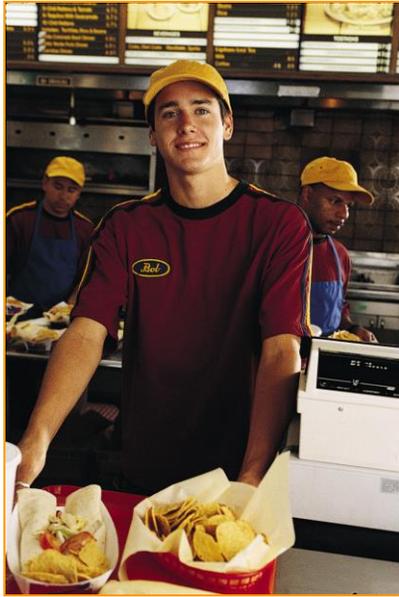


# PREVIEW GUIDE



## Cliff's Customer Service Adventure

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## SUGGESTED TRAINING DESIGNS

These two Training Designs, when used with the CRM video, **Cliff's Customer Service Adventure**, should help employees learn the basics of good customer service. The first Training Design is a short course that provides a general overview of customer service. The second Training Design is longer and more comprehensive, providing exercises and activities that reinforce the concepts in the video.

Both Training Designs are instructor-led and can be used with large or small groups. Choose one that best matches your needs, or create your own training sessions by mixing and matching any exercises that you find suitable.

## OBJECTIVES

After viewing the CRM video, **Cliff's Customer Service Adventure** and participating in the Training Designs in this **Leader's Guide**, participants should be able to:

- Put themselves in the shoes of a customer.
- Understand the importance of making customers feel special.
- Use polite and friendly behavior with customers.
- Identify how their environment looks to customers.
- Practice effective ways of solving customers' problems and meeting their needs.
- Create an Action Plan to reinforce and establish specific guidelines for good customer service in their workplace.



1 hour, 15 min.

## TRAINING DESIGN 1

Supplies needed: flip chart, marking pens, a small beach ball, the CRM video **Cliff's Customer Service Adventure**, **Worksheets I and V**.

- 1 Introduce yourself and the workshop, then have participants introduce themselves. Give participants an example of excellent customer service you've received. Then ask them to think of some of their own examples. To get things moving, toss out a beach ball. Whoever catches it has to answer, then toss it to someone else. If they can't think of a particular example, have them state a general example of good service. Write their responses on the flip chart. (5 minutes)
- 2 Tell the group about a particularly bad experience you had with customer service. Again, toss the ball to get examples of poor service from participants. They can state general examples if they can't think of a specific incident. Write down their answers. (5 minutes)
- 3  Show the CRM video, **Cliff's Customer Service Adventure**. (15 minutes)
- 4 Discuss the poor customer service shown in the video, then look at some of the examples you've written down from the beginning of the session. Using these examples, make a list of the ten (or more) of the most common mistakes that lead to unsatisfactory customer service. These should include: ignoring the customer, unappealing or inappropriate appearance of workplace or worker, negative body language, lack of interest in meeting the customer's needs, and insincere or rude language. (10 minutes)
- 5 Now review the tips on good customer service from the video. Compare these to the positive experiences participants had described earlier. Make a list of the ten (or more) best practices that lead to exceptional customer service. This should include: being available to help immediately, being courteous, being sincere, listening carefully, making eye contact, doing as much as possible to meet customer needs. (10 minutes)

- 6  Have the group complete **Worksheet I** (see page 14). After they've totaled their own scores, go through the Worksheet and have the group rate your business overall for each item. How does it score? What suggestions do participants have to improve service? (15 minutes)
- 7  Have participants complete **Worksheet V** (see page 22), the Action Plan. After everyone has finished, write down their answers to Part 3: new behaviors they plan to use when they return to their jobs. If you like, you can collect their worksheets for future evaluations. Check back in a month to see if workshop participants are sticking to their Action Plans and if there have been improvements in their performance and attitude. (15 minutes)
- 8 In the spirit of good customer service, thank participants for coming (since they are your customers), and let them know that you hope you've met their training needs, and that they should feel free to meet with you if they need further assistance.



**WORKSHEET I How Do You Rate?**

Cliff has just walked into your establishment for the first time. What can he expect from you and your business place?

