

Customer Service

DAY 1: PARAPROFESSIONAL TRAINING



Part 1

BASICS OF CUSTOMER SERVICE



Part 1 Goal and Objectives

Goal: WIC technicians will learn techniques to provide good customer service.

Primary Objectives:

WIC technicians will be able to:

- Demonstrate an attitude of service while working with participants.
- Use reflective listening skills when communicating with participants.
- Demonstrate empathy and accommodate participant needs as best as possible.

Additional objectives:

WIC technicians will be able to:

- Apply positive communication practices to interactions with co-workers.
- Demonstrate responsibility to attend to requests from participants in a timely and efficient manner.
- Demonstrate strategies to help diffuse negative situations with participants and co-workers.

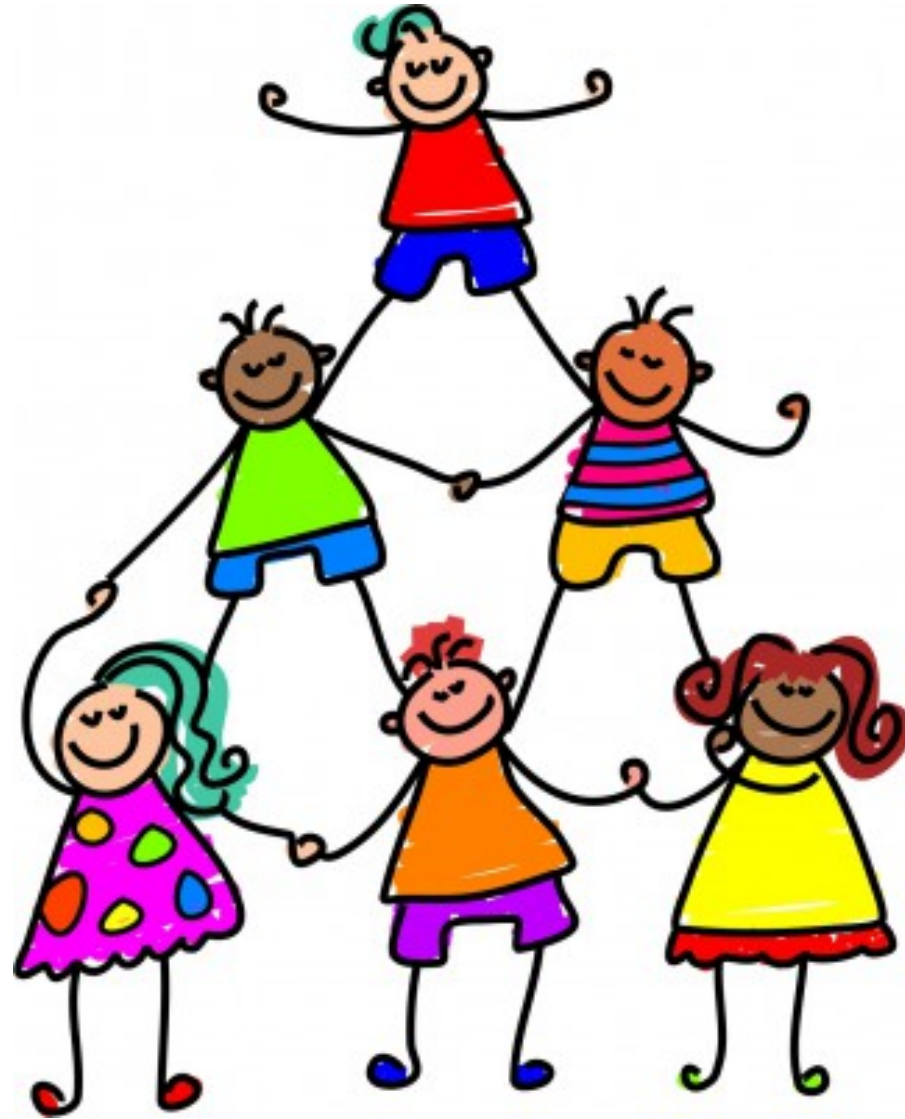
Why is customer service important?

We need each other!



