

REMEMBER ME

THIRD EDITION

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INTRODUCTION

High technology and e-commerce may have changed the way that customers shop since ***Remember Me***, CRM Learning's classic customer service film was first released. However it has not changed what people expect when they shop: dependability, efficiency, understanding and reassurance. In short, customers today still expect quality customer service.

As those of you familiar with the two previous editions of this film will recall, ***Remember Me*** allows the customer service provider to see the service world through an ordinary customer's eyes. And it's not always a pretty sight!

Consumer studies show that poor customer service is the number one reason companies lose business. As our customer points out in ***Remember Me***, there are many companies out there selling the same product; the difference is in the service and attention that each company provides. In today's high tech world, customers are looking for the personal touch that creates a feeling of trust; as well as a willingness to go that extra mile.

In addition to updating the best-seller film ***Remember Me***, CRM Learning has designed this third edition to provide more learning experiences and training options. For those who have opted for the classic program, this Leader's Guide includes two sets of "Takeaway Tips" (one for Service Providers and another for Supervisors) to help the customer service provider immediately apply the skill points they have learned.

The Remember Me Experience expanded training program includes: the ***Remember Me*** film, a Meeting Opener and Closer, the Leader's Guide, pocket reminder cards and follow-up activities for future training.

In today's highly competitive marketplace, service providers must meet the customer's need for responsive and dedicated service or risk losing business. ***Remember Me*** (and its accompanying materials) gives service providers the opportunity to learn or revisit skills that will enable them to give efficient, dependable and caring service.

Chantal Sicile-Kira for CRM Learning

CRM *learning*

SYNOPSIS

We see a mass of cars on a freeway...the endless chaos and noise that we meet each day on our daily commute. A voice asks, "You remember me, don't you?" and identifies himself as the driver of a silver car in the traffic maze.

We next see him drive into a car dealership's service department where the sign reads: "In by 9:00 a.m. out by 4:00 p.m." He checks his watch with relief, but is told by the service manager that, "We can't get to it today," but he can leave it if he wants to. Of course as he explains, "I can't leave it not knowing when I'll get it back." With frustration, he asks again: "You remember me now, don't you? I'm the customer."

We next see our customer at the bank, waiting in line for a bank teller who is busy flirting with another customer. Even though he's banked there for years, it appears no one at the bank remembers our customer.

While again waiting in line at a discount store, we watch as our customer places his items on the counter; but suddenly the checker, without even an apology, places the "CLOSED" sign on the counter and leaves. Our man continues to receive poor service.

As the man wanders around in a department store with shirts in one hand and money in the other, he is rudely told by a salesman, "You'll have to wait your turn."

The next day finds our customer in his office talking on the phone requesting information. Again, he is rudely and abruptly handled. Next, it's the photocopy machine he needs that is broken, of course! He asks the repairman when it might be fixed and is casually told: "Hard to say, maybe Thursday."

Our customer remains hopeful and optimistic as he travels on business and, with briefcase in hand, arrives at the rental car counter. Even though he has planned ahead and reserved a car, they do not have the car model he requested. We see him next driving a cargo van. As he says: "When I have to compromise, I do, but I don't forget."

In the hotel room he waits 45 minutes for the breakfast he's ordered, only to be told when he calls room service back again that: "We stopped serving breakfast." Bad customer service continues to follow him.

As our customer watches his battered suitcase revolve around and around the baggage carousel, the voices of the previous few days revolve around in his head... "Can't get to it today," "Wait your turn," "I got no order for your room," "Could I see some identification." This ordinary guy has finally had it and shows total frustration with his previous encounters with customer service representatives.

As the man next waits for the airport shuttle bus, he matter-of-factly states he will win in the end, because **He's "the Customer."** And as he says, there are lots of options—plenty of banks, hotels, car rental companies and stores competing for the customers' business, "So, if we can't get good service, we leave."

As he drives into a *different* car dealership, he pointedly mentions that, "Customers get around and stick together." Another driver asks about Quality Motors' service department and our customer gives it a "thumbs down." The other driver thanks him for the helpful tip. Finally, we see our customer obtain good service from this *different* dealership; including prompt service, a courtesy van to drive him to work, and an attendant who really seems to care about him and his car. As a result of this positive service experience, our customer makes an appointment for his other car to be serviced; rewarding good service with repeat business!

