

Video	Audio
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SMILE:
A Frist Impression
Can Change Everything

Video Scripts

Draft 3
November 21, 2022

Video	Audio
SECTION 1: Introduction	
<i>Fade In:</i>	<i>Music Up</i>
Program Title Section Title: "Section 1: Introduction"	
	<p>NARRATOR: Hello and welcome to SMILE: A First Impression Can Change Everything. This is a training session brought to you by the Service Quality Institute.</p> <p>The lessons and techniques described in these videos are designed to help you learn and practice the habits and skills of positive outlook and a positive attitude. These, in turn, can help you find your own genuine, inner smile and to share it with others.</p> <p>A smile is one of the first elements to providing superior customer service</p> <p>At work, a smile instantly conveys to your customers that you care about them as a person and are ready to help provide for their needs.</p>

Video	Audio
	<p>There are two kinds of smiles: intentional (sometimes called “forced”) and genuine.</p> <p>A genuine smile and a fake smile.</p> <p>A fake smile is only mechanical. A genuine smile comes from inside of you. It triggers positive emotions and conveys a optimistic, can-do attitude.</p> <p>As you greet someone, whether a friend or a stranger, a genuine smile, even a small one, conveys openness and interest.</p> <p>A simple, genuine smile can go very long way in setting the tone for whatever interaction follows.</p>
	<p>NARRATOR: Most employees DON’T genuinely smile.</p> <p>Think about where you live and shop, , about a government office you’ve used, about your doctor’s office.</p>

Video	Audio
	<p>When you walk into an office or a store, what percentage of the employees notice you and genuinely smile?</p> <p>Consider the following scenarios.</p>
<p>Int. Telecom Sales – Day (Excerpt from Video 4) <i>Customer, Asian female, 40, enters the store. Employee, Caucasian male, 16, in baggy pants with holes, untucked shirt, messy hair, slouches over the customer service counter scrolling through his phone.</i></p>	<p>Customer: Do you work here?</p> <p>Employee: (mumbling) What do ya what?</p> <p>Customer: Excuse me?</p> <p>Employee: Huh?</p>
<p>Int. Bank – Day (Excerpt from Video 3) <i>Employee, Asian male, 28, enters the floor of the bank and Manager, Hispanic male, 45, walks by with an armful of folders. Employee smiles and offers a small wave.</i> <i>Manager barely slows down.</i></p>	<p>Employee: Hello, Andrew. How was your weekend?</p> <p>Manager: No time for chit chat. You’ve got a lot of your plate today. Better get to it.</p>
<p>INT. Call Center – Day (Excerpt from Video 6)</p>	<p>Employee: (monotonously) ShoesShoesandMoreShoes.com. The</p>

Video	Audio
<p><i>Employee, Caucasian male, 30, sits at their desk. A call comes in and they click to answer.</i></p>	<p>place for new shoes and good shoes. This is Mike. Can I get your account number?</p>
<p>INT. Airport – Day (Excerpt from Video 7) <i>An airline Employee (same Caucasian female, 48) works behind the check-in counter as angry and distraught Customer (same Hispanic female, 35) approaches the counter.</i></p> <p><i>Employee doesn't smile or look at the customer.</i></p> <p><i>Employee motions past Customer at a couple standing behind her.</i></p>	<p>Employee: Everything is full.</p> <p>Customer: Everything!</p> <p>Employee: It is the busiest travel day of the year.</p> <p>Customer: What about another airline.</p> <p>Employee: If I could just have you step back-</p>
	<p>Narrator: How would you feel in these situations?</p> <p>How do you think it would make your customers feel?</p>

Video	Audio
	<p>What if 100% of employees felt a smile within and offered their customers a genuine smile whenever someone entered a store?</p> <p>How would that affect every employee, co-worker and customer?</p>
	<p>NARRATOR: During this program you will learn how to look at situations and even yourself differently. We invite you to analyze your attitude, your actions, and your skills.</p> <p>We want you to examine your experiences as an employee and as a customer.</p> <p>Your group leader will direct you through each section of the program and facilitate a series of discussions.</p> <p>Ask questions as often as possible and try to provide honest answers based on your personal experiences. There are no right or wrong answers.</p> <p>You may be familiar with some of the themes we will discuss, and others may be new to you. When we are done you</p>