MESSAGES

- WIC Cares
- You are important to us
- We know you care about your family
- Let's work together
- WIC is here to help
- We want to serve you
- You have choices
- We believe in you



What might be an action that would reflect an attitude of service?



Learning from experience

grow watch read
listen create think
understand inspire share express



Activity: Poor Customer Service

1. Briefly describe your “worst” customer service experience.

What made this experience unpleasant?

What could have made the experience better?



Activity: Good Customer Service

1. Briefly describe your “best” customer service experience.

What made this experience the best?



Customer Satisfaction

Customers expect to be:





Customer Satisfaction

Customers expect customer service providers to be:





How can we
meet and even
exceed customer
expectations?



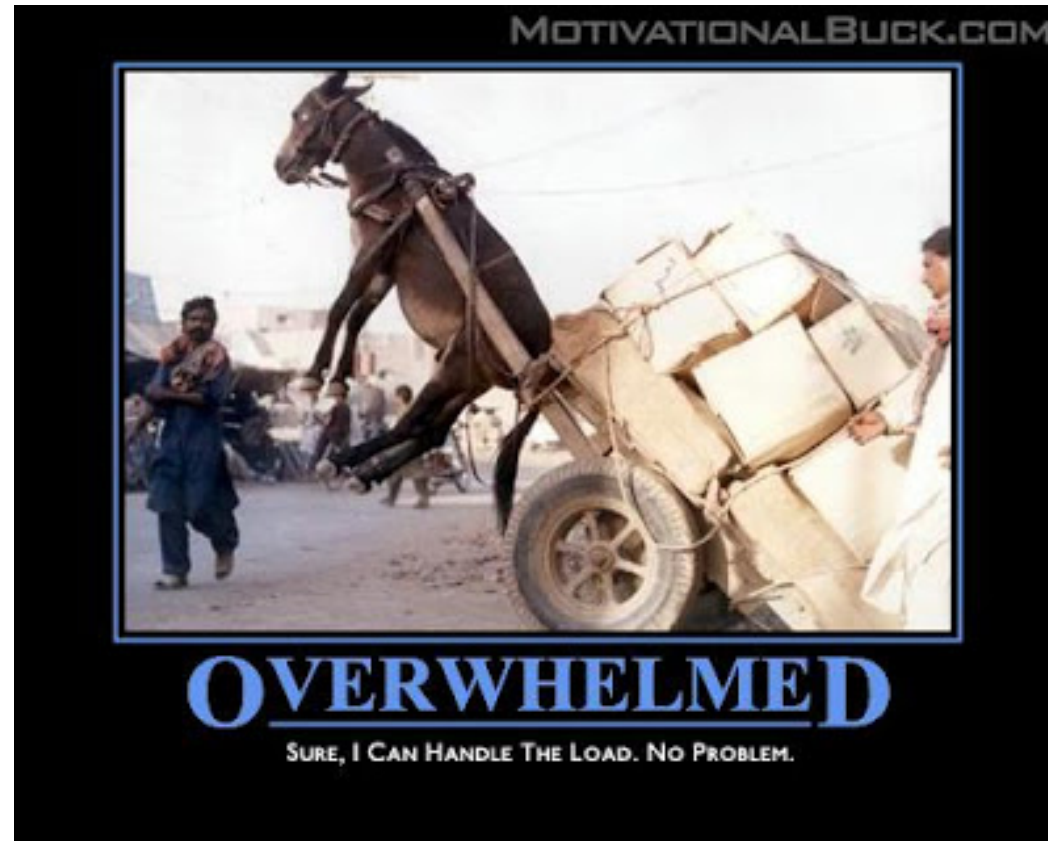
1. Acknowledge participants when they arrive.



2. Find out what your participant expects.



3. Recognize how the participant might feel.



4. Check for understanding by using reflective listening skills.



- Start by stating that you want to make sure that you understand.
- Next, reflect back what it is you think the person asked about or told you.
- Finish by asking if you understood correctly.

Lets Practice!



5. Put yourself “ in the participant’s shoes”.



Scenario

Mariella has been a longtime WIC participant and she has seen her share of ups and downs (evicted from one apartment, had a part-time job and then lost it, etc.). Mariella just learned that her health insurance will end next month and she tells you she will not be able to pay for doctor's visits for her children.