In the final scene we listen as he says, "**You treat us as individuals, we'll see you as individuals...I'll remember you, if you'll just remember me.**"

BACKGROUND

WHAT IS CUSTOMER SERVICE?

As we've moved into the next century, our modernized high tech and computerized world seems to offer us less quality customer service than ever before. Everyone appears stressed out and robot-like in their daily existence and this transcends into our daily contact with customers and clients.

As *Megatrends* author John Naisbitt points out, "whenever new technology is introduced...there must be a counterbalancing human response—that is high touch—or the technology is rejected. The more high tech, the more high touch." The need for this responsive, dedicated and listening type of service is yearned for by the customer more than ever, and any business that provides this level of care and concern will benefit.

Whether true or not, the perception is that customer service is worse now than ever before. Even though there are numerous books, periodicals, internet sites and many training opportunities available and offered in most of our workplaces, the negative service perception still exists. This perception of lowered standards of quality service leads to an array of problems in an increasingly complex society that depends more than ever before on the service economy.

Expectations have also escalated as we depend more heavily on others to provide what we need, want and desire. The faster-pace of today's society leads us to want it **now**, with minimal hassle and disruption to our busy lives. When those increased expectations are met by decreased levels of customer satisfaction...we are on a downward spiral that leads to an increasing level of frustration as seen by our ordinary man in this video.

Additionally, most companies are dependent upon the loyalty of repeat customers and, as demonstrated by the customer in our video, when dissatisfied they don't often complain; they just do not return. The customer may go to a nearby competitor or let his fingers fly across the keyboard of e-commerce. It is increasingly evident that service must meet the customer's wants, desires and wishes; or lose out in this highly competitive marketplace.

WHAT CAN WE DO TO IMPROVE CUSTOMER SERVICE?

Here are a few key questions to ask as you strive to improve and implement consistent standards of excellent service.

- Who are your customers (past, present and future)?
- What do these customers value?
- How can you set criteria to meet the customers' needs?
- How does your corporate culture support this standard of service?
- Where do we need to improve our service and how can this best be done?
- Do we consistently deliver what we promise?
- How do we train, sustain, measure and reward customer service employees?

These questions are just to get you started on your own quest for improved service and high standards. As you watch the video and do the practice exercises, you will think of more questions and answers to guide you toward your goals of enhanced service.

Another option to improve your customer service quality, is to examine the service in your industry and sector, and strive to improve upon the highest standards set by the competitors. By examining the *best practices* of the competitors, we can learn much that will lend itself to quality service, a loyal following, a superior reputation and excellent employees. We've all heard of the remarkable stories of excellent service given, and numerous service awards won, by such companies as Southwest Airlines, Nordstrom's, L.L. Bean, Starbucks and Disney theme parks. Why not learn from these outstanding examples, as well as other companies within your own sector who display an enthusiastic attitude and a culture that cares?

Consumer studies show that:

- The vast majority of customers never complain about poor service.
- There is a 90% chance that displeased customers will never return.
- Displeased customers will tell their story of discontent to 8-16 other people.

This is a huge loss of potential income from repeat business and damages the credibility, growth and reputation that your company works so diligently to achieve. However, if you make every effort to problem-solve and remedy the customers' concerns, most of them will stay loyal to you. They want to be heard and to know that you will work with them toward a mutually beneficial solution. ***Remember: It costs about five times more to attract a new customer as it does to keep a current customer!***

So what else can you do to provide terrific customer service?

- Listen and learn from your customers.
- Show respect and be willing to "make it right."
- Invite customers to help solve the problem.
- Understand that customers are just like us and want to be treated fairly.
- Thank them for their business and ask them to return soon.

As our ordinary customer says: "Remember me...and I'll Remember you."

TRAINING SESSION OVERVIEW

Instructions: To open the training session, you may wish to summarize why the participants are in this session and what they will be doing for the next few hours. You could say:

"We're here to have a good time today and learn or re-learn how to provide top quality customer service. We'll do this with the "Remember Me" video that portrays a very ordinary man going through a tough day of lost customer service opportunities. We'll also have a chance to do some customer service activities with the rest of the participants.

This is a chance for you to reflect and think about the customer service you and your company provide to the public. It is also an opportunity to challenge your way of doing business that may have become routine and unproductive. You'll want to look beyond what you currently provide and see how you can give more value and added service to each and every customer."

