

# FEELINGS



## Participant Book

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# **CUSTOMER CARE**

## **PART ONE:**

### **The Customer Care Participant Book**

## Chapter One

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### WHY PEOPLE DO WHAT THEY DO?

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Why do we do the things we do?

What makes us tick?

How do we make spur of the moment decisions, as well as the important decisions in our lives?

What do you consider when you make a decision?

**Customer  
Care is the  
Key**

It's not easy to be certain about what makes us do what we do, but we can be sure most of the time when we know our feelings.

**Customer  
Care  
Influences  
Our  
Decisions**

We like to think that our decisions — especially the important ones — are based only on facts. However, most of the time our feelings are the key to the decisions we make in everything from our choice of friends to where we live, our jobs, and the cars we drive.

We may back up these good decisions by comparison or investigation; but, in the end, we all put a great deal of emphasis on our feelings (emotions and instincts).

The impact of our feelings isn't limited to big decisions. Feelings also influence where we shop, the restaurants we eat in, products we buy, and our attitudes toward other people.

Because feelings are so important to what we do, we're spending this time learning to understand them better. At the same time we're developing an understanding of how and why the feelings of other people need to be considered every time we communicate with them.

**Quality  
Service Is the  
Goal**

Regardless of the job we perform, we need to strive to deliver caring, quality customer service. Remember, we're all customers numerous times each day.

When we go to the doctor, gasoline station, or dry cleaner, we expect courtesy, consideration, help, respect, and support. We expect to be treated as a valued customer.

This is true in our personal lives too. Subconsciously, we select friends who treat us as valued customers. We want our families and loved ones to be courteous, helpful, considerate, respectful, and supporting. We are "customers" for those feelings.

**Each of Us  
Needs the  
Help of  
Others**

Every day, we require the help and support of other people. Every contact we make with another person has the same element of give and take that we experience when we go into a store.

When we get the response we want, we feel good about the encounter. Our need for caring interaction with other people is satisfied. We feel good about the experience and repeat it.

## **The Feelings of Others Count**

Even if we view our daily contacts with people on the job as routine and boring, we need to consider the feelings of those people. For them, contact with us may not be routine. They have the expectations of a customer built into their feelings.

Unfortunately, in our working lives, we tend to think of the people we encounter as strangers or as faces in the crowd. That doesn't have to be the case.



*Opportunities to give good customer service exist in every human organization. Customers appreciate it when you show you care about meeting their needs.*

**Customers  
Expects  
Quality**

On the job, opportunities for friendship are literally limitless. That's because our customers, the people we're in business to serve, want to be treated well. They want to be treated as friends.

Any number of surveys prove that customers make their decisions on where to buy based upon what companies do or don't do to make their experiences pleasant ones. Sale prices, advertising, merchandising, location, products, and services offered will attract customers once, but it is the quality of the personal relationships that brings people back.

The same is true of any encounter we have with other people. We tend to avoid those people with whom we have had uncaring experiences.

Have you ever been ready to buy something, then walked out of the store because you couldn't get anyone to wait on you?

Or avoided a restaurant with great food just because the service was slow?

Or used an automatic teller machine to avoid impersonal, uncaring, bank tellers?

Or tried to avoid an assignment at work because you didn't get along well with people assigned to help you?

In the end, price, taste, personal service, or importance of the project didn't matter.

That's how much our feelings affect what we do every day.

**Good  
Feelings  
Build a  
Win/Win  
Relationship**

Feelings build habits. We do things because we feel good about doing them. Interacting with others gives us the opportunity to feel good about other people, as well as ourselves. This doesn't happen as often as it could, but when it does, it is a win/win encounter for everyone involved.

For example, many people absolutely hate to wait. They want to get in and out as quickly as possible. That's because they see the experience as a real hassle. They feel that trying to get service is frustrating and not worth the effort.

**Each Person  
Is Special**

What people really want is help, support, consideration, and respect. We want to be treated in a special way with compassion and dignity, and that's what our customers expect from us. We must remember that every person we deal with, at home or on the job, is special. Why is this so important?

**Caring  
Communi-  
cation Equals  
Quality  
Service**

The most important ingredient in developing relationships is to treat other people as special. When we do that, people tend to treat us the same way. Suddenly, we're no longer "just another associate," but someone to be remembered. Life moves along smoother, with fewer problems, and our personal and work experiences greatly improve. We establish win/win situations.

How can we make this happen? We can do it with caring communication such as:

- Praise for a job well done
- A smile
- A "Thank you"

Anyone who consistently receives caring feedback, which we also call warm fuzzies, feels good personally and feels good about the person giving it.

**Uncaring  
Communication  
Makes Us  
Feel Angry  
or Resentful**

When we receive uncaring communication or cold pricklies, we have the opposite reaction. Uncaring communication generates anger and resentment.

Think about your experiences as a customer. Have you ever been ignored when you were trying to get assistance in a bank, drugstore, or supermarket? How did you feel? Have you ever looked for an item in a store and an associate told you, "Never heard of it."

How do you feel when you call a business and get switched to several people without getting any real help?

An uncaring experience or cold prickly may take thirteen additional caring encounters to erase that experience.

**Caring  
Relationships  
Really Count**

It benefits us to generate caring feelings as often as we can. In every job environment, caring feelings usually generate caring, quality customer service. By consistently providing quality service to others, we create caring relationships. This not only helps us and the people we deal with, but the entire company. Consistent caring, quality service takes consistent effort from each of us.



*Caring, courtesy, good service, and friendliness are key ingredients in successful dealings with co-workers.*

## Chapter One Review

### Points to Remember

- We make decisions based on our feelings.
- Each of us needs the help and support of others.
- Dealing with people is a special part of our lives.
- The way we provide help and support to others in our dealing with them will influence their feelings.
- People need caring communication. The more warm fuzzies we receive, the better we feel!
- Everyone dislikes poor service because it makes him or her feel unimportant!
- Living up to the service expectations of others benefits everyone.

## Personal Goal Statement

Tear this sheet out and keep it with you to remind you of your goals!

As a way of helping you think about your work goals and their relationship to the quality service you can provide to customers and co-workers, please answer the following questions:

(This exercise, like many of the others following each chapter, is for your use alone — to be shared later only if you choose.)

1. List two things you'd like to learn that would make your job easier:

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2. List which job-related skills you'd like to improve:

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3. List one work attitude you'd like to change:

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4. List one thing you could do to make your work environment more constructive or positive:

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5. List the name of one co-worker you'd like to get along with better in the future:

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6. List a customer service skill you'd like to improve?

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7. List one skill you'd like to develop to help you deal with difficult situations involving customers and co-workers:

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8. In one year how would you like your job to be different than it is today?

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