Video	Audio
	will have the knowledge and skills you need to build and maintain a positive attitude and outlook. We want you to project your confidence in yourself and your skills to every customer that walks through your doors.
<i>Fade Out.</i>	<i>Music Down</i>
Text on screen: “Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 2: A Smile Can Change Everything</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 2: A Smile Can Change Everything”</p>	
	<p>Narrator: Smiling and projecting a positive and open demeanor doesn’t come easy to a lot of people. It can be especially difficult for those working on the front lines.</p> <p>Think about your job and consider an employee like this.</p>
<p>Int. Big Box Retailer – Day <i>Employee, African American male, 23, talks to a co-worker, Caucasian male, 22.</i></p>	<p>Employee: The manager is telling me to smile. SMILE?! You tell me... What is there to smile about anyway? Minimum wage. Lugging crates all day. It’s not like I love this job or anything.</p> <p>Co-worker: I hear you.</p> <p>Employee: The customers just get in the way, and they don’t care. Wearing a</p>

Video	Audio
<p><i>DISSOLVE TO:</i></p>	<p>big fake smile eight hours straight... it just doesn't feel right.</p> <p>Co-worker: Right. By the end of the day, I'm exhausted. Why even bother?!</p>
	<p>Narrator: Did you know that when you truly smile, even a little, you make yourself happier?</p> <p>Maybe you're someone who doesn't believe that. Maybe you've been in a situation where you felt you had to paste on a big, fake smile and that just annoyed you.</p> <p>If you can smile <i>for yourself</i>, even a little, you will truly feel better, both physically and emotionally.</p> <p>Think about that same employee from earlier, but in a more personal setting.</p>
<p>Ext. Basketball Court – Day</p> <p><i>Employee (same African American male, 23) approaches the court and notices his friends, Caucasian male, 20, and Hispanic male, 22, just finishing a game.</i></p> <p><i>He SMILES. They high-five.</i></p>	<p>Employee: What's up guys?</p>

Video	Audio
<p><i>His friend throws him the ball. Employee has a big genuine smile.</i></p>	<p>Friend: You done with work?</p> <p>Employee: Just finished. Who's got next game.</p> <p>Friend: Looks like you do.</p>
	<p>Narrator: Smiling because you HAVE to is not the same as smiling because you WANT to. When you want to smile it is more genuine.</p>
<p>Int. Kitchen - Day</p> <p><i>Employee (same African American male, 23) enters the back door and notices his mother, African American female, 52, pulling a pan out of the oven.</i></p> <p><i>He smells the air and SMILES.</i></p> <p><i>He leans over the pan and reaches for the contents. His mother smacks his hand with a wooden spoon.</i></p> <p><i>Employee puts his hands up and slowly backs away, smiling.</i></p> <p><i>DISSOLVE TO:</i></p>	<p>Employee: Mmmm. Something smells good in here.</p> <p>Mother: You better watch that hand!</p> <p>Employee: Alright, alright.</p> <p>Mother: Go clean yourself up. It'll be ready in an hour.</p>

Video	Audio
	Narrator: Real smiles come from within.
<p>Int. Bedroom – Night</p> <p><i>Employee (same African American male, 23) sits at his desk working on some college level homework. His smartphone rings and a picture and name of Carla, Hispanic female, 21, pops up on the screen.</i></p> <p><i>Employee picks up the phone, looks at the lock screen and SMILES.</i></p> <p><i>He answers.</i></p> <p><i>DISSOLVE TO:</i></p>	<p>Employee (warmly): Hello. I was wondering when you were going to call.</p>
	<p>Narrator: Smiles come from a positive outlook and a positive attitude. Growing a positive attitude in yourself grows your ability to smile!</p> <p>You can teach yourself to recognize those moments in your life when you offer others a genuine smile.</p> <p><i>Notice and let yourself feel joy.</i></p>
<p>Int. Big Box Retailer – Day</p>	