Other Options:

- Review Learning Objectives (can be listed on board).
- Ask: "What do you hope to take away today?"
- Ask: "What can you do to improve customer service?"
- Discuss "key questions" outlined in the background material entitled: "What is Customer Service?"

LEARNING OBJECTIVES:

Participants will learn to:

- Provide top quality service.
- Listen effectively to the customer.
- Identify their own examples of positive and negative customer service.
- Observe and practice positive customer service techniques.
- Problem solve effective solutions to tough customer complaints and dilemmas.
- Take "tips" back to the workplace for instant performance results.

TRAINING DESIGN A

	Workshop Activity	Approximate Time (in minutes)
1.	Training Session Overview	5
2.	Icebreaker (2 options)	10
3.	"Remember Me" Video Presentation	10
4.	Exercise 1: Group Discussion	15
5.	2 nd Viewing of "Remember Me"	10
6.	Exercise 2: Customer Service A to Z	15
7.	Exercise 3: Remember Me	25
8.	Exercise 4: Carousel Brainstorming	35
9.	Takeaway Tips & Wrap-up	10

Total Workshop Time: 2Hours & 15Minutes

Note: If using the Remember Me Experience expanded training program, you will show the "Meeting Opener" video segment **after** the Icebreaker, stop the tape and do Meeting Opener Discussion, then view "Remember Me." Show the "Meeting Closer" video **after** the Tips and Wrap-up. This will add 10 to 15 minutes to your schedule.

To lengthen add: Exercise 5: Role Play (20 min.) **or** Read and discuss background article: "What is Customer Service?" (15-20 min.).

TRAINING DESIGN B

	Workshop Activity	Approximate Time (in minutes)
1.	Training Session Overview	5
2.	"Remember Me" Video Presentation	10
3.	Exercise 1: Group Discussion	15
4.	Exercise 3: Remember Me	25
5.	Exercise 5: Role Play	20
6.	Takeaway Tips & Wrap-up	10

Total Workshop Time: 1 Hour & 25 Minutes

Note: If using the Remember Me Experience expanded training program, you will show the "Meeting Opener" video segment **after** the Icebreaker, stop the tape and do Meeting Opener Discussion, then view "Remember Me." Show the "Meeting Closer" video segment **after** the Tips and Wrap-up. This will add 10 to 15 minutes to your schedule.

To lengthen add: Exercise 4: Carousel Brainstorming (35 min.) **or** 2nd viewing of "Remember Me" and Exercise 2: Customer Service A to Z (25 min.).

MEETING OPENER DISCUSSION

Instructions: After showing the Meeting Opener, pause the tape and start a group discussion. You may want to ask:

- Did you realize how many other customers will tell about the bad service they received?
- How do those negative words and sentences make you feel when *you're* the customer?
- How do negative words impact customers?
- How do the positive words and sentences make you feel when *you're* the customer?
- How do you think it impacts the customer?
- How do words impact customer satisfaction either positively or negatively?

After the discussion say: "So far, we've talked about the importance of good customer service, about the words that help to convey respect, empathy, etc. In a moment, you will see the importance of good customer service from a different perspective — from the customer's point of view..."

Now continue the tape and watch *Remember Me*.

ICEBREAKER 1: SCAVENGER HUNT

Instructions: Each participant will need a copy of the Scavenger Hunt Handout. Ask participants to roam around the room and try to find someone who can answer "yes" or answer the question appropriately. Emphasize that you can use each name *once*. Be sure to write their first name in the space provided. Allow approximately 5-8 minutes. This is a quick and fun activity that generates lots of enthusiasm and laughter! As the leader, be sure everyone is participating. You could give a prize to top winners.

To debrief ask:

- Who has a name listed in every space? (show of hands)
- Share a couple of silly responses.
- Share 1 or 2 unusual hobbies or collections.
- Share any unusual coincidences.
- Share any risky activities.

ICEBREAKER 2: TOP TEN HOLIDAYS

Instructions: Pass out the Top Ten Holidays Handout. Ask participants (in teams of 4-5) to brainstorm what they think are the top ten paid holidays by companies in the U.S. Give each team only 5 minutes and plan on giving a prize of candy or a silly toy to the team members who get the most correct or come up with even the 10th item. You can duplicate the list on a transparency or Powerpoint, or just put the 10 items on a flip chart or white board.