6. Use body language that shows respect.



7. Take responsibility for handling the issue or request.



Remember: Co-Workers are Customers too!



Part 2

HANDLING NEGATIVE SITUATIONS



Part 2: Goal and Objectives

Goal: WIC technicians will learn techniques for diffusing difficult situations.

Primary Objectives:

WIC technicians will be able to:

- **Demonstrate how to** avoid negative responses by beginning responses with a positive statement, communicating their willingness to help, and informing the customer what it is they can do to help.
- **Demonstrate how to** diffuse difficult situations by **role-playing one of the following steps:**

Take time to understand the person's point of view.	Show that you care.
Don't take the situation personally.	Ask a staff member for help.
Remove the spotlight of attention.	Take time to respond.
Keep voice neutral.	Stand your ground.

What is the best way in preventing and handling negative situations????

Regularly be
helpful and
caring 😊



Avoid Negative Responses

1. Begin your response with a positive statement.
2. Communicate your willingness to help, and
3. Inform the participant what it is you can do to help.



Example:

A caregiver has two children that need certification appointments. Your clinic closes at 4:45pm. The caregiver asks for a 4:30pm appointment.

You could respond:

“ No. The latest I can schedule you is 4:00PM.”

A better response might be:

“We would love to see your children today. I’m noticing that a 4:00pm appointment would allow enough time to certify both children but 4:30pm would not. Can I offer you the 4:00 pm?”



Example:

A participant comes in and says that she lost her three year olds WIC checks. She asks if someone can reprint them for her.

You could respond:

“No. We can’t re print them. Be careful next time.”

A better response might be:

“ I am sorry you lost your checks. We can only replace lost or stolen checks for infants. Let me take a look to see when your next set of checks will start. I can also provide you with a list of food banks in the area.”



More tips on staying positive:

Recommendation	Statements to Avoid	Alternative
Use "I" messages.	<i>You are confusing me.</i>	<i>I am confused. Please help me understand what you mean.</i>
Try not to give orders.	<i>Wait here!</i>	<i>Would you please wait here while I talk to my supervisor?</i>
Try not to use "should have".	<i>You should have eaten less fatty foods.</i>	<i>We want you to stay healthy. These recommendations will help you.</i>
Try not to use "have to".	<i>You have to bring your proof of address.</i>	<i>We need to review your proof of address today.</i>
Focus on what CAN be done.	<i>It's not part of my job.</i>	<i>Let me get Lynn, she can help you.</i>
Be specific. Avoid using "always" and "never".	<i>You always forget your medical information.</i>	<i>We need your medical information to complete today's appointment.</i>



Activity:

Changing a negative into a positive



Diffusing difficult situations

1. Take time to try to understand the person's point of view.

- State that you want to help.
- Ask how you can be of assistance.
- Listen for details about the concern, situation, or request.
- When appropriate, apologize for the situation.
- Repeat the concern or request to make sure you understand the person's expectations.
- Ask questions to gather more information.



Diffusing difficult situations

2. Show you care, and take steps to avoid negativity.

- Gather the facts.
- Demonstrate your willingness to help.
- Be honest.
- If you feel yourself becoming defensive, don't react quickly. Breathe, and continue to listen to the person so you understand their expectations.
- Offer solutions.
- Take responsibility for finding a solution, or for putting it into action.



Diffusing difficult situations

3. Don't take the situation personally.

- Recognize the person probably feels insecure and defensive at the time.
- Know that even when you've done your best, the person may not want your help because they are too embarrassed by the way they have acted. They may want help from another.



Diffusing negative situations

If you feel the person does not want to work with you, ask another staff person to help.



Diffusing negative situations

If the person has been loud and disruptive, remove “the spotlight of attention” from the person.



Diffusing negative situations

Allow yourself time to respond.



Diffusing negative situations

Keep your voice neutral.



Diffusing negative situations

If you have tried to assist the person by providing the best customer service you can, and the person remains argumentative or outright abusive, stand your ground.



Scenario

A participant arrives 15 minutes late to her group education (class) appointment. She assumes you will not see her because she is late. When you greet her, she uses a raised voice and begins explaining why she was late.