Video	Audio
<p><i>Employee, (same African American male, 23) enters and sees a co-worker, Caucasian male, 22. He smiles.</i></p>	<p>Employee: Hey. I didn't know you were working today.</p> <p>Co-worker: Covering for Sheila.</p> <p>Employee: Well, that'll make this shift go much better.</p>
	<p>Narrator: <i>Notice what you are thankful for.</i></p>
<p>Int. Big Box Retailer – Day</p> <p><i>Employee (same African American male, 23) pushes a large cart of wooden planks down an aisle.</i></p> <p><i>He tries to turn, but the cart is overloaded and crashes into a display.</i></p> <p><i>A Co-worker, Asian female, 35, jumps in to help the Employee fix the display and steer the cart. Employee smiles in thanks.</i></p>	<p>Employee: That was a close one. Thanks.</p> <p>Co-worker: No problem. Where you headed?</p> <p>Employee: Loading bay 2.</p> <p>Co-worker: I'll spot for you.</p>

Video	Audio
	<p>Narrator: <i>Practice mindfulness</i> to train your mind to focus on what is happening RIGHT NOW and RIGHT HERE. This can help you find things that bring you happiness in any situation.</p>
<p>Int. Big Box Retailer – Day <i>Employee, (same African American male, 23), puts the finishing touches on a new display and takes a step back to get a good look.</i></p> <p><i>Manager, African American male, 40, steps up beside him.</i></p> <p><i>Manager smiles at Employee who smiles back.</i></p>	<p>Manager: Nice job. Looks great. I might have you take over this area from now on.</p> <p>Employee: Thanks. That would be great.</p>
	<p>Narrator: Sharing a smile costs you nothing, but it invites customers to engage with you. It shows that you care and are willing to provide quality service. It instantly tells your customers:</p> <ul style="list-style-type: none"> • “I like you” • “I care about you as a person”

Video	Audio
	<ul style="list-style-type: none">• “I care about your needs• “I’m ready to help”
<i>Fade Out.</i>	<i>Music Down</i>
Text on screen: “Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 3: Smiling Throughout Your Organization</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 3: Smiling Throughout Your Organization”</p>	
	<p>Narrator: What <i>is</i> the culture of your organization? It’s almost certainly written on the faces of employees at all levels.</p> <p>Think about an organization where co-workers and colleagues interact with each other in situations like this.</p>
<p>Int. Bank – Day <i>Employee, Asian male, 28, enters the floor of the bank and stops by his Co-worker’s, Caucasian female, 32, cubicle on his way to his desk. He smiles.</i></p> <p><i>Co-worker doesn’t even look up from her computer.</i></p>	<p>Employee: Good morning.</p> <p>Co-worker: Hey.</p>

Video	Audio
<p><i>Manager, Hispanic male, 45, walks by with an armful of folders. Employee smiles and offers a small wave.</i></p> <p><i>Manager barely slows down.</i></p> <p><i>Manager turns and walks backwards and away from Employee.</i></p> <p>Fade to:</p>	<p>Employee: Hello, Andrew. How was your weekend?</p> <p>Manager: No time for chit chat.</p> <p>You've got a lot of your plate today. Better get to it.</p>
<p>Int. Bank - Day</p> <p><i>Employee (same Asian male, 28) enters the elevator and notices an Executive, African American male, 60, already inside with his Assistant, Caucasian male, 23.</i></p> <p><i>Executive looks at his assistant, puzzled .</i></p> <p><i>The elevator door opens and the executive storms out with assistant following.</i></p>	<p>Employee: Mr. Shirley, good to see you.</p> <p>Executive: Hmph.</p> <p>Employee: Oh, my wife and I wanted to thank you for the lovely holiday card.</p> <p>Assistant: Corporate card, sir.</p>
	<p>Narrator: Think about how you would respond in a culture like this.</p>

Video	Audio
	<p>Would you be more or less likely to help out a co-worker?</p> <p>How would you feel about going the extra mile for a customer?</p>
<p>Int. Bank – Day <i>Manager catches Employee (same Asian male, 28) as he walks past an open office door.</i></p> <p>Fade to:</p>	<p>Manager: Scott, can you come in this weekend? It would really help me out of a jam.</p> <p>Employee: (condescendingly) No can do. I've really got a lot on my plate this weekend.</p>
<p>Int. Bank – Day <i>Co-worker (same Caucasian female, 32) enters Employee's (same Asian male, 28) cubicle.</i></p>	<p>Co-worker: Do you know where the Roberts file is?</p> <p>Employee: I can't keep track of all your files for you.</p>
<p>Int. Bank – Day <i>Employee (same Asian male, 28) sits at his desk with a Customer, Caucasian female, 65, across from him.</i></p>	<p>Customer: I know I didn't have protection on that card, but isn't there anything you can do to help me?</p> <p>Employee: I'm sorry Mrs. Reeves. My hands are tied.</p>