- Christmas Day
- Labor Day
- New Years Day
- 4th of July
- Thanksgiving Day
- Memorial Day
- Day after Thanksgiving
- President's Day
- Day before or after Christmas
- Good Friday

Note: Martin Luther King's birthday ranks 11th.

ICEBREAKER 1 HANDOUT: SCAVENGER HUNT

Instructions: Find a person who can say "yes" or can respond appropriately to each question. You may use each person's name only once. Write their first name in the space provided.

Someone who:

1. _____ eats a healthy breakfast almost every day.
2. _____ is bilingual.
3. _____ is a grandparent.
4. _____ is an only child.
5. _____ has an unusual hobby/collection.

What is it? _____

6. _____ has lived in a foreign country.
7. _____ has 3 or more children.
8. _____ owns a sports car or convertible.
9. _____ is a vegetarian.
10. _____ shares the same favorite movie as you.

What is it? _____

11. _____ rides a bicycle or roller blades regularly.
12. _____ has been on an adventure-type vacation.
13. _____ owns vinyl records & turntable.
14. _____ shares same birthday month or year as you.
15. _____ has engaged in some risk-taking activity. (ex: bungee jumping, hang gliding, mountain/rock climbing, etc.)

ICEBREAKER 2 HANDOUT: TOP TEN HOLIDAYS

Instructions: In teams of 4 or 5 players, brainstorm what you think are the top ten paid holidays given by companies in the U.S. When you are done, yell "*Holidays!*"

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

EXERCISE 1: GROUP DISCUSSION

Instructions: Review each scene and discuss based on the following questions:

- What did you remember from each scene?
- Was there one comment, behavior or action that was most memorable? Why?
- At what points in the video do you identify with the customer?
- What lessons can be learned, so that you don't make similar mistakes in serving the customer?
- How could your supervisor provide support with the complaint as illustrated in the scene?
- What could your company improve upon regarding policies and procedures to improve upon service?

Scene 1: Car Dealership: Motto is "In by 9:00 a.m., out by 4:00 p.m. "

Scene 2: Bank: The teller flirting with other customer, suspicious.

Scene 3: Discount Store: Closed sign placed on counter after customer places items down, no apology.

Scene 4: Dept. Store: Can't find sales representative, rudely told to wait his turn.

Scene 5: Own Office: Hung-up on and not provided assistance. Broken copier and casually told it won't be repaired for quite some time.

Note: If you work primarily with internal customers, you may wish to discuss what works best in handling concerns, rushed deadlines, multiple requests and increased demands and expectations.

Scene 6: Car Rental Company: Lack of courtesy and respect, don't have the car he requested, customer is given inferior vehicle.

Scene 7: Hotel Room: Room service loses his order, no sincere apology and no service.

Scene 8: Baggage Claim: Finally customer shows total frustration because his bags are torn apart.

Scene 9: Different Car Dealership: Thoughtful and courteous service, talks to other customers.

EXERCISE 2: CUSTOMER SERVICE A TO Z

Instructions: Pass out the handout to Exercise 2 before viewing "Remember Me" for the 2nd time.

- Explain: How could you improve customer service and satisfaction? While the video showed many negative examples, turn these around into how you could provide positive service.
- Fill in as many of these blanks as possible with words to improve customer service.
- After the video: Form groups of 4-5 to complete the alphabet. They may share video observations, as well as their own customer service insights and examples. Allow 10 minutes for team sharing; then 5 more minutes to briefly discuss together and share from attached list any they couldn't answer or answered incorrectly.

- A: Attitude, Availability, Awareness
B: Business-like, Benefits
C: Credibility, Courteous, Caring, Compromise, Cooperate, Competition
D: Diplomacy, Details, Diligence
E: Ethics, Enthusiasm, Excellence, Empathy, Explain
F: Flexibility
G: Good service, Graciousness, Goodwill
H: Humor, Helpful
I: Information, Internal Customer, Inviting
J: Just-in-time delivery
K: KISS principle, Knowledge-based
L: Location, Loyalty, Listen
M: Motivation, Memorable
N: Non-defensive, Non-anxious
O: Openness, Options
P: Performance, Prompt, Problem solving
Q: Quality, Quick
R: Recognition, Responsibility, Respect, Responsive
S: Service, Simplicity, Smile
T: Trust, Timeliness
U: Understanding, User-friendly
V: Versatile, Vitality
W: Win-Win, Welcoming
X: Xcellence, X-tra step or mile
Y: Yes! Yearly reviews
Z: Zero-tolerance for bad service!

