

PREVIEW GUIDE



Invisible Man Meets the Mummy

Materials Included With *Invisible Man Meets the Mummy*

The workshop designed to accompany the video-based program is a flexible, yet comprehensive ½-day training design. The workshop kit includes all the materials you'll need to run the program:

- ◆ The **Video Program** of *Invisible Man Meets the Mummy* provides the theory and examples to illustrate the workshop topics. Take a lighthearted look at the rights and wrongs of customer service. It shows that everyone has customers -- internal, external or both -- and there's no place to hide from them. Not even in red tape.
- ◆ The **Leader's Guide** provides step-by-step instructions for introducing activities, leading discussions, and making transitions between the video, group discussions, and exercises. Two complete training designs are included, and offer options to help you shorten or lengthen your workshop with additional activities and discussions, as desired.

Invisible Man Meets the Mummy

SAMPLE PAGES FROM LEADER'S GUIDE

SUGGESTED TRAINING DESIGNS

The Training Designs in this Leader's Guide will reinforce the ideas regarding customer service outlined in the video **AN INVISIBLE MAN MEETS THE MUMMY**. Training Design 1 is targeted for service providers who deal with external customers whether they are the general public or from outside the organization. Training Design 2 focuses on employees who service internal customers—either fellow team members or customers who work in different capacities within the same department or organization.

Either Training Design can be adapted to service providers for external or internal customers. In adapting these designs to your own use, take into account the experience, size and objectives of your group, in addition to the type of customers they service.

OBJECTIVES

After viewing the video, **AN INVISIBLE MAN MEETS THE MUMMY**, and participating in the Training Designs in this Leader's Guide, participants should be able to:

- Identify their customers, whether internal, external or both.
- Understand how red tape can hamstring customer service efforts and undermine the effectiveness of everyone in the organization.
- Practice the eight steps of good customer service.
 - Identify Your Customers
 - Determine Your Customers' Needs
 - Make A Plan
 - Carry Out The Plan
 - Show The Right Attitude
 - Follow Up
 - Measure Your Progress
 - Be A Good Customer



DISCUSSION QUESTIONS

- 1 How does it feel to tell people you work for your organization? Do you feel pride in the goods and/or services you provide?
- 2 What does “Serving the Public” mean to you?
- 3 What is a Service Provider? What does the expression make you think of —Servitude? Giving Service? Obligation?
- 4 Who are your customers? Are they internal (from within your organization)? Or external? Or both?
- 5 As a customer, have you ever felt like you were trying to get service out of someone who was strangled by red tape? What does red tape look like when someone is wrapped up in it? How does it feel to be bound by red tape, rules and regulations?
- 6 What would it be like to work in a “red-tape free zone?” Are there any changes, no matter how small, you would make in your own work environment?
- 7 Have you ever felt invisible when requesting service within your own organization?
- 8 Have you ever lost sight of a customer you were supposed to serve, whether they were from inside or outside of your organization?
- 9 What’s the best customer service you’ve ever received? Describe exactly what happened to make that service so great.
- 10 What does it feel like to receive great customer service? What does great customer service make you think about the organization?



Worksheet III

A PERFECT WORLD OF SERVICE

Because of the demands of our jobs, it's very easy to get caught up in "doing" all the time. But sometimes it's helpful to take a step back and look at the big picture. The following questions ask you to reflect on what it's like for your customers "in the real world" where things can and do go wrong.

After you've put yourself in your customers' shoes as they are "in the real world," the second set of questions asks you to imagine how things could be for your customers "in a perfect world." By thinking about the gap between the present reality and an imaginary, perfect world, you can gain insight into what tangible changes you could make to improve your customer service.

THE REAL WORLD

1 Who uses what you do or make? Rather than listing the names of individuals, indicate the functions that require your goods or services. _____

2 In the real world, list the steps a customer would go through to obtain your goods or services. _____

3 In the real world, what sometimes goes wrong for the customer trying to use your goods or services? You can either outline a problem that happened in your area recently or imagine a major SNAFU (situation normal, all fouled up) to outline what it would be like if everything went wrong for some hapless customer. _____

IN A PERFECT WORLD

- 4 If this were a perfect world, what would it look like when your customer tries to obtain goods or services from you? Describe everything that will happen from the customer's first intention to use your goods or services through the completion of the customer's mission.

- 5 When a customer tries to obtain your goods or services, are they more likely to find a perfect world of service or a major SNAFU? Can you identify any reasons why customers experience a SNAFU more than something close to a perfect world of service?

- 6 List 3 things you might change to make your customers' experiences closer to perfect?



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