Video	Audio
<p><i>Employee barely looks up from shuffling and arranging his papers.</i></p>	
	<p>Narrator: From the top down, fostering an attitude of positivity and resilience in your organization will pay big dividends.</p> <p>People who enjoy coming to work and feel a part of a team like to contribute their ideas and hard work for a common and shared cause.</p>
<p>Int. Bank – Day</p> <p><i>Employee (same Asian male, 28) enters the floor of the bank and stops by his Co-worker’s (same Caucasian female, 32) cubicle on his way to his desk. He smiles.</i></p> <p>Fade to:</p>	<p>Employee: Good morning.</p> <p>Co-worker: Good morning, Scott. How was Anna’s recital?</p> <p>Employee: It went great.</p>
<p>Int. Bank – Day</p> <p><i>Co-worker (same Caucasian female, 32) enters Employee’s (same Asian male, 28) cubicle.</i></p>	<p>Co-worker: Do you know where the Roberts file is?</p> <p>Employee: I didn’t handle that file, but I think Jessica did. I’ll take you over and introduce you to her.</p>

Video	Audio
	Co-worker: Thanks.
Int. Bank – Day <i>Manager (same Hispanic male, 45) walks by with an armful of folders.</i> <i>Employee (same Asian male, 28) smiles and offers a small wave.</i> Fade to:	Employee: Hello Andrew. How was your weekend. Manager: Shorter than expected, but good. Had a nice trip down to the lake. Employee: Sounds great. You’ll have to catch me up on that later. I’ve got a lot on my plate today.
Int. Bank – Day <i>Manager (same Hispanic male, 45) catches Employee (same Asian male, 28) as he walks past an open office door.</i>	Manager: Scott, can you come in this weekend? It would really help me out of a jam. Employee: I can move some things around and give you a few hours on Sunday if that helps. Manager: I owe you.
Int. Bank – Day <i>Employee (same Asian male, 28) enters the elevator and notices an Executive</i>	

Video	Audio
<p><i>(Same African American male, 60) already inside with his Assistant (same Caucasian male, 23). Employee smiles.</i></p> <p><i>They shake hands.</i></p> <p><i>The doors open and the Executive exits and gives Employee a pat on the shoulder. The doors close and the Employee sees himself in the mirror and smiles.</i></p> <p>Fade to:</p>	<p>Executive: Hey, it's Scott right?</p> <p>Employee: Yes. I'm in the mortgage department.</p> <p>Executive: I know. I saw your work on the 56th Street property. Good work.</p> <p>Employee: Thanks.</p>
<p>Int. Bank – Day</p> <p><i>Employee (same Asian male, 28) sits at his desk with a Customer (same Caucasian female, 65) across from him.</i></p>	<p>Customer: I know I didn't have protection on that card, but isn't there anything you can do to help me?</p> <p>Employee: I'm going to do everything I can to help you today, Mrs. Reeves.</p>
	<p>Narrator: A positive organizational culture can carry all the way from the top to customers, but changing the culture only works if everyone is on board.</p>

Video	Audio
	<p>Customers can sniff out a disgruntled workforce within a minute of entering a business or talking on the phone.</p> <p>The positivity, the smiles, the glass half full attitude must permeate the organization for it to truly work its magic.</p>
<i>Fade Out.</i>	<i>Music Down</i>
Text on screen: “Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 4-1: How You Look. How You Sound. What You Say. [break to 3 subsection videos]</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 4: How You Look. How You Sound. What You Say”</p>	
	<p>Narrator: You may interact with many, many customers in a day, but for each of one of those customers, their time with you is a unique encounter. Strive to make each interaction positive.</p>
<p><i>Text on screen:</i> “How you look”</p>	<p>Narrator: How you look and how you carry yourself are reflection of your internal attitude.</p> <p>Slouching and avoiding eye contact tells your customers that you don’t care about yourself, them or what they need.</p>
<p>Int. Telecom Sales – Day <i>Customer, Asian female, 40, enters the store. Employee, Caucasian male, 16, in baggy pants with holes, untucked shirt,</i></p>	<p>Customer: Excuse me?</p>