	USUALLY	SOMETIMES	RARELY
<b>What can Cliff expect from your business?</b>			
A clean, well-organized environment. (A clean, organized place that even his mother would love.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A positive impression from your professional appearance. (One look at you and he's sure you're the right one to help him.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your immediate attention. (He barely walks in the door before you turn to him.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A friendly smile and greeting from you. (You give him a smile and welcome that makes him feel like you're truly happy to see him.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attentive service from you. (You listen to him and treat him like he's as important as a famous rock star.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A solution to his problem. (He gets just what he needs from you and wishes it were that easy getting the car keys from his dad.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A thank-you from you as he leaves. (You thank him so he knows that you were glad you could help him.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A sense of satisfaction when he leaves. (He not only plans to come back but also wants his friends to know about your ace place.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### WORKSHEET III What Are You Really Saying?

Have two people briefly act out each scenario: one will play the service provider “you” and the other will be a customer. If possible, the performers should try to use examples that are related to your organization. Individuals playing the service role can use the Acting Hints, but improvisation is encouraged.

Afterwards, have the rest of the group describe how customers might interpret the body language, tone, or appearance of the person who's supposed to be helping them. What's the correct way to handle the situation? If time permits, have participants act out a positive version of the scenario.

#### Scenario 1:

You're busy taking inventory (cleaning up, talking on the phone, etc.). A customer enters. You ask the customer if you can help him or her, but you're actually annoyed that the customer is bothering you.

Acting hints:

- Continue whatever you're doing and don't look at the customer when you talk.
- Use an irritated tone of voice.

#### Scenario 2:

A customer asks if you agree with their opinion of a product they've chosen. You go overboard approving the customer's choice. Actually, you don't think they've made the right decision at all, but you hope the customer won't notice.

Acting hints:

- Have a big fake smile on your face.
- Use overblown compliments: “Those look awesome on you!” “That's definitely the best value for the money!” “I always order that burger myself!”
- Use an exaggerated, insincere tone of voice.

**WORKSHEET IV Saying No Nicely**

Occasionally, you won't be able to give the customer what he or she wants. Use the following scenarios to come up with ways of turning "No" into a positive customer experience. Some phrases that might come in handy are:

- I'm sorry...
- I can't do that, but I can...
- Would you like me to...
- If you wouldn't mind...

Try to use examples from your workplace. If, however, the scenario is nothing like your business, imagine how you, as a customer, would like to be treated, even if you're not sure of that business' policies.

**1** You work for a national chain of electronic stores. A customer arrives, out of breath, wanting to buy a portable CD player that's been advertised. Unfortunately, you've just sold the last one. The customer is devastated. She had wanted to give it as a birthday present to her boyfriend that night. The other players you have in stock are either too expensive or off-brands. What should you do to turn this disappointment around for her?

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**2** You work for a bank. A customer needs to find out the balance in his account, but the computers are down and you can't get the information until they're restored. You're not sure when that will be. Since the customer has just waited in line for 15 minutes, he's frustrated. He also needs to make sure he's got enough in his account to cover a check that's due tomorrow. What should you do to help him?

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- 3 You work at a very popular restaurant. Unfortunately, a large party has been lingering and taking up tables that should have been free a half hour ago. People with reservations are beginning to back up and there's a long wait. Your waiting area is getting filled. Customers are getting grumpy and some are talking about leaving this "over-hyped" place and going to a rival restaurant down the street. How do you prove to them that your place is worth the wait?

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- 4 You work at a multiplex movie theater. A customer furiously storms out of a theater with her young child. She's very upset because even though the movie she went to see is rated PG, one of the trailers was not appropriate for young children. She demands to see the manager. Unfortunately, the manager is in a meeting and unavailable. What should you do to convince this woman that your theater cares about her concerns?

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## Program Information

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This fun, zany video -- designed for young trainees who are performing front-line customer service -- features Cliff, a cool "20-something" in search of excellent customer service. He is our guide in this adventure, as we observe interactions between him and service providers in a variety of locations.

## Materials Included With *Cliff's Customer Service Adventure*

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The workshop designed to accompany the video-based program includes two training designs, lasting anywhere from 1 to 2½ hours. The workshop materials include everything you'll need to customize and run the program:

- ◆ The **DVD** of *Cliff's Customer Service Adventure* provides the theory and examples to illustrate the workshop topics. The DVD is closed-captioned.
- ◆ The 22-page **Leader's Guide** provides step-by-step instructions for running both Training Designs. It includes background information, two training designs, discussion questions, five exercises, and all necessary participant handouts.



## Program Information and Pricing

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Purchase Price: \$695.00

Rental Price: \$275.00

Preview Price: Free

Running Time: 13 minutes

Materials included with purchase: DVD, Leader's Guide with reproducible Participant Worksheets and Handouts

## Quantity Pricing Discounts

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### ***Cliff's Customer Service Adventure 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.

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

