

PREVIEW GUIDE



Remember Me 3rd Edition

Materials Included With *Remember Me*

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 **DVD** of *Remember Me* provides the theory and examples to illustrate the workshop topics. This program offers the customer service provider the chance to see the service world through an ordinary customer's eyes. This third edition provides more learning experiences and training options. The DVD comes with meeting opener/closer segments in each kit for your facilitation convenience.
- ◆ 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.
- ◆ **Reminder Cards** with the program's key learning points are distributed to participants at the workshop's conclusion for their use following the session. 10 Reminder Cards are included with each kit.

Remember Me

SAMPLE PAGES FROM LEADER'S GUIDE

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

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 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.).

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.)

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 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.

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.

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