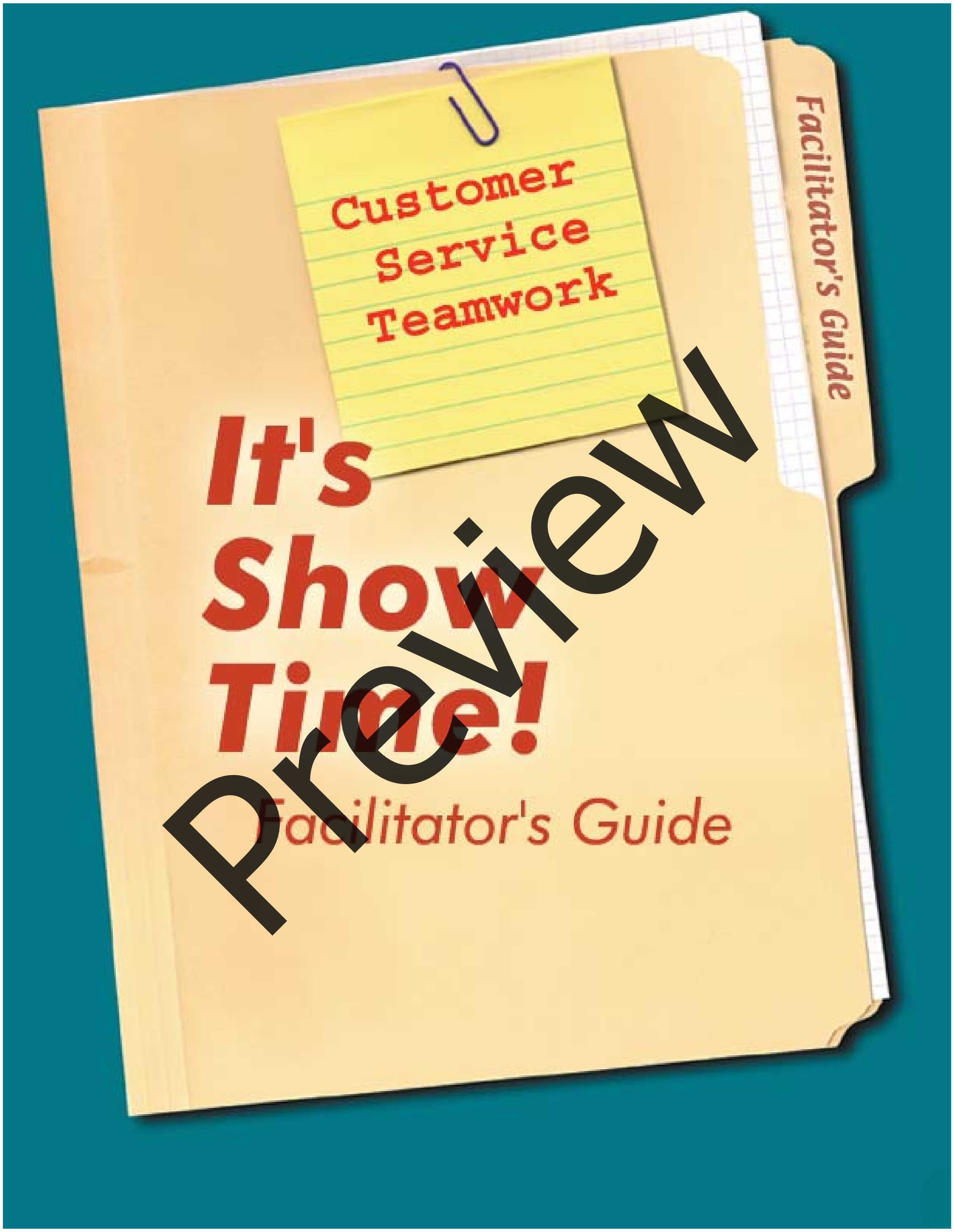
Customer
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Facilitator's Guide

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Customer Service Teamwork: It's Show Time!

Overview of Program

It's Show Time! is a 15-minute video-based training program about how to achieve consistency in providing a high level of customer service. It focuses on the organization's culture as it relates to service. The video is full of best practices and inspiring role models, and it celebrates diversity. The video provides inspiring answers to the question: What does it take to achieve excellence in customer and employee satisfaction day-in and day-out, 365 days a year.

This Facilitators Guide provides you with everything you need for either a 1 or 2.5-hour training session for your organization. It is packed with activities and valuable information to help you conduct a highly interactive, participant- based session without preparing for days.

Program Learning Points

No matter what your organization, matter what your industry, or the position of your participants; this program will offer valuable insight into creating a dynamic customer service culture. As your participants go through the program, they will learn:

- How to take responsibility and empower themselves to make a difference.
- The importance of a positive attitude.
- To acknowledge that it truly is the customer who rules.
- The scope and specifics of their organization's service policies.
- How service success can propel their careers.
- The trust and values that drive your organization's commitment to customer service.
- The workplace can be fun while important objectives are being accomplished.

How You Can Relate *It's Show Time!* to Three Other Customer Service Classics

Your organization's time and money invested in other customer service classics can be enhanced by utilizing ***It's Show Time!*** in conjunction with related products. ***It's Show Time!*** celebrates the themes of customer service, positive attitude, and employee satisfaction and illustrates them in a variety of ways that will reinforce the other videos that you may have used in the past.