EXERCISE 2 HANDOUT: CUSTOMER SERVICE: A TO Z

Instructions: After viewing "Remember Me" for the 2nd time, list as many positive words for each letter as you can think of that could improve customer service and satisfaction.

A: _____

B: _____

C: _____

D: _____

E: _____

F: _____

G: _____

H: _____

I: _____

J: _____

K: _____

L: _____

M: _____

N: _____

O: _____

P: _____

Q: _____

R: _____

S: _____

T: _____

U: _____

V: _____

W: _____

X: _____

Y: _____

Z: _____

EXERCISE 3: REMEMBER ME

Instructions: Pass out handout to Exercise 3. Allow 5 minutes to individually complete.

- Say: "Studies have shown that most customers—just like our customer on the video, never complain about poor service...they just walk out and don't come back! Also, most of us will tell our stories, especially about bad service, to approximately 10 other people. I noticed some of you started with the negative examples...you must not have told enough people yet!"
- Allow approximately 15 minutes for sharing their examples.
- Break into small groups so everyone has time to share at least one positive and one negative example (two examples of each if time permits).
- Ask participants to turn the negative example into a positive one—what could have been done differently to improve this service and the customer's experience?
- Bring groups together and ask each group to share one example only of unique or outstanding service. You may wish to list these on the board or flip chart. Allow 5 minutes for sharing of examples.
- **Conclude by stating in your own words:** "While we're done with these positive and negative examples, we know this is really only the beginning of how we can provide the best service to our customers. Good service is a full-time job that we must stay alert to at all times with our verbal and non-verbal language, our facial expressions, our tone of voice and our overall attitude."

Note: Small group size will vary based on overall attendance, but 3-4 maximum will allow best participation.

EXERCISE 3 HANDOUT: REMEMBER ME

Recent Positive Examples of Customer Service:

We really don't need experts to tell us about good customer service since each of us is also a customer and knows what we like and don't like.

Instructions: List some "memorable" *positive* traits, behaviors, phrases and expressions of recent service encounters you've experienced.

1. _____
2. _____
3. _____
4. _____
5. _____

Review and prioritize your top two examples.

Recent Negative Examples of Customer Service:

Instructions: List some "memorable" *negative* traits, behaviors, phrases and expressions of recent service encounters you've experienced.

1. _____
2. _____
3. _____
4. _____
5. _____

Review and prioritize your top two examples.

EXERCISE 4: CAROUSEL BRAINSTORMING

Instructions: Team up the participants in groups of 4-5 persons. Give each team a handout of the exercise.

- Say: "The object of the exercise is to generate many possible solutions to customer service related problems that are encountered in your workplace. This will be your "reality check" and will give you the opportunity to get concrete suggestions for your own problems. Your group may generate many good examples of problems, you may decide to summarize one problem that is shared by a number of you in the group, or choose the one that is most challenging. Take the example you choose and write about it as specifically as possible, so that others can readily read and understand the difficulty. Stay focused on customer-related concerns that you or others in your workplace are currently facing."
- Give each team a few minutes (5-6) to identify and write out the problem. Ask team members to begin by passing their team problem clockwise to the group next to them. The teams will read the problem they've just been given, discuss possible solutions and when they agree on the best solution, someone will write it out on the handout. Allow approximately 5 minutes per problem. Ring a bell or turn off and on the lights to indicate they should rotate the problem they've been working on clockwise to the next group. Continue for another 5 minutes. Do this for a total of 4 rotations for an approximate time of 20 minutes. Return "solutions" to original team members and allow them to read over the solutions and discuss for an additional 5 minutes.
- As time permits, ask 1 or 2 teams to discuss their problem and possible solutions (or one best solution).
- Say: This activity could easily be done in a staff meeting, with each individual employee writing out a "problem" that is then passed around the room to each individual employee (or in pairs) for possible solutions. This is also a great way to realize that you are not the *only one* with this problem. It identifies many possible solutions and gives you a chance to see how others view the problem and possible options and ideas. It is a way to encourage us to seek out others to assist us.
- **Note:** Stay flexible with your time. Participants should brainstorm rapidly and this is not the time to have a lot of details in your solution. Keep the activity moving at a lively pace. Adjust the numbers on each team according to the total number of class participants.
- At the end of the session, ask for the filled-out handouts to be returned to you. For those of you who have opted for the Remember Me Experience expanded training program, you will be needing these responses for the follow-up training in the near future.

