

# PREVIEW GUIDE



## An Invisible Man Meets the Mummy Government Version

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## INTRODUCTION

Who is the "Mummy"?

Maybe it's you, the public service worker. Think about it — you're often wrapped in red tape, inflexible and unable, despite your best efforts, to give the kind of service you want to give to the public or your fellow workers. You are the "Mummy"! Your problems are only compounded when you, the public sector employee, are confronted with an "Invisible Man" (or Woman) — the Customer who needs your service.

In **AN INVISIBLE MAN MEETS THE MUMMY**, CRM explores the complex relationship between the public service worker and their sometimes-invisible customers, whether they are "external" as in the case of the public, or "internal" such as a worker in another department or government agency. As in CRM's classic customer service best-seller **REMEMBER ME**, insightful and humorous vignettes illuminate the basics of customer service for public sector employees as never before.

Along with the Training Designs in this comprehensive Leader's Guide and accompanying Workbook, the video will help viewers to clearly focus on their own goals through the sometimes-confining bureaucratic red tape, and to be better able to offer superior service. As a result, the Invisible Customer will begin to materialize once and for all, leading to a new relationship between government service people and their customers, both within and outside of their organizations.

Kirby Timmons, Creative Director for CRM Films



## BACKGROUND

To Serve Our Country. Public Service. The Armed Service. People mouth these words daily, but what do they mean? In the founding days of our nation, serving our country was much simpler — after all, there were only 13 original colonies. Now the United States and its territories stretch beyond the reaches of the continent and encompass a citizenry of amazing cultural diversity.

As the boundaries of our nation have expanded, so have the regulations governing the public sector. Originally, bureaucratic rules were instituted to ensure equal, impartial treatment for all. And for a while, the proverbial red tape worked to preserve equality and eradicate corruption. But times have changed, and the red tape that once served to protect the citizenry now stifles the intelligence and initiative of government workers. It's no small wonder that government bureaucracy has grown immensely since the founding of our country. But as we learned from the dinosaurs, bigger isn't always better.

It isn't just government workers who are strangled by red tape: the web of regulations affects citizens, too. And it's critical to remember that every government worker, no matter what their capacity, is also a citizen. Individuals who serve in the armed forces also buy stamps, get fishing licenses and check books out of local libraries. People in administration in the Agricultural Department (or wherever) rely on the armed services. And the chain goes on and on. So the customer serviced today could be the service provider the individual frequents tomorrow.

Public Servants are caring individuals who utilize their talent, ingenuity and effort in myriad ways for the good of nation, state, town, and so on. But who do they serve? The Public, Congress or their supervisor? Whoever the individual may be, they serve their "customer." While local postal employees may have a clear-cut image of their "external" customer, what about the administrator or manager who no longer faces the public across the counter? They also have customers — "internal" customers — a sometimes-invisible man or woman.

## 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



Instructor Led  
3 hours

## **TRAINING DESIGN #2**

### **THE INTERNAL CUSTOMER**

(Materials needed: flip chart, marking pens, **An Invisible Man Meets The Mummy Participant Workbooks** available from CRM.)

- 1.) Ask participants to share one example of what the expression “customer service” means to them. Introduce the workshop as a means of learning more about customer service as it applies to people who work within their own organization. (15 min.)
- 2.) Choose one or more Discussion Starters and discuss them as a group. Questions #1, #2, #3 and #4 will be particularly appropriate at this time. (15 min.)
- 3.) Ask participants to identify their internal customers (i.e. the Air Traffic Controllers, the Crew of the Navy Tug). List these on the flip chart. (15 min.)
- 4.) Ask participants to complete **Worksheet I, ATTITUDE EVALUATION**. (10 min.)
- 5.) Show the video **AN INVISIBLE MAN MEETS THE MUMMY**. (20 min.)
- 6.) Return to the list of customers on the flip chart. Do participants now have any additions to the list? Discuss why the group didn't consider these customers the first time. (10 min.)
- 7.) Either as a single large group or in smaller groups of three to five, have the participants discuss one of the Discussion Starters. Questions #5, #6, #7, or #8 will be particularly appropriate at this time. (20 min.)