Video	Audio
<p><i>messy hair, slouches over the customer service counter scrolling through his phone.</i></p> <p><i>Customer looks around for someone else, and reluctantly approaches the employee.</i></p> <p><i>Employee sighs loudly but continues looking at his phone.</i></p>	<p>Hello? Can you help me?</p>
<p>Int. Grocery – Day</p> <p><i>Customer (same Asian female, 40) enters the store and an Employee, African American female, 17, near the front notices them immediately.</i></p> <p><i>Employee in nice (but not business formal) clothes with a uniform vest and styled hair, turns to face the customer. She stands up straight, SMILES and waves slightly to the customer.</i></p> <p><i>Employee uses welcoming body language as customer returns the smile and moves toward her.</i></p>	<p>Narrator: Keep your head up, shoulders back, hands comfortably at your sides.</p> <p>Turn your entire face toward them. Make eye contact. Move forward to greet them.</p> <p>Combine these with a genuine, open smile, and you’ll project self-confidence and willingness to help.</p>

Video	Audio
<p>SECTION 4-2: How You Sound.</p>	
<p><i>Text on screen:</i> “How You Sound”</p>	<p>Narrator: When you speak with a customer, how you speak can mean just as much as what you say.</p> <p>Mumbling, talking over a customer or talking while facing away from them shows that you don’t respect them, their time, or their needs.</p>
<p>Int. Telecom Sales – Day <i>Customer (same Asian female, 40) approaches Employee (same Caucasian male, 16) who glances up from his phone.</i></p>	<p>Customer: Do you work here?</p> <p>Employee: (mumbling) What do ya what?</p> <p>Customer: Excuse me?</p> <p>Employee: Huh?</p>
<p>Int. Grocery – Day <i>Customer (same Asian female, 40) approaches Employee (same African American female, 17) who SMILES.</i></p>	<p>Narrator: Speak clearly. Use a welcoming tone of voice. Put your empathy into what you say.</p> <p>Try to put a SMILE in how you sound.</p> <p>Employee: (welcoming tone) Hello, welcome to Shipley’s Grocery.</p>

Video	Audio
<p>SECTION 4-3: What You Say.</p>	
<p><i>Text on screen:</i> “What You Say”</p>	<p>Narrator: You are the customer’s first impression of the business. What you say in those first few seconds sets the tone for the customer’s entire experience.</p> <p>If you project a negative attitude and an unwillingness to help, a customer will likely remember that for years and tell many other potential customers about their suboptimal experience.</p>
<p>Int. Telecom Sales – Day <i>Employee (same Caucasian male, 16) puts his phone down on the counter and turns to the Customer (same Asian female, 40) while rolling his eyes.</i></p> <p><i>Employee looks up at the ceiling as he “thinks”.</i></p>	<p>Employee: Yeah, I work here. What do you want?</p> <p>Customer: I was wondering if you could help me find a new phone and the right data plan.</p> <p>Employee: Uhhhhhhhh. Well, the phones are over there. And most of the data plan stuff is online. You could look there.</p> <p>Customer: Never mind. I’ll find it myself.</p>

Video	Audio
“Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 5: Put a Smile Into Practice</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 5: Put a Smile Into Practice”</p>	
	<p>Narrator: A genuine smile comes from within. But that doesn’t mean it’s automatic. Just as you have to practice the habits and skills of maintaining a positive outlook and a positive attitude, you need to practice applying your smile and positive attitude at work.</p> <p>When you do interact with a customer there are several steps you can use to project positivity and increase the likelihood of a successful encounter.</p>
<p>Step 1 – Acknowledge and Smile</p>	<p>Narrator: First, acknowledge the customer and smile.</p>
<p>INT. Hotel Lobby – Night <i>Customer 1, African American female, 35, enters the hotel pulling her suitcase behind her. Employee, Hispanic male, 24,</i></p>	<p>Narrator: When a customer enters your space, show them that you are ready to assist them.</p>