EXERCISE 4 HANDOUT: CAROUSEL BRAINSTORMING

Instructions: Jot down a customer service related problem or dilemma that you and your teammates encounter in your workplace and that you would like assistance with. This may relate to something you saw on the video or with follow-up discussions. If a concern doesn't immediately come to mind, you might review the **Learning Objectives** or **SERVICE Pocket Reminder Cards** to spark your thinking. List one problem specifically and briefly, and in teams others will respond to it.

Problem: _____

Teams: After 3-5 minutes of discussion, write out the best solution your team can think of for dealing with this problem. After a few minutes, time will be called, you will send this paper on to the next team and you'll receive a new problem to discuss.

Solutions:

1. _____

2. _____

3. _____

EXERCISE 4 HANDOUT: CAROUSEL BRAINSTORMING (CONTINUED)

4. _____

5. _____

6. _____

7. _____

8. _____

Note: Return this handout to the Leader of this training session.

EXERCISE 5: ROLE PLAY

Instructions: Allow 3-4 minutes for a quick skim of the two role plays offered.

- **Suggest:** Get into teams of 3-5 for a 5 minute discussion of both role plays. Decide which role play interests the group the most and for an additional 5 minutes they will "act out" the one chosen.
- **Reconvene Groups:** For an additional 5 minutes ask for a volunteer group to come to the front of room and act out the selected role play. Each player will need to identify themselves as customer, supervisor, service representative, etc. Applause & laughter is common—tell them to have fun with this!
- **Discuss:** Briefly summarize what you saw or ask the class to summarize and give any other suggestions or solutions they thought would be effective.

EXERCISE 5 HANDOUT: ROLE PLAY

Instructions: Jot down some key thoughts of what you can realistically do within your company to take positive action and solve the customers' problems. Each role play may consist of a customer service representative, store manager or supervisor and as many as 3 customers. After you read and think about these role plays, get into teams of 3-5 to practice your techniques and strategies.

In-Person Role Play:

Due to a larger than estimated demand for a specific popular toy this holiday season, the store you work for is out of this toy even though it was recently advertised as available. It is now 2 days before Christmas and no new deliveries are expected until after the New Year.

- What will you tell the irritated customers?
- Assume you have some authority, what are some options you can offer the customer?
- One customer is extremely angry due to the lack of this toy, but also because of the stress of the season. How will you avoid a confrontation?

Phone Contact:

You work as a health care insurance customer service representative. While much of your work is processing claims, on occasion you receive a customer complaint over the phone. This customer complains that their small business was not informed of a recent sizeable hike in premiums, and that not being able to anticipate and plan for this change, has put their whole plan to cover their five full-time workers at-risk. He's threatening to comparison shop and go elsewhere, especially since his insurance agent didn't even bother to notify him of the increase.

- How will you explain the large increase in premiums?
- How will you address valid concerns regarding the negative impacts on small business?
- Can you or your supervisor trouble-shoot by offering some suggestions?

TAKEAWAY TIPS

Instructions: As part of the wrap-up, draw the participants attention to either the "**Ten Takeaway Tips**" that can be utilized by supervisors as soon as they return to work, or the "**Nine Takeaway Tips**" offered to assist providers as soon as they are back on the job. Their supervisor may ask what was learned at the training, and this gives everyone some immediate suggestions to improve customer service.

- Ask: As you look through this list, which tip is realistic and feasible for you and your company to implement right now?
- Discuss: If time permits, you may wish to discuss these in small groups and ask participants to share other successful strategies that have worked well to improve customer service and increase employee morale and performance.

ADDITIONAL WRAP-UP SUGGESTIONS

Instructions: The best way to ask these questions is in a fast, free-flowing style with no critique where participants share in a rapid-fire manner.