Remember Me? -- *It's Show Time!*

- The dramatic style of *Remember Me*? is in contrast to the documentary format of *It's Show Time!*. Each mode helps the other stand out. The power of the Stew Leonard's video is that it validates and brings life to the themes that drive *Remember Me?* For example, the "Customers rule!" segment in *It's Show Time!* is one organization's real-life way of dealing with the "*Customer loyalty can be fragile* theme from *Remember Me?*

Give 'em the Pickle -- *It's Show Time!*

- "Pickle" makes great points. Scripted and planned, they are easy to hear and see, making for a thorough training experience. *It's Show Time!* "proves" the points made by Bob Farrell. Consider what he says about customer loyalty and hiring great managers, "Value the customer, win their loyalty with great service, and hire great managers," and then watch each point actually come to life in an award-winning workplace during the three different segments of *It's Show Time!*.

Fish! -- *It's Show Time!*

- Both are well-produced, spirited documentaries. *It's Show Time!* centers more on diversity (age, race, and gender) and theory (the importance of culture, dealing with irate customers, and establishing clear service expectations, for example). Both programs make comparable points about delighting customers, workplace fun, and the vital role of attitude. Each enhances and validates the impact of the other.

It's Show Time! is an ideal supplement to other videos in which you have invested training time and resources. It reinforces their messages, brings their examples and lessons to life, as well as introduces its own specific themes and riveting examples.

What to Do Before the Program

REVIEWING FOR RELEVANCE

One of the issues you may face with ***It's Show Time!*** is that it is based in a supermarket. Individuals working in other industries may at first wonder what they can learn from a supermarket. The answer is quite a bit!

The goal is to point out that they are watching a story of high levels of achievement and consistent success, which are worthy goals for every organization. Prepare for yourself a list of relevancy factors for your group.

Include the fact that this is not an ordinary food store. It is # 22 on Fortune Magazine's list of Best Workplaces in America. It is number one in sales dollars per square foot. It recovered from a tax scandal a decade ago to win customer confidence and now it grosses over $100 million annually in a single location. The success is propelling a 3-store expansion. You can note that all of this occurs in the Greater New York City area, which is highly competitive. You have to be really good to accomplish what the people at Stew Leonard's have.

Your audience will learn most effectively once they open themselves up to looking at the possibilities. As facilitator, you play an important role in helping people to expand their thinking. Try the following:

STEP ONE:

Review the video program and support materials with an eye towards relevance to your organization. Watch it at least twice. As you do, ask yourself:

- What things in the program might be hard to understand or accept by my participants?
- How are the key points relevant to my organization?
- What are examples of specific situations in our organization where the main content points listed below are important? *(Use the space below each point to capture your thoughts).*
    - Understanding Your Customer Service Culture

    ____

    ____

- The Eggnog Story and "The Rock": do we have a comparable example and/or how does this translate here?

____

____

- Attitude as a Key Component in Serving Customers

____

____

- Customer Expectations Driving Activities

____

____

- Career Advancement as a Result of Providing Great Service

____

____

- Trust and Values as Drivers of How We Treat Customers

____

____

- Serving Customers and Promoting Fun in the Workplace

____

____

STEP TWO:

Identify areas during your session where you can discuss how the program is relevant to your environment.

The best way to deal with the relevancy issue is to deal with it directly. We suggest this strategy when dealing with those participants having difficulty connecting the supermarket environment (or other issues) to your organization.

As you develop your training program, identify opportunities to reinforce the ideas from ***It's Show Time!*** We suggest you do this at the following times:

- Pre-session materials that you send participants.
- The introduction of the program and review of session objectives.
- Before and after viewing the video.
- Other opportunities that present themselves.

Step Three:

Survey your participants throughout the session to make sure the connection is being made.

A quick survey of participants can give you an idea of whether they are making the connection between the supermarket environment and their own. Every so often you might want to ask, "How does the point they showed in the film correlate to what we do in our organization?" Keep a list of the connections that people are making. These "connections" can become part of the discussion and follow-up activities.

Once you feel comfortable that the connection is being made continue to look for problem areas. If they present themselves, deal with them directly. If they don't present themselves, don't push the issue by consistently going back to reinforce relevancy. Sometimes you can over communicate to the point of turning your audience off.

Developing Your Agenda

Before developing the agenda for your ***Customer Service Teamwork: It's Show Time!*** session, take a moment to step back and look at the big picture. Ask yourself the following questions to assist in developing how you plan to approach to your session. Use the space below each question to capture your thoughts.

1. What level/types of participants will be attending my session?

   ____

2. How many will be participating? ______________________________

3. What are the top three points I want to make in this session? What are the three supplemental points I want to make? What are the parts of the video to which I will refer to help make these points?

Top 3 Points	Supplemental Points
A.	A.
B.	B.
C.	C.

4. What resistance do I think the audience might have about the subject or materials I am using?

   ____

5. What will the participants want to get out of the session?

   ____

6. What would their managers like to see come from the program?

   ____

7. How can I help them implement what they learn into their work environments?

   ____

SAMPLE SESSION AGENDAS

Feel free to email Sam Tyler, the series producer, at tylersam@cox.net for any insights he might have to help in agenda development.

