

PREVIEW GUIDE



The Call of the Mummy

Table of Contents:

Sample Pages from Leader's Guide and Workbook.....	pgs. 2-9
Program Information and Pricing.....	pgs. 10-12





SUGGESTED TRAINING DESIGNS

This guide, when used with the video, **The Call of the Mummy**, should prevent mummification in your workplace. It contains three Training Designs, two for instructor-led workshops and one for a self-study course. **Training Design 1** (3 hours, 20 minutes) contains exercises that give general insights into customer support issues. **Training Design 2** (2 hours, 20 minutes) uses exercises that are more specific to the participants' working environment. **Training Design 3** uses **The Call of the Mummy Workbook** to guide individuals through a self assessment as well as self-paced exercises to help them achieve their personal goals for improvement.

Select a Training Design that's appropriate for the size and nature of your group, and the amount of time available. You can use each design individually, or customize your training sessions by mixing and matching any exercises and worksheets that you find suitable.



DISCUSSION QUESTIONS


- 1 What does good customer service mean to you? Does it mean “the customer is always right”? Does it mean following company policy?
- 2 What are some reasons a customer service representative might turn into a “mummy”? What are some characteristics you think of when you think of a mummy giving phone support?
- 3 When, as a customer, have you had trouble resolving a problem with the service representative you were talking to? Was the service representative “mummified” or were there other difficulties? How did this “Moment of Truth” work out for you?
- 4 Why did you choose to become a customer service representative? Did you like helping people? Do you have good telephone skills? Do you still think you made the right decision? What have you learned about the job that’s different from what you expected?
- 5 In what situations are you most effective? Explaining technical details? Soothing angry customers? Problem-solving? When do you feel least effective?
- 6 Are you likely to complain when you’ve had bad service or are unhappy with a product? How do you speak to the customer service representative when you’re making a complaint?




2 hours, 20 min.

TRAINING DESIGN 2

Materials needed: flip chart, marking pens, small beachball or balloon, photocopies of **Worksheets IV and V** from **The Call of the Mummy Leader's Guide**

- 1 Introduce the workshop and have participants respond to Discussion Question 1. (10 minutes)
- 2 Have participants describe their worst service experience when they were the customer. (You might combine this with Discussion Question 3.) Write down some of the examples. (10 minutes)
- 3 Have participants describe their worst experience with a customer as a service representative. (You might combine this with Discussion Question 5.) Write down some of the examples. (10 minutes)
- 4  Show the video **The Call of the Mummy**. (20 minutes)
- 5 Now that the group has seen the video, review two or three of the more difficult examples you wrote down in steps 2 and 3. How would participants resolve some of the problems both customers and service representatives faced in these examples? Use the basic rules presented in the video. (20 minutes)
 - Use Good Communication Skills
 - Know Your Products and Services
 - Personalize the Call
 - Listen Carefully to Callers
 - Encourage Complaints
 - Manage Complaints with a Service Recovery Plan
 - Handle Irritated Customers by Staying Calm, Giving Feedback, and Offering a Solution
 - Recognize Opportunities to Make a Sale



- ⑥ Break participants up into small groups of 2 or 3. Have them complete **Worksheet IV**, or each group can take a section. (20 minutes)
- ⑦ Discuss the results of **Worksheet IV** with the entire group. (15 minutes)
- ⑧  Have participants complete the first half of **Worksheet V**, writing down the 5 most common complaints, then let the group compare their answers. (10 minutes)
- ⑨ Briefly discuss Discussion Question 7 before continuing **Worksheet V**. Tell participants to choose two complaints from **Worksheet V** that they find most challenging. Then have them complete the rest of the worksheet. Choose a few of the complaints that participants had in common. How do their Service Recovery Plans for the same complaints compare? (20 minutes)
- ⑩ Conclude the workshop by having participants quickly describe some of the ways they avoid mummification. Toss a beachball around to “pick” volunteers (whoever touches the ball has to speak). Remind them that there’s nothing like a few laughs to keep us all human. (5 minutes)





WORKSHEET II — Now What Do I Do?

Read the scenarios and then choose which basic procedures are most important for this call and how you would adapt them to this situation.

Scenario 1: Your company sells camping equipment by mail order. A man calls with a strong foreign accent. You can't understand his name or some of the words he says. You think he's either complaining about a tent that ripped or he wants to buy a tent that won't rip.

Which basics are most important for this scenario?