- Ask participants to share a key concept, memorable customer service moment, or idea sparked from the video or exercises.
- Ask: What will you remember about this average man who receives below average customer service?
- Ask: Is there one approach you have learned today that can improve your contact with customers?
- Conclude by emphasizing one or more of the quotes listed on the bottom of page 24 or have quotes printed on the board or flip chart. You might also have quotes on overheads or Powerpoint.
- If using the Remember Me Experience expanded training program, you will end with the "Meeting Closer" video segment.

HANDOUT: TEN TAKEAWAY TIPS FOR CUSTOMER SERVICE SUPERVISORS

Here are ten quick tips you can take out the door and start using today to improve customer service:

1. **Share stories of great service** within your company through your internal communications network (newsletter, e-mail, bulletin boards, etc.). This is also a way to recognize a terrific employee who can be a mentor to others.
2. **Ask customers what they want!** This idea works extremely well in some of the best customer service companies. Here's what we mean:
 - Mailer surveys: Ask a few key questions in a survey mailed out approximately 3-6 weeks after customer has been served.
 - Response postcards: A quick survey with only 3-5 questions that is available to all customers at time of check-out and gives immediate feedback.
 - 5x5 Focus Groups: 5 customers answer questions for 5 minutes about what they like and don't like about your product, service, or whatever you want to know more about from the customer's perspective.
 - Feedback sessions with employees monthly or quarterly to routinely find out what the customer wants, needs and desires.
3. **Look! Listen! Learn!** Have employees check out the competition. Pay them to do this and ask them to write or verbally report their findings to other staff/employees.
4. **Reward employees every day for great service.** Small and inexpensive rewards can work well. Here's a few ideas:
 - Free coupons to movies, theme parks, restaurants, etc.
 - Leave work a half-hour early coupons
 - Park in the boss's space coupons
 - Gym or Y membership or weekend getaway for exceptional service. Think up your own that pertain to your workplace.
5. **Post key customer service concepts in prominent places.** Add visuals or snappy phrases. Post in break room, cafeteria, company newsletter, employee-only restrooms, or entry and exit doors.

HANDOUT: TEN TAKEAWAY TIPS FOR CUSTOMER SERVICE SUPERVISORS (CONTINUED)

6. **Ask employees to keep a lightbulb-list** nearby as new ideas to improve customer service occur. Collect regularly and rotate a team of employees to evaluate and select the best ideas. Reward and recognize employees who's ideas are implemented. **Note:** Rewards and recognition don't have to cost a lot! Knowing your company listens to the employee's suggestions can make a big difference in improved morale and customer service!
7. **Train employees by providing:**
 - Brown Bag lunches with motivational speakers.
 - Paid off-site training (hint: universities & community colleges offer a wide array of low cost training options).
 - A training library of audio and video tapes, books and periodicals on service, sales and marketing.
8. **Job Rotation Day:** Designate one day a month when a number of employees cross-train and learn a little bit about somebody else's job. Draw names randomly so everyone gets a chance to do this over time. This gives employees a chance to see the big picture of the workplace and the employee who normally never meets a customer will have at least one opportunity to do so.
9. **Revolving Brainstorm Bulletin Board:** Set up an e-mail or other easily-accessible site for employees to post customer service problems (anonymous is best). Employees are given a time-limit to post possible solutions or give examples of similar situations or problems they have encountered and solved.
10. **Have fun at work!** Studies show employees are much happier, creative and productive when given a chance to have fun too.
 - Take a 5 minute stress break and do stretching exercises, toss around a beach or nerf ball, have a bubble gum blowing contest.
 - On-site yoga, tai-chi or exercise classes.
 - Time out room with soft music, comfy chairs, fruit and muffins and some creative puzzles and games.
 - Think up your own fun ideas!

CUSTOMER SERVICE QUOTES

- *"A customer is the most important visitor on our premises... He is not an interruption in our work; he is the purpose of it... We are not doing him a favor by serving him, he is doing us a favor by giving us an opportunity to do so."*
- *"Take care of your customer, or someone else will."*
- *"We are continually faced by great opportunities brilliantly disguised as insoluble problems."*

HANDOUT: NINE TAKEAWAY TIPS FOR CUSTOMER SERVICE PROVIDERS

Think:

1. You make my job possible. You're the reason I'm here!
2. My image and sincerity is the customer's first impression of my company.
3. I'll be respectful and courteous to everyone I meet and greet.