We've provided suggested agendas for both a 1 and 2.5-hour session. But remember, they are just a guide; we encourage you to use them as a reference in developing your own customized agenda.

Take into consideration the specific needs of your audience and your ultimate goals for transfer of learning and implementation when creating your agenda materials.

Sample Agenda-1 Hour

5 minutes	Introducing the Session
10 minutes	Our Organization's Mission
20 minutes	Video-***Customer Service Teamwork: It's Show Time!***
20 minutes	Three Keys to Consistency Review
5 minutes	Conclusion, Evaluation, and Call to Action

Sample Agenda-2.5 Hours

5 minutes	Introducing the Session
15 minutes	Introductions
10 minutes	Our Organization's Mission
30 minutes	Video-***Customer Service Teamwork: It's Show Time!***
5 minutes	Three Keys to Consistency Review
10 minutes	Break
15 minutes	Consistency Key #1-Living the Culture
15 minutes	Consistency Key #2-Customers Rule!
15 minutes	Consistency Key #3-Attitude is Everything!
15 minutes	What Do We Stand For?
5 minutes	Session Review
5 minutes	Participant Action Plan
5 minutes	Conclusion, Evaluation, and Call to Action

Blank Session Outline

Following is a blank session outline. Feel free to pick and choose different activities from the suggested agendas on page 19 to create your own. You may wish to incorporate your own activities as well. Remember, the more you can tie your session to the specific needs of your participants, the more successful you will be.

Activity	Time	Page/Location of Materials
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Training Session Checklist

As your session nears, you want to make sure you have the materials, equipment, and other resources needed to make things go smoothly. Use the following list to check your progress.

2-4 weeks before the session

- Preview the video and read the Facilitator's Guide to become familiar with the program.
- Set your agenda and determine the session length.
- Determine the date and location for the session. Verify that the room is accessible and equipped for participants with disabilities.
- Invite participants.

1 week before the session

- Finalize the agenda.
- Verify which participants will be attending.

1-2 days before the session

- Review the video and Facilitator's Guide at least twice to thoroughly prepare for the session. Become familiar with all discussion points and activities.
- Gather all materials.
- Make copies of the participant materials in the back of this guide for each participant.
- Arrange for food and/or beverages (optional).

1-2 hours before the session

- Review agenda, discussion questions, and activities using Facilitator's Guide.
- Verify you have all materials and equipment.
- Arrange the room with U-shaped seating or small group seating. Ensure all seats have a good view of audiovisual equipment.
- Check that the VCR and monitor are working properly. Make sure you know how to control volume, tracking and color.

- Check that the videotape is rewound.
- Check that the overhead projector/LCD Projector is working properly.
- Place pens or pencils and notepads at each seat (optional).
- Set up food and/or beverages (optional).

Session Materials and Equipment

- Videocassette of **Customer *Service Teamwork: It's Show Time!***
- Facilitator's Guide
- Participant Materials
- Overheads/PowerPoint Presentation
- Video player and monitor(s)
- Overhead Projector/LCD Projector
- Flipchart and Markers
- Masking tape to post flip charts (not necessary if using self-sticking flip charts)
- Pens or pencils and notepads (optional)
- Other ________________________

PRE-SESSION COMMUNICATION

If your organization and participants are like others, you will find yourself competing for time and attention with many other daily activities and issues. To help get the most from your session we suggest communicating with your participants before you meet to help them understand the goals and agenda.

Early communication will get them thinking about issues they may wish to learn or discuss. You may even want to have them do some pre-work prior to the session to help get them in the right mindset. We've designed the following dialogue that you can send to participants 5-7 days prior to your session in either email or memo form. Feel free to modify to meet your specific needs.

Greetings!
I'm looking forward to our time together in the upcoming session on customer service. I know you're busy and I appreciate the time you have committed to attend. Rest assured that I will be doing everything I can to make the meeting informative, enjoyable, and worthwhile. I have developed a lively, exciting agenda to help us all work toward the goal of consistent excellence in customer service.

Our session isn't going to be a typical meeting. We will be utilizing a short, high energy, fun-to-watch documentary video called ***Customer Service Teamwork: It's Show Time!*** *that will take us inside Stew Leonard's, a food store in Connecticut, known for world-class customer service.*

You may be saying, "What can I learn from a supermarket? We're not in the supermarket business?" Consider the achievements of Stew Leonard's, the subject of the case study: It is #22 on Fortune Magazine's list of Best Workplaces in America. It is #1 in sales dollars per square foot. It grosses over $100 million annually in a single location. The success is propelling a 3-store expansion. All of this occurs in the Greater New York City area, which is highly competitive. You have to be really good to accomplish what the people at Stew Leonard's have. You will come to agree, I hope, that we can learn by benchmarking some of the best practices from this company and looking at ways to implement them in our organization.

During the session we're going to spend time talking about:

- *How to take responsibility and empower ourselves to make a difference in the lives of our customers.*
- *The importance of a positive attitude when dealing with customers.*
- *Our service policies and organizational culture.*
- *How it really is the customer who drives how we provide service.*
- *How great customer service can propel our careers.*
- *How trust and values should drive our organization's commitment to service.*
- *Workplace fun and how it can make our organization a more enjoyable place to work and do business for our customers and ourselves.*

Make sure to note the following information:

Session: *Customer Service Teamwork: It's Show Time!*
Date: *(Insert Date)*
Time: *(Insert Time)*
Location: *(Insert Location)*

Come prepared to open your mind and your mouth! We want you to explore new ideas as well as to share great things you are doing already. One of the topics you might want to think about prior to the meeting is how you would answer the following:

What is it that I want when I am a customer?