- | | |
|--|--|
| <input type="checkbox"/> Use Good Communication Skills | <input type="checkbox"/> Use a Service Recovery Plan |
| <input type="checkbox"/> Know Your Products & Services | <input type="checkbox"/> Stay Calm, Give Feedback & Solutions to Irritated Customers |
| <input type="checkbox"/> Personalize the Call | <input type="checkbox"/> Recognize Sales Opportunities |
| <input type="checkbox"/> Listen Carefully to Callers | |
| <input type="checkbox"/> Encourage Complaints | |

Strategies for handling the call:

Scenario 2: Your company sells computer software. A customer is furious because the CD-Rom she bought for her child won't install properly and the sound doesn't work. When she called your company the first time, the service representative told her to call the company that manufactured the sound card. Although the sound card company provided some assistance, they couldn't solve the problem. Now she's just spent more time and money calling your company for the second time.

Worksheet II (continued)

Which basics are most important for this scenario?

- | | |
|--|--|
| <input type="checkbox"/> Use Good Communication Skills | <input type="checkbox"/> Use a Service Recovery Plan |
| <input type="checkbox"/> Know Your Products & Services | <input type="checkbox"/> Stay Calm, Give Feedback & Solutions to Irritated Customers |
| <input type="checkbox"/> Personalize the Call | <input type="checkbox"/> Recognize Sales Opportunities |
| <input type="checkbox"/> Listen Carefully to Callers | |
| <input type="checkbox"/> Encourage Complaints | |

Strategies for handling the call: _____

Scenario 3: Your company is a hospital billing service. A customer calls, sounding very frightened. She just got a ten thousand dollar bill for a one week hospital stay! It says the insurance hasn't paid and a collection company might be called.

Which basics are most important for this scenario?

- | | |
|--|--|
| <input type="checkbox"/> Use Good Communication Skills | <input type="checkbox"/> Use a Service Recovery Plan |
| <input type="checkbox"/> Know Your Products & Services | <input type="checkbox"/> Stay Calm, Give Feedback & Solutions to Irritated Customers |
| <input type="checkbox"/> Personalize the Call | <input type="checkbox"/> Recognize Sales Opportunities |
| <input type="checkbox"/> Listen Carefully to Callers | |
| <input type="checkbox"/> Encourage Complaints | |

Strategies for handling the call: _____



WORKSHEET V — Service Recovery (or How To Make a Customer More Loyal)

Write down your customers' 5 most common complaints:

① _____

② _____

③ _____

④ _____

⑤ _____

Choose two of the more complex problems above. Write out the Service Recovery Plan you would use. If there is more than one way to recover, write down the different options.

Problem #1:

Acknowledgment & Apology: _____

Correcting the Problem: _____

Worksheet V (continued)

Follow Up: _____

Problem 2:

Acknowledgment & Apology: _____

Correcting the Problem: _____

Follow Up: _____

Alternative to Problem _____:

Acknowledgment & Apology: _____

Correcting the Problem: _____

Follow Up: _____

Program Information

The Call of the Mummy uses entertaining, engaging vignettes featuring CSRs in business, government and healthcare to illustrate the do's and don'ts of customer service on the phone.

Viewers will learn eight key skills for quality customer service:

- Use good communication skills
- Know your products and services
- Personalize the call
- Listen carefully to callers
- Encourage complaints
- Manage complaints with a service recovery plan
- Stay calm -- give feedback and offer a solution
- Recognize opportunities to make a sale

Materials Included With *The Call of the Mummy*

The workshop designed to accompany the video-based program includes three training designs, lasting anywhere from 2 to 3½ hours. The workshop materials include everything you'll need to customize and run the program:

- ◆ The **DVD** of *The Call of the Mummy* provides the theory and examples to illustrate the workshop topics. The DVD is closed-captioned.
- ◆ The 36-page **Leader's Guide** provides step-by-step instructions for running all of the three Training Designs, including one self-study Training Design. It includes discussion questions, five exercises - including a customer service role-play activity - and all necessary participant handouts.
- ◆ The **Participant Workbook** contains the worksheets for the suggested exercises in the Leader's Guide. 1 sample Workbook is included with purchase.

Program Information and Pricing

Purchase Price: \$695.00

Rental Price: \$275.00 (5 days, does not include participant materials)

Preview Price: Free

Running Time: 19 minutes

Materials included with purchase: DVD, Leader's Guide, 1 sample Participant Workbook.

Quantity Pricing Discounts

The Call of the Mummy Program

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may apply: call your Sales Consultant for more information.

Participant Workbooks

1-50	\$6.95 each (list price)
51-250	\$6.26 each (10% off)
251-500	\$5.91 each (15% off)
501+	\$5.56 each (20% off)

(contents, pricing & discounts subject to change without notice)