Say:

4. Ask: How may I help you? This generates a friendly atmosphere that says: "I'm here to serve your needs."
5. Call the customer by name—the personal touch says you care.
6. Make a genuine response to each unique customer. Avoid "autopilot" replies such as: "have a nice day."

Do:

7. Greet each customer with a smile and eye contact; especially if you're on the phone or assisting another customer.
8. Solve problems and complaints, it's the best way to insure repeat business and customer loyalty.
9. Listen to establish rapport and understanding.

CUSTOMER SERVICE

Serve - Meet the customer's wants and needs.

- Ask questions and listen actively

Excel - Give the customer exceptional value and *exceed* expectations.

- Go "above and beyond" service basics

Reliable - Provide consistent and trustworthy service.

- Deliver on promises

Versatile - Stay open to the customer's needs.

- Creatively find options to satisfy

Inviting - Ensure that customers feel welcome.

- Make sure verbal *and* non-verbal expressions say, "I'm glad to serve you!"

Courteous - Show respect by being considerate and thoughtful.

- Use the customer's name when possible

Empathy - Value the customer's viewpoint.

- Say, "I understand..."

RECOMMENDED RESOURCES

- Anderson & Zemke, Kristin & Ron, *Tales of Knock Your Socks Off Service*, N.Y., Amacom, 1998.
- Berry, Leonard L., *Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success*, Free Press, 1999.
- Carlaw & Deming, Peggy & Vasudha K., *The Big Book of Customer Service Training Games*, N.Y. McGraw-Hill, 1998.
- Evenson, Renee, *Customer Service 101: Basic Lessons to Be Your Best*, Bull's Eye Pub., 1997.
- Evenson, Renee, *Customer Service 201: Managing Your People to Be Their Best*, Bull's Eye Pub., 1997.
- Gerson, Richard F., *Beyond Customer Service*, a fifty-minute series, CA., Crisp Pub., 1998.
- Harris, Elaine K., *Customer Service A Practical Approach*, 2nd ed., N.J., Prentice Hall, 2000.
- Karr & Blohowiak, Ron & Don, *The Complete Idiot's Guide to Great Customer Service*, New York, Alpha Books, 1997.
- Tschohl, John, *Achieving Excellence Through Customer Service*, Best Sellers Pub., 1996.
- Willingham, Ron, *Hey, I'm the Customer*, N.J., Prentice Hall, 1992.
- Zemke & Woods, Ron & John A., editors, *Best Practices in Customer Service*, N.Y., AMACOM, 1999.

INTERNET SITES

Customer Care Institute - (404) 352-9291 www.customercare.com

Provides on-line forums, resource center, networks, training, advisory service and a monthly newsletter entitled: *Customer Care Network News*.

E-Satisfy.com - (703) 524-1456 www.e-satisfy.com

Technical assistance research programs. Monitors, tracks and creates measurement solutions for click and brick companies. Measures customer loyalty, trends, etc.

Gripes2Solutions.com - (800) 245-3735 www.gripes2solutions.com

Provides a journal of success stories and customer complaints and solutions. Enter a monthly drawing with your gripe and solution to be eligible for a great prize.

International Customer Service Association - (800) 360-4272 www.icsa.com

Offers a full range of programs, publications, case studies, surveys and best practices from leading organizations.

COMPANION VIDEOS FOR "REMEMBER ME" (THIRD EDITION)

LEADERS GUIDE

We're on the Same Team, Remember? In this thought provoking drama, viewers see how listening to clients' needs and expectations, clarifying inter-and intradepartmental tasks when servicing customers, and being available and responsive are all crucial to keeping customers from going elsewhere.

Call of the Mummy - All it takes is one poorly handled phone call by a "mummified" customer service representative and your customers will simply call the competition. This humorous video, featuring healthcare, government and business vignettes, will teach your CSR's how to make every customer contact a success.

Cliff's Customer Service Adventure - Designed for audiences of young front-line service providers, this video follows twenty-something Cliff as he visits restaurants, a bank, a couple of retail establishments and a hotel. In the end viewers come to learn how to provide the kind of customer service we all want to receive and the importance of approaching customers with respect, friendliness and a sincere desire to help.

An Invisible Man Meets the Mummy - You can run, but you can't hide (not even in red tape) from customers. The do's and don'ts of internal and external customer service are wrapped up neatly in this fast-paced entertaining video.

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