How do ***I want*** *to be treated? How do* ***I not want*** *to be treated?*

We will be discussing these preferences in our session.

If you have any questions prior to our time together don't hesitate to contact me at (insert preferred contact information). I look forward to seeing you!

Conducting

the

Session

MATERIALS CHECKLIST

If you've taken the appropriate time and actions to prepare for your session, you are on your way to success. As you make final arrangements, you may wish to use the following list to make sure you have done all you need for your session to go smoothly:

- Appropriate Space and Seating Arrangements
- Refreshments for Break
- Flip Chart and Stand
- Flip Chart Markers
- Masking Tape
- Computer/PowerPoint File
- LCD Projector with VCR Connection (or TV/VCR Unit)
- Video-***Customer Service Teamwork: It's Showtime***!
- Copies of Handouts for Participants
- Extra Pens and Pencils for Participants
- Copy of Organization Mission Statement or Corporate Goals
- Copy of "*Next Monday Morning*" for each participant (optional)

INTRODUCING THE SESSION

Estimated Time: 5 Minutes

Materials Needed: PowerPoint Slides #1, #2, and #3

Purpose: Introduce the goals and objectives of the session to participants and create an environment conducive to learning and sharing.

- **Show PowerPoint Slide #1-Title Slide**

- **Say:**
  "Welcome to our customer service training session entitled ***It's Show Time! It's Show Time!*** *is the name of a video we will be using as the basis of our program today. This title is also a good way to look at customer service in general because in customer service, it's always Show Time!, every minute of every hour that we are dealing with customers.*

  It's Show Time! *is a documentary video about customer service. It speaks to the importance of having as part of our culture a genuine commitment to serving customers through highly energized employee associates who are engaged and focused on that goal.*

  The video shows best practices and inspiring role models that I hope we can benchmark and use as models for ourselves.

  This case study is based on a supermarket. I know you're first reaction might be, "What am I going to learn from a supermarket?" Frankly, I think we can all learn quite a bit. Consider the achievements of Stew Leonard's, the subject of the case study. It is #22 on Fortune Magazine's list of Best Workplaces in America. It is #1 in sales dollars per square foot. It grosses over $100 million annually in a single location. The success is propelling a 3-store expansion. All of this occurs in the Greater New York City area, which is highly competitive. You have to be really good to accomplish what the people at Stew Leonard's have. You will come to agree, I hope, that we can learn by benchmarking some of the best practices from this company and looking at ways to implement them in our organization.

I chose this video because it provides inspiring answers to the question: What does it take to achieve excellence in customer and employee satisfaction day-in and day-out, 365 days per year?

You've all heard the statement about what happens when you provide poor customer service; that the customer will go tell ten others how poor the service was and they will go tell 10 others, etc. Well, what we want to look at today is how we could provide such exceptional service that our customers will go tell ten others how great we are and that they, in turn, will each tell ten others, etc. We want to have people saying how they like doing business with us, not how disappointed they are."

- **Show PowerPoint Slide #2 and #3-Session Objectives**

- Using **PowerPoint Slides #2 and #3**, share the following information with participants:

"Specifically, in our session today, we plan to discuss the following:

- *How to take responsibility and empower ourselves to make a difference with our customers.*
- *How trust and values can drive our organization's approach to Customer Service.*
- *Our own commitment to customer service policies.*
- *The importance of a positive attitude.*
- *How success in service can propel our own careers.*
- *That it truly is the customer who makes the rules.*
- *How happy customers and satisfied team members equal greatness and future success.*
- *That it's okay to have a workplace that is fun to come to everyday."*

Transition to Introductions

INTRODUCTIONS

Estimated Time: 10-15 minutes depending on the size of your group (Approximately 1-minute per person)

Materials Needed: Flip Chart, Flip Chart Markers, PowerPoint Slide #4

Purpose: To introduce your qualifications as facilitator and have participants begin to familiarize themselves with each other. Additionally, through information sharing you will also begin to create a list of common expectations of customers.

- **Show PowerPoint Slide #4-Introductions**

- Ask that each participant share a little about themselves by sharing the following:

    Name

    Department

    Customer Service Role

  Additionally, ask each person to share what he or she expects when they are a customer from those serving him or her. (Answers may include things such as someone who listens, shows that they truly care, has good product knowledge, offers alternatives, etc.). As each person shares what they expect, capture their thoughts on a flip chart page.

- After everyone has had an opportunity to share information, including what they would like when they are the customer, review the list of items you captured on the flip chart.

  You may wish to make the following statement:
  "These are all things you said that you would like when you are the customer. Do you think that the customers we serve, both internal and external, would probably say many of the same things?" (Most will agree).

- **Continue by saying:**
  "Customer service isn't difficult to understand but it is sometimes difficult to follow through on. Would you agree that most of the list we created is common sense?" (Again, most will agree). "But does common sense always mean common practice? It may be common sense, but not necessarily common practice!

