

Caring for Customers[®]



Audience

All employees

Purpose

To help employees develop skills for delivering friendly, attentive service that demonstrates interest in and cares for customers on a human level.

Payoff

Participants will be able to:

- Explain why meeting customers' human needs is essential to their success as employees.
- Apply three skills that demonstrate your interest in and concern for customers: Listen attentively, project a willingness to help, and convey respect.
- Use four caring responses that communicate the customer's value to your organization.
 - Acknowledge the customer and his or her situation.
 - Appreciate something about working with the customer.
 - Affirm something the customer has said or done.
 - Assure the customer of good service.

Duration / Maximum group size

4 hours / 15 participants

Process

Participants will complete a variety of individual and group activities, skills practices, video segments, and large group discussions that explore the following topics:

- Challenges of providing caring service
- Two principles of caring service
- Skills for demonstrating interest and concern
- Skills for communicating the customer's value
- Obstacles to using caring skills
- Action planning

Components available

- Facilitator kit (guide, video, wallcharts, activity support materials)
- Participant workbook with personal action plan and removable job aids
- Level 1 perception assessment (asynchronous PDF and hardcopy)
- Level 2 mastery test (asynchronous PDF, hardcopy, and Web)
- Level 3 behavioral assessment (asynchronous PDF, hardcopy, and Web)
- Follow-Up Skills Practice (synchronous PDF)
- Multiple manager-led Application Sessions (synchronous PDF)
- Multiple reinforcement messages (asynchronous PDF and hardcopy)

Module Outline: *Caring for Customers*[®]

Section and Time	Description
Choosing Caring Service 40 minutes	<ul style="list-style-type: none"> • The group defines “caring” service. • In pairs, participants discuss the challenges they face in providing caring, attentive service. • Participants watch a video that illustrates the challenges of delivering caring service. • The group discusses ways to accept and overcome the challenges. • The facilitator introduces the principles of caring service.
Demonstrating Interest and Concern 1 hour, 20 minutes	<ul style="list-style-type: none"> • Participants watch a video showing a negative model for demonstrating interest and concern. • The facilitator introduces three skills for demonstrating interest and concern. • Participants watch a video showing a positive model of someone using the three skills to demonstrate interest and concern. • In small groups, participants prepare presentations about an assigned skill (either create a chart or demonstrate the skills). • In pairs, participants use prepared scripts to practice the skills for demonstrating interest and concern.
Communicating the Customer’s Value 1 hour, 15 minutes	<ul style="list-style-type: none"> • Participants watch a video showing a negative model for communicating the customer’s value. • The facilitator introduces the Four A’s for communicating the customer’s value. • Participants watch a video showing a positive model for communicating the customer’s value. • In small groups, participants practice using the Four A’s to respond to a variety of given situations.
Action Planning 35 minutes	<ul style="list-style-type: none"> • Participants discuss obstacles that might prevent them from using the skills and generate ideas for overcoming them. • Participants commit to using caring skills by setting goals and creating an action plan.