TRAINING  
DESIGN #2  
(continued)

- 8.) Summarize by reviewing the principles from the video, **AN INVISIBLE MAN MEETS THE MUMMY**, writing them on the flip chart and discussing each one with the group. (15 min.)
- 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
- 9.) Ask the participants to complete **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** (25 min.)
- 10.) If the group is large enough, ask participants to form different groups and assign principles from the video to each group. Have them compile the results of **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** as it pertains to their assigned principle(s). (15 min.)
- 11.) Using the flip chart, have a representative of each small group share the principles they created. If the group did not divide into smaller groups, ask participants to share the results from **Worksheet II, DO YOU KNOW WHAT YOUR CUSTOMERS REALLY WANT?** and write those results on the flip chart. (20 min.)



**Worksheet I** (Have participants turn to page 2 in their Participant Workbooks.)

## ATTITUDE EVALUATION

Your attitude can do much to replace the Invisible Customer with the Satisfied Customer. The following quiz was designed to help you assess your attitude towards customer service to make sure you aren't failing to serve your Customers.

The following questions offer four choices: Often, Sometimes, Rarely and Never. The first questions measure your internal voice; the second part asks you to look at yourself through the eyes of your customer.

After circling the answer that best fits the statement, tally your score to assess your attitude.

### AS I SEE IT:

When a Customer has a problem, I do my best to solve it.

Often            Sometimes            Rarely            Never

The word "service" sounds like a positive, pro-active term to me.

Often            Sometimes            Rarely            Never

When someone calls me, I answer my phone within three rings.

Often            Sometimes            Rarely            Never

I enjoy working with my customers.

Often            Sometimes            Rarely            Never

When I'm a customer, I am clear about what I want and allow ample time for completion.

Often            Sometimes            Rarely            Never

**Worksheet I Continued****AS OTHERS SEE ME:**

I'm often glad to hear customers' requests for information.

**Often**            **Sometimes**            **Rarely**            **Never**

I'm open to constructive criticism of my work.

**Often**            **Sometimes**            **Rarely**            **Never**

I ask my customers to evaluate my service.

**Often**            **Sometimes**            **Rarely**            **Never**

I follow up to ensure that my customers are satisfied.

**Often**            **Sometimes**            **Rarely**            **Never**

I deliver products and services in a timely manner.

**Often**            **Sometimes**            **Rarely**            **Never**

**SCORING FOR WORKSHEET I**

For every **Often** answer, give yourself 6 points; for every **Sometimes**, 4 points; for every **Rarely**, give yourself 2 points; for every **Never**, give yourself 0 points. Then rate your attitude according to the following:

**Over 50 points** — What a great attitude! Chances are you haven't encountered many Invisible Customers lately. Keep up the good work and think about how you can do even better.

**40 - 49 points** — Your attitude is good, but you may want to think about your role as a service provider so you can keep your customers visible.

**Below 39 points** — Your attitude needs improvement.





**Worksheet IV** (Have participants turn to page 8 in their **Participant Workbooks**.)

## THE CUSTOMER'S BILL OF RIGHTS

### Instructions:

The United States' Constitution built the framework for how our government would operate according to the principles of freedom and dignity for all. But shortly after its inception, it was necessary to change the constitution to guarantee certain basic rights to all citizens. Those ten principles of freedom became known as the Bill of Rights.

Whether internal or external, customers are entitled to certain basic freedoms. Throughout the public sector, good customer service — whether one is an internal or external customer — is a right.

What rights would you like to grant your customers? The right to timely and courteous service? The right to have repairs done right the first time? Think about that and then list ten on the next page. (Hint: what rights would you like to be given when you are a customer?)

## Materials Included With *An Invisible Man Meets the Mummy, Government Version*

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

- ◆ The **DVD** of *An Invisible Man Meets the Mummy Government Version* provides the theory and examples to illustrate the workshop topics. Take a lighthearted look at the rights and wrongs of customer service in the public sector. 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 DVD is closed-captioned.
- ◆ The **Leader's Guide** provides step-by-step instructions for introducing activities, leading discussions, and making transitions between the video, group discussions, and exercises. Three complete training designs are included, and offer options to help you shorten or lengthen your workshop with additional activities and discussions, as desired.
- ◆ The **Participant Workbook** contains the worksheets for the suggested exercises in the Leader's Guide. Participants work through evaluating their attitude, knowing what customers really want, the world of service, and a customer's bill of rights.



# Program Information and Pricing

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Purchase Price: \$795.00

Rental Price: \$275.00 (*does not include participant materials*)

Preview Price: Free

Running Time: 19 minutes

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

## Quantity Pricing Discounts

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### ***An Invisible Man Meets the Mummy, Government Version 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	\$4.95 each (list price)
51-250	\$4.46 each (10% off)
251-500	\$4.21 each (15% off)
500+	\$3.96 each (20% off)

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