  The difference between an organization that offers ordinary service and one that is offering extraordinary service starts with these fundamental things that customers want. An average organization does them some of the time; the great organizations, like the one we're going to see in the video in a few minutes, do them all the time!"

Transition to Our Organization's Mission

Our Organization's Mission

Estimated Time: 10 minutes

Materials Needed: Copies of Mission Statement or Organizational Goals, Flip Chart

Purpose: This activity helps individuals to understand the importance of customer service in their organization.

- Start by dividing your participants into groups of 3-5. Give each group a copy of the organization's mission statement. If a mission statement is not available you can use a corporate goals document or written corporate objectives.

- Ask each group to review the mission statement or goals document and discuss how their customer service impacts whether they fulfill the mission or achieve the goals. Give them 2-3 minutes to discuss. After allowing the discussion time, have each group share what role they think customer service plays in fulfilling the mission or achieving the goals. You may wish to capture their thoughts on a flip chart page.

- **Conclude the activity by saying:**
  "Truly great customer service doesn't just happen; it's got to be rooted in the culture of the organization. And for it to be rooted in the culture of the organization, it has to make a difference in what really counts, like the mission statement and/or goals we just discussed. But it's important to remember that our organization cannot provide service, only we can. When we are serving our customers, we are the organization."

Transition to Showing of the Video

VIDEO- *CUSTOMER SERVICE TEAMWORK: IT'S SHOW TIME!*

Estimated Time: 30 Minutes (Video 15 minutes / Introduction and Discussion 15 minutes)

Materials Needed: Video- *Customer Service Teamwork: It's Show Time!,* Video Playback Equipment

Purpose: Allow participants to view the documentary video *It's Show Time!* and discuss key learning points.

- **Introduce the video by saying:**
  "It's Show Time! The video we are about to see tells the story of an organization where employees have embraced the idea that they all can make a difference with their customers. As I've mentioned, this video is filmed at a supermarket, Stew Leonard's Dairy in Norwalk, Connecticut. They have 2,000 employees in three stores and serve 300,000 customers weekly. They are a great illustration of how you can achieve excellence and have fun along the way. Stew's is world famous for the customer service they provide and additionally, they were named the #22 Best Workplace in America by Fortune Magazine in 2002.

  As you watch the video, look at the values they've embraced to drive their passion for customer service. Look at how they do things and be prepared to discuss how we can adapt some of these same ideas in our organization."

- **Show Video - 15 minutes**

- Debrief the video by asking the following questions and encouraging discussion:

  1. *If you had to describe the approach that Stew's takes to customer service, what would it be?*
  2. *What were some of the lessons you learned from their approach that can be used in our business?*

3. *What was the significance of "The Rock of Commitment" in the video, and how did it relate to customer service?*
4. *The video was packed with ideas, but if you were limited to taking just one idea from it, what would it be?*

Transition to Three Keys to Consistency Review

Three Keys to Consistency-Review

Estimated Time: 5 Minutes

Materials Needed: PowerPoint Slide #5

Purpose: Review the Three Keys to Consistency that were introduced in the video.

- **Begin by saying:**
  "We discussed earlier that the difference between ordinary and extraordinary customer service is consistency. Extraordinary service is when you are doing what the customer wants all the time, not just some of the time.

  In the video, we were exposed to Three Keys to Consistency; can you remember what they were?" (Allow answers)

- Share information from PowerPoint #5 to make sure you have covered the three keys. As time allows, promote large group discussion on each.

  Consistency Key #1-Living the Culture

  Consistency Key #2-Customers Rule!

  Consistency Key #3-Attitude is Everything!

Facilitator Note:
If conducting a 1-hour session you may wish to discuss with participants how each of the Keys to Consistency can help in their specific customer service environment.

If conducting a 2.5-hour session you will want to forego any significant discussion on each key because you will be discussing them in more detail throughout the remainder of the session.

Transition to Consistency Key #1 - Living the Culture

Consistency Key #1-Living the Culture

Estimated Time: 15 minutes

Materials Needed: PowerPoint Slide #6 and #7, Blank Flip Chart page and marker for each small group.

Purpose: To explore *Living the Culture* as a key for consistent, extraordinary customer service.

- **Show PowerPoint Slide #6-Living the Culture**

- **Say:**
  "Many feel that any discussion around culture is complicated when in reality, it isn't. Culture, simply put, is what you believe and how you act every day."

- Ask participants:
  - *Why is understanding your culture important?*
  - *What is the culture at Stew's in regard to customer service?*
  - *How does our culture compare to Stew Leonard's Dairy? What are the similarities? What are the differences?*
  - *Why is having and understanding a culture that puts customers first essential for our organization?*
  - *They mentioned the evil witch that lurks in every business. Can you remember what that evil witch was? (Answer-Complacency)*

- **Continue by asking:**
  At Stew's, they created an acronym for their beliefs around the owners name. What did each letter stand for?

- **Show PowerPoint Slide #7-STEW**
  S-Satisfaction
  T-Teamwork
  E-Excellence
  W-Wow!

- **Say:**
  "Sometimes we get too caught up in things we need to improve on and fail to recognize our strengths and the areas where we are doing a good job already. It's important to recognize and build on our strengths."

- Break into small groups of 3-5 people. Assign each group one of the letters and the corresponding word from S-T-E-W. Tell them that their assignment is to identify things that are already being done well in the organization overall and in their department. Additionally, they should try to identify three things they could do to improve. Provide a blank flip chart page and market to each group to capture their thoughts.