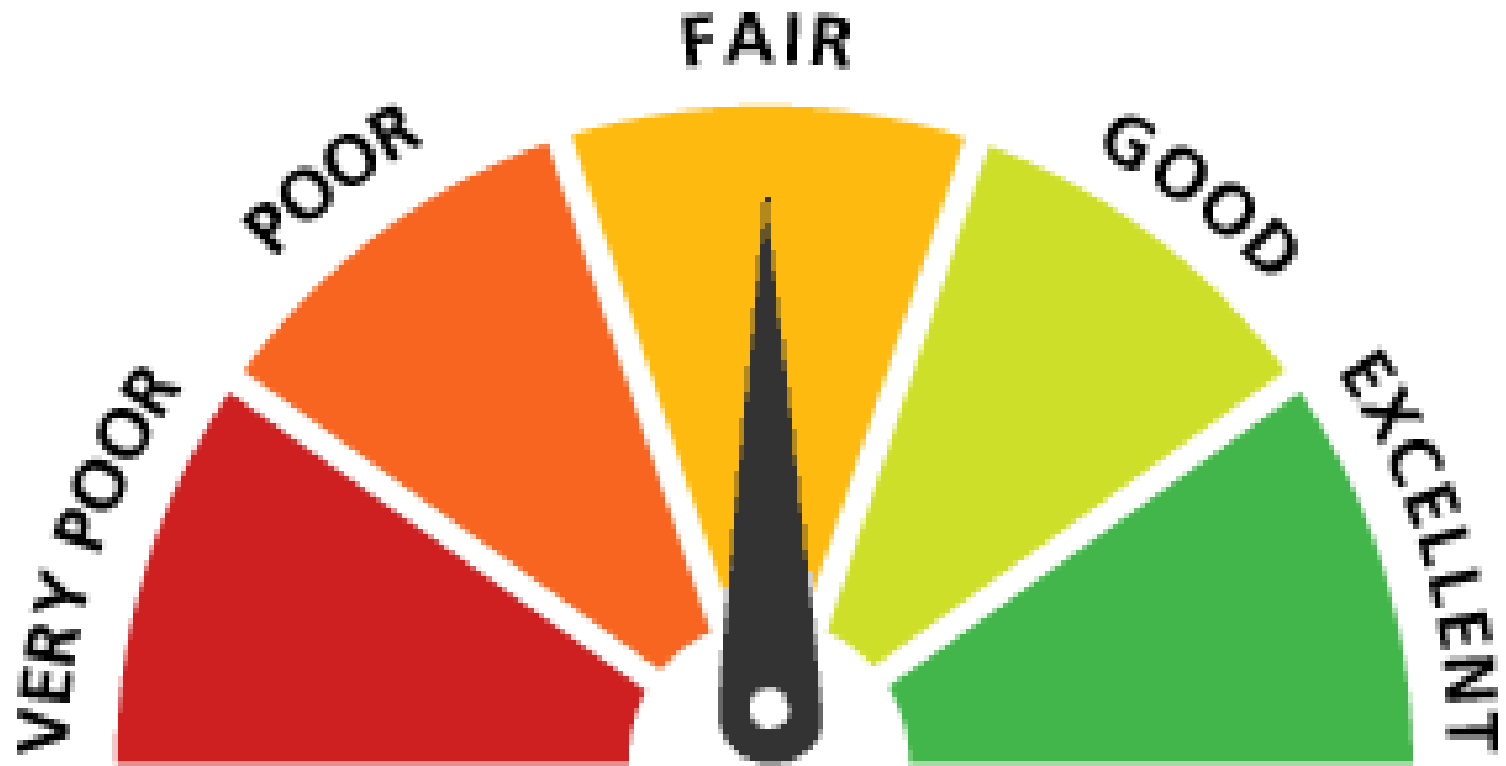


Scenario

A grandmother brings her teenage granddaughter to her WIC appointment. When you ask the teen questions, the grandmother responds for her. The teen seems frustrated and seems to want to answer the questions herself.



Interpersonal Skills Inventory



Be yourself



Homework

Take note of a situation with a participant where you used one of the communications concepts discussed.

