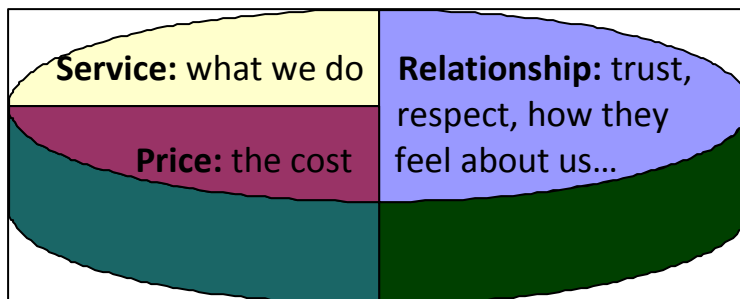


Exercise #1: Impacting Emotions

What would you like others [Residents, resident family members, colleagues, etc.] to think about you and your organization during and after each interaction or communication “touch point?” How do you hope to make them feel?

Please list five examples of each:

During and after each touch point, I would like others to think I / we:	During and after each touch point, I would hope to make others feel:



Exercise #2: Function v. Purpose (Benefit)

Select a touch point & identify its real or complete purpose; then craft an opening statement that will help you achieve that purpose... use your answers from exercise #1 as a guide

Touch point	Function	Purpose (Benefit)	Opening Statement...
Sample: Enter Resident room	Respond to call bell	Your customer service purpose... beyond just the function	What you might say to start things off in the best way... to help achieve your customer service purpose

Exercise #3: Planning

Select a touch point and create a plan for how you will execute both the “task at hand” as well as an effective customer service mission – use the 3 P’s approach:

Touch point: _____

PURPOSE: If all goes well, what do I hope to accomplish?

PROCESS: What will I ask? / What will I say? / Body language?

PAYOFF: WIIFT? / WIIFM?

Exercise #4: Proactive Application

What might you do differently tomorrow to send a strong customer service message to others during each interaction or touch point?

List 3 key activities (touch points) associated with your job and then list specific actions and words you will use to convey a customer service message that is brand-consistent and values-consistent... please include touch points with both internal and external “customers.”

Touch point	Actions & Words

10 Customer Service Practices that Promote Customer Satisfaction & Loyalty

1. Honesty

- "Operate with integrity, openness, and focus on customer needs."

—Nancy Stephens, from *Customer-Focused Selling*

2. Empathy

- Begin by being customer focused – ask, listen, and learn

- "Asking the best questions has always been more important than making the best presentations."

—Jack Falvey

- "You don't sell to companies. You sell to people in companies."

—Nancy Stephens

3. Learn about your customers

- Develop a CUSTOMER-DRIVEN attitude

- Respect how each customer prefers to communicate

- Stephens – the social types:

- Driver
- Analytical
- Amiable
- Expressive

- "Information is power! The first, best, and most important source of information is the customer. Know what the customer needs and wants." —Jack Falvey

- Articulate from the customer's point of view

4. Self-evaluate – What do you bring to the table?

- Learn to be a VALUE-ADDED element

- Become a student of the world
- Know what's important to your customers and share knowledge with them
- Articulate from their point of view

5. Practice makes perfect – anticipate and plan your approach

- Make time and TAKE time to prepare for customer interaction

- One of the top 10 reasons sales people fail is that they neglect to pre-plan!
- Sample "planner" exercise
- Consider the Efficiency

(continued next page...)

(10 Customer Service Best Practices, continued...)

6. Make it EASY – rule people in versus ruling them “out” and take initiative
 - Make it EASY for customers to come on and stay with you
 - Plan
 - Learn
 - Identify Action (next steps) & always do what you say you will do!
 - “Help” them to decide in your favor – accommodate whenever possible

7. Avoid being “dead right” with customers and employees (yes, the staff counts too!)
 - Strive to give customers and employees their dignity
 - “The deepest urge in human nature is the desire to be important.”
—*Dr. John Dewey*
 - ”I’ve never seen a company that was able to satisfy its customers which did not also satisfy its employees. Your employees will treat your customers no better than you treat your employees.”
—*Larry Bossidy, CEO Allied Signal, Inc.*
 - Beware the “silent” customer who openly accepts your version of what is right but who, as a result, buys elsewhere.

8. Adopt the “Socratic Approach”
 - Seek out agreement on small issues first
 - You may not know all of the real issues
 - Resolutions come easiest when people are saying “Yes, Yes!”

9. Be polite – “as you would like to be treated...”
 - Master the art of tactfulness
 - “Tactfulness is the art of letting someone else have your way.” —*Unknown*
 - “Be wiser than other people if you can; but do not tell them so.”
—*Lord Chesterfield*
 - “If you argue and rankle and contradict, you may achieve a victory sometimes; but it will be an empty victory because you will never get your opponent’s good will.” —*Ben Franklin*
 - Leave ego out – “You can’t win an argument!” —*Dale Carnegie*
 - *A man convinced against his will – Is of the same opinion still*

10. Determine and establish the best next-steps each time you interact with a customer
 - Follow-up, Follow-up, Follow-up – In a pertinent, value added fashion.
 - Always do what you say you will do

Dealing with an Upset Customer – Internal or External

TRY THE U.P.S.E.T.T. APPROACH

Activity	Goal
Unburden	Let them talk – defuse emotion, listen quietly and do your best not to interrupt
Probe	Clarify – miscommunication is common! Ask open-ended questions for best results; Listen!
Simplify	Get to the heart – we must fix the right problem! Ask clarifying questions and then re-state the key issue (s)
Execute	Provide solution – either you or someone will...
Test	Confirm satisfaction – ask if your “customer” is satisfied; if not, go back to “probing” step...
Thank!	Thanks... seek opportunity to reaffirm HH value (s)