- After 3-4 minutes, have them share their thoughts with the entire group by posting and reviewing their flip chart page.

Transition to Consistency Key #2

Consistency Key #2-Customers Rule!

Estimated Time: 15 Minutes

Materials Needed: PowerPoint Slides #8 and #9. Blank Flip Chart pages, Flip Chart markers for small groups.

Purpose: To explore *Customers Rule!* as a key for consistent, extraordinary customer service.

- **Show PowerPoint Slide #8**
- Ask participants:
  - *Do you remember the Eggnog story? What was its significance?*
  - *What did Stew Leonard learn from it?*
  - *What might have happened if Stew had not decided to correct his mistake?*
  - *What did he have carved into the rock that sits in the front of each of their stores?*
- **Show PowerPoint Slide #9 to verify answer**
- **Say:**
  "The goal at Stew's is to make 300,000 customers a week feel like they are right even if they aren't."
- Reflect back on the "bad asparagus" concept that was mentioned in the video. They mentioned that every employee knows that it is okay to say sorry about the asparagus, give the customer a new bunch, and even refund the purchase price. Discuss whether this concept could work in their organization.
- Ask participants:
  - *Are our customers always right?*
  - *What are some examples of when they aren't? Collect 3-5 examples on a flip chart.*

- **Say:**
  "One of the hardest things to deal with is to make customers right even though sometimes they aren't, like in the situations we just discussed (refer to list of examples on flip chart). But as they said in the video, even if the customer is wrong, you need to make them feel right. But it's important to remember that it isn't always a refund that is needed or can be given that will make things right. Even if you can't offer a refund, you can acknowledge the complaint and offer some sort of remedy."

- Divide participants into groups of 3-5. Give each of the groups one of the examples of how customers are sometimes wrong that you captured on your flipchart page. Tell them they have 3-4 minutes to come up with a strategy to make the customer feel right even though they may not be. Ask that each group come up with a list of actions that they can share with the rest of the group. Have them list the actions on a blank flip chart page that you give them.

- After 3-4 minutes, have each group share their list of actions with the entire group by posting and explaining their list of actions.

Facilitator Note:
You may wish to have the flipcharts transcribed into an electronic file that could be sent to participants after your session as a reinforcement of the training session.

- **Conclude by saying:**
  "The true test of great customer service is when you encounter a difficult customer situation and handle it in a professional manner. I think we would all agree that making customers feel right, even when they are wrong, is a difficult situation. But it's also one of those "moments of truth" they speak about and an opportunity for you to shine. With what we've done in this activity, you have some specific ways to handle some of the common situations you will be facing."

Transition to Consistency Key #3-Attitude is Everything!

CONSISTENCY KEY #3-ATTITUDE IS EVERYTHING!

Estimated Time: 10 minutes

Materials Needed: PowerPoint Slide #10, Flip Chart

Purpose: To explore *Attitude is Everything!* as a key for consistent, extraordinary customer service.

- **Show PowerPoint #10**

- Ask participants to respond to the following:
  "Think of an example of someone that provides great customer service. How would you describe them?"

  Capture participants' thoughts on a flip chart page. Some of the response you will get may include:

-Conscientious	-Good Listener
-Good Product Knowledge	-Sincerely Cares
-Greets Me Pleasantly	-Enthusiastic

- After you have collected 8-12 responses ask them to identify whether what they have shared is a specific "Skill" or is an "Attitude." In most cases more responses will be directly tied to attitude rather than to a specific skill.

- Reinforce how important attitude can be in dealing with customers.

- Ask participants:
  - *Can customers tell when you're having a bad day?*
  - *How can they tell?*
  - *How do customers typically react when they can tell you are having a bad day?*

- **Say:**
  "While we wish that all customers would feel sorry for us when we are having a bad day, unfortunately most won't. Attitude is contagious. If you're having a bad day, customers can tell. And all of the sudden your bad day becomes their bad day.

  One of the keys to a positive attitude is understanding that you, and only you, control your attitude. You have to control your attitude or unfortunately you can quickly poison your surroundings. Fellow associates will notice. Customers will notice. But remember, a positive attitude has the same impact. People notice. They will enjoy you and respect you. It's the positive approach in each of us that taken together will create a positive outcome for our customers."

- **Ask participants:**
  - What do they do to team members at Stew's who have a bad attitude? (Answer-Stick them in the cow suit!)
  - What does putting them in the cow suit do?
  - What are some of the things that you do personally or maybe in your departments when someone is having a bad day? (You may wish to collect these thoughts on a flip chart.)

- **Ask:**
  - One of the things they talked about in the video was the fact that a positive attitude makes happy customers and happy customers mean success for both the company and the team members. Do you agree with this?
  - Do most employees want to advance? Who tends to get recognized and promoted? People who have positive attitudes? Or people who are grumpy?
  - Why is attitude important in relation to the competitive environment in our organization?

- **Conclude by saying:**
  *"What do all of these points about attitude that we have been discussing have in common? **You!** You need to take responsibility for your attitude. If you're having a bad day, you've got to make sure that it doesn't come across to your customers. You've got to show that you truly care for customers through having a positive attitude. In the long run, your attitude will go a long way in propelling your success. Look at RJ in the video. He is just 24 years old and already Assistant Director of Security. He is moving up the ladder because of his attitude and the fact that it is noticed and highly valued by his managers"*

Transition to What Do We Stand For?

