can take to reduce the negative impact of unconscious bias on customer service.

Book Dr. Holmes for your next meeting or event

Contact info

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## Testimonials

*A very unique ability is to captivate an audience and make them process your spoken words long after you have left the room. This, I am sure, occurs on many occasions when Dr. Tyrone A. Holmes speaks. It certainly happened when he spoke at the Association for Multicultural Counseling and Development's Samuel H. Johnson Luncheon. He understood our mission and delivered a powerful and memorable keynote address that provided our guests with the "professional opportunity of a lifetime".*

**S. Kent Butler, Ph.D, PLPC, NCC, NCSC, Associate Professor, University of Missouri at St. Louis**

*Thank you, Dr. Holmes, for facilitating two separate 60-minute virtual workshops on "Unconscious Bias: A Quiet Performance Killer" for our organization. You were engaging, thought provoking, and helped provide our teams with actionable items to bring back into their work. These sessions were so valuable, and I truly appreciate your time, experience and insight.*

**Kelly Vickers, Vice President of Corporate Social Responsibility, Alliance Residential Company, Phoenix, AZ**

*Thanks Tyrone! Building Powerful Business Relationships in a Culturally Diverse Society was a huge hit! Everyone really enjoyed the presentation and we all learned something new about L.U.C.A.S. and the S.O.L.E.R. Technique that we can use at work and home. I'm going to recommend you to Garland Preddy, Education Coordinator at the National SGMP Headquarters. This is a topic that we all need to work on and you provided some excellent communication tools for us to implement.*

**Michelle Fink, Vice President, Arizona Society of Government Meeting Professionals, Phoenix, AZ**



Dr. Tyrone A. Holmes is a professional speaker and consultant who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He received his bachelor's degree in Rehabilitation Education and master's degree in Counselor Education from Penn State University. Dr. Holmes received a second master's degree in Business Management from the State University of New York, before earning a perfect 4.0 GPA in his Counselor Education doctoral program at Penn State. As the owner of T.A.H. Performance Consultants, he has facilitated more than 1,500 keynotes, training seminars and virtual workshops that have taught participants to connect with others despite their differences, to effectively articulate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter, Certified Virtual Host and most recently, Virtual Master Presenter.

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