What Do We Stand For?

Estimated Time: 15 minutes

Materials Needed: Blank Flip Chart pages and markers for each group.

Purpose: Allow teams to develop their own acronym for their customer service philosophy.

- **Say:**
  "In the video they shared the acronym STEW which stood for satisfaction, teamwork, excellence and Wow! What I'd like you to do now is come up with an acronym for your own organization."

Facilitator Note:
Prior to the session you will want to determine if your organization's name lends itself to becoming an acronym. If it does, great! Use it. If it doesn't, you may just want to use a word like CUSTOMER or SERVICE or TEAM as the basis of your acronym.

- Divide participants into groups of 3-5. Tell each group that they have 5 minutes to come up with the words to form an acronym for what they want their customer service to stand for at their organization. After five minutes, have each group share what they came up with. After each group has shared their acronym, have them vote on which one they think best exemplifies the philosophy they would like to have with customers. If you want, you might combine some of their different ideas into one master acronym.

- **Once they've chosen their favorite, make the following statement:**
  "It's one thing to identify our philosophy; it's another thing to make it happen. What I would like you to do in your groups is look at each of the words and come up with at least three steps you can take to follow through and make each happen for the acronym chosen."

- Give groups another five minutes to come up with their ideas. While they are working, create a master flip chart for each letter/word in the acronym.

- After five minutes call a halt to their work.

- Facilitate sharing of their ideas by conducting a round robin sharing. To do this, ask the first group to share one idea they have for the first letter. Collect their thought and place it on the flip chart corresponding to the letter/word. Ask the second group for one idea and write it on the flip chart as well. Continue going to each group in a round robin method until all ideas have been collected of the first letter/word. After completing the first letter/word you can move to next letters/words and continue using the round robin concept to collect their thoughts on each.

Facilitator Note:
You may wish to transfer their thoughts to an electronic document so you can send their thoughts to them after the session to aid in implementation.

- **Conclude this activity by stating:**
"Like Stew Leonard's, we now have our own acronym which can serve as a guide as we continue our focus on offering not just ordinary, but extraordinary customer service."

Transition to Session Review

Session Review

Estimated Time: 5 minutes

Materials Needed: PowerPoint Slide #11

Purpose: Review key points from the session.

- Review the following key points from the session utilizing **PowerPoint Slide #11** and adding personal comments where appropriate.

- Session Review
  - Customer service is important to our organization.
  - Common expectations of our customers aren't always practical common sense.
  - Consistency is the key; it takes an organization from the ordinary to the extraordinary.
  - The three keys to consistency are:
    - Living the Culture
    - Customers Rule!
    - Attitude is Everything!
  - Developed our own acronym for customer service.
  - Identified implementation strategies for making our actions happen.

Transition to Participant Action Plan

PARTICIPANT ACTION PLAN

Estimated Time: 5 Minutes

Materials Need: Personal Action Plan for each participant to fill out.

Purpose: Allow participants time to develop personal strategies for implementing thoughts and ideas from the session.

- **Say:**
  "While it's been great to spend time with you today and we've had some very good discussion, the most important thing is what we do in the future. It's now up to you to take the things we talked about today and implement them."

- Hand out a copy of the participant action plan and tell participants they have five minutes to write down several actions they think they can implement immediately. **Be sure to emphasize the importance of implementation as key to maximizing the time they have spent in the training session.**

- After five minutes, thank them for their time and emphasize the importance of planning how they can use the information from the session.

Transition to Conclusion, Evaluation, and Call to Action

CONCLUSION, EVALUATION, AND CALL TO ACTION

Estimated Time: 5 minutes

Materials Needed: Evaluation Form

Purpose: Allow participants to provide feedback on the usefulness of the training session and identify one significant action for implementation.

- Hand out a copy of the Session Evaluation form to each participant.
- **Say:**
  "Again, it's been a pleasure to work with you. I hope you feel the time you have spent today has been worthwhile. Please take a moment to share your thoughts on this session, what worked, as well as, what could be improved.

  Additionally, as a final activity I would like each of you to share one key lesson or idea you learned today. It could be an idea or even an example that was shared."
- Go around the room and have each person share an idea or thought. Feel free to make your own personal comments after each to help reinforce the numerous ideas they will be sharing.
- Thank participants for attending and remind them to contact you if they have any additional questions. Offer to conduct another review of the video or to loan it to departments or teams for their individual use.

What to Do After the Session

Follow Up Communication

An integral piece in maximizing the impact of your training session is the activities that you do after the session to keep your message alive. The following pages contain information you may wish to use in communicating with participants and their managers in order to reinforce key learning points. Feel free to modify and use the information to develop follow up emails or memorandums.

Participant Communication

*"Hello. I just wanted to pass along my thanks for your participation in our customer service training session, **It's Show Time!** I'm glad we had an opportunity to benchmark what another organization is doing in regard to customer service.*

As a reminder, some of the key points we discussed were:

- *How important customer service is to our organization.*
- *Even though customer service may seem like common sense, it isn't always common practice.*
- *Consistency is the key. It takes an organization from the ordinary to the extraordinary.*
- *The three keys to consistency are:*
    - *Living the Culture*
    - *Customers Rule!*
    - *Attitude is Everything!*

(If appropriate, mention the acronym for customer service that participants developed in the session.)

I encourage you to use the personal action plan that you received in the session as a working tool. As we said, consistency is the key. We all need to be consistently looking for ways to continue improving our customer service. Remember, what is great service today becomes an expectation tomorrow. You have to be constantly improving your service commitment because customer expectations are always on the rise.

If I can be of further assistance just let me know. If interested, I've developed a list of additional resources for reading on the subject. If you'd like a copy of the list just let me know.

Remember, when it comes to customer service—it's show time everyday!"

Manager Communication

"Greetings, thanks for making it possible for your employee (insert name) to participate in our customer service training session, It's Show Time! As the manager, you play an integral role in helping to make sure the information we discussed in the session is transferred to their daily activities.

For your reference, some of the key points we discussed were:

- *Customer service is critical to fulfilling the goals of our organization.*
- *The fact that expectations of our customers can usually be met by using common sense, but common sense doesn't always mean common practice.*
- *That consistency is the key between an organization offering ordinary service and one that is offering service that is extraordinary.*
- *The three keys to consistency are:*
    - *Developing and Living in a Culture Where Extraordinary Customer Service is Critical*
    - *Customers Determine What is Right and What is Wrong*
    - *Attitude is Everything*

Several actions you might want to consider to reinforce the message are:

1. *Talk with your employees about the session. What did they like? What ideas did they come away with?*
2. *Have your employees share the action plan they were given at the end of the session. Talk about how you can help them follow through on the activities they identified.*
3. *Schedule follow up meetings over a period of time to check on progress.*
4. *Continually encourage your employees to look for ways to provide extraordinary customer service.*

Again, thanks for the opportunity to work with (insert name). Don't hesitate to call me with questions, comments or concerns."

"NEXT MONDAY MORNING"

Included in a separate file on the CD that was included with the ***It's Show Time!*** video is a file titled **"Next Monday Morning."** This file contains 52 things you can do after your session to help participants stay focused on creating a climate where customer service excellence is the norm.

The materials can be used several ways including:

A. Print and copy as a handout to be give to each participant at the end of your session.
B. Divided and emailed on a weekly or monthly basis as a reminder of what was covered in your session.
C. Printed and laminated for posting in strategic locations.

Additional Resources

Following is a list of additional publications you may wish to review on the subject of Customer Service.

- **Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know**
  by Jeffrey Gitomer

- **Customers for Life: How to Turn That One-Time Buyer into a Lifetime Customer**
  by Carl Sewell, Paul B. Brown, Tom Peters

- **Positively Outrageous Service**
  by T. Scott Gross

- **Raving Fans: A Revolutionary Approach to Customer Service**
  by Kenneth H. Blanchard, Harvey MacKay, Sheldon Bowles

- **Up Your Service**
  by Ron Kaufman

- **Hey, I'm the Customer: Front Line Tips for Providing Superior Customer Service**
  by Ron Willingham

- **Delivering Knock Your Socks Off Service**
  by Kristin Anderson, Ron Zemke

- **Best Practices in Customer Service**
  by Ron Zemke (Editor), John A. Woods

- **The Nordstrom Way: The Inside Story of America's #1 Customer Service Company**
  by Robert Spector, Patrick D. McCarthy (Contributor)

- **Customer Love**
  By Chip R. Bell

Participant Materials

Participant Handouts

We suggest that you utilize the Handouts feature within PowerPoint to develop handouts for your session. After modifying the PowerPoint presentation to fit your specific needs and timeframe you can create handouts by doing the following:

1. Click on File.
2. Click on Print.
3. At the bottom, there is a section "Print What." Select "Handout" in the drop down box.
4. Next to the "Print What" is the "Handout" section, choose "3 Slides Per Page" to allow room for participant notes.
5. Click on OK.
6. Make copies for each participant.

We have provided additional handouts for your use in this section including:

- Participant Action Plan
- Session Evaluation

Participant Action Plan

Name:

Department/Division:

Date:

1. What are two things you already do to show customers they are important?

   A.

   B.

2. What are two ways that you can get a better idea of your customers' expectations?

   A.

   B.

3. What are two things you can do to help yourself and others remember that offering extraordinary customer service is integral to the success of our organization?

   A.

   B.

4. What are two situations that you encounter where the customer may be wrong but you need to make them feel right? How can you make them right?

   A.

   B.

5. When you encounter a day where things aren't going as well as you would like, what can you do to maintain a positive attitude?

Session Evaluation - *It's Show Time!*

Instructions: Please read the statements below and mark the category that best represents your reaction to the statement.

	Strongly Agree	*Agree*	*Uncertain*	Disagree	*Strongly Disagree*
This training session helped me understand the importance of customer service in our organization.					
This training session helped me to understand how I can be a better service provider.					
As a result of this session, I am clearer on how we can work together as a team to create the type of environment we want in dealing with our customers.					
The objectives of the program were clearly presented.					
Opportunities to ask questions and discuss issues were sufficient.					
The session was well organized.					
This session provided valuable ideas that I can implement in my daily activities.					
TOTAL					

One thing I'm going to start doing differently as a result of this session is:

____

____

This program could be improved by:

____

____

Additional comments:

____

____