Video	Audio
<p><i>behind the front desk is working with another Customer 2, Caucasian male, .</i></p> <p><i>Employee notices Customer 1 as she approaches the front desk.</i></p> <p><i>Employee SMILES.</i></p> <p><i>Employee turns back to Customer 2</i></p>	<p>Even if you are helping someone else, take a moment to acknowledge the new customer. Make eye contact, smile, and let them know you will be with them shortly.</p> <p>Employee: (to customer 2) Just one moment. (to customer 1) Good evening. I will be with you in just a moment.</p> <p>Customer 1: Okay, thanks.</p>
<p>Step 2 – Engage Purposefully</p>	<p>Narrator: Engage with the customer purposefully.</p>
<p>INT. Hotel Lobby – Night</p> <p><i>Employee finishes the encounter with Customer 2 by passing over a keycard and some paperwork. Customer 2 smiles and walks away.</i></p> <p><i>Employee turns her full attention to Customer 1. She waves her forward to the desk and SMILES.</i></p> <p><i>Customer 1 hands the Employee a credit card and her ID.</i></p>	<p>Narrator: As you begin to interact, offer a “true” greeting with a genuine smile.</p> <p>Employee: Hello. How can I help you this evening?</p> <p>Customer 1: Just checking in.</p> <p>Employee: Not a problem. Let me just bring you up in the system.</p>

Video	Audio
<i>Employee begins typing.</i>	<p>Narrator: If you remember the customer, add a greeting that acknowledges you recognize them:</p> <p>Employee: You've stayed with us before haven't you? In from Phoenix right?</p> <p>Customer 1: Yes, that's right... Phoenix. I'm in town every quarter. I think you checked me out last time.</p>
Step 3 – Inquire	<p>Narrator: Ask questions to clarify what the customer wants. Help them to feel as though you're making progress together.</p>
INT. Hotel Lobby – Night	<p>Employee: I remember you. How was your trip?</p> <p>Customer 1: Delays, delays and more delays.</p> <p>Employee: I'm sorry to hear that.</p> <p>Customer 1: Have you ever been stuck on the tarmac for 50 minutes just waiting?</p>

Video	Audio
	<p>Employee: No, I haven't. That must have been awful.</p> <p>Customer 1: I was supposed to be here 5 hours ago. I just need a bath and warm bed.</p> <p>Employee: Well, I can definitely get you set up with that.</p>
Step 4 - Assist	<p>Narrator: Use your training and expertise to efficiently assist the customer while you stay humble and ready to help.</p>
INT. Hotel Lobby - Night <i>Employee types.</i>	<p>Employee: I'm going to upgrade you to a suite... bigger bathtub.</p> <p>Customer 1: Thank you so much.</p> <p>Employee: It's the least I can do... Now, I recall you taking advantage of our spin classes last time. Would you like me to text you a link to our morning class times?</p>

Video	Audio
<i>Employee stops typing and begins to assemble a folder for Customer 1.</i>	<p>Customer 1: I do like to start the day with workout. It's nice of you to remember.</p> <p>Employee: Okay, here's your room number and two key cards.</p>
Step 5 – Disengage Graciously	Narrator: End every encounter with positivity and information.
<p>INT. Hotel Lobby – Night</p> <p><i>Employee hands over the keycard and paperwork</i></p> <p><i>Customer 1 walks away toward the elevators. Employee smiles after her.</i></p>	<p>Employee: Now if there is anything else, please do not hesitate to call down and let me know. And look for that link. It should go out in the next few minutes.</p> <p>Customer 1: I will.</p> <p>Employee: Good night.</p>
	Narrator: Continue to make yourself available, and remember to appreciate their patronage throughout the encounter... and smile.
Fade Out.	Music Down
Text on screen:	

Video	Audio
“Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 6: Smiling in a Digital World</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 6: Smiling in a Digital World”</p>	
<p>On the Phone</p>	<p>Narrator: Customers can “hear” a smile in your tone of voice and in your words. <i>Before you make a sound, try to put a genuine smile on your face. This also puts a smile into your voice.</i></p>
<p>INT. Kitchen – Day <i>Customer, African American male, 75, sits at their kitchen table making a phone call. The phone rings.</i></p>	
<p>INT. Pharmacy Call Center – Day <i>Employee, Caucasian female, 28, sitting at her computer. She hears a ring, SMILES and then answers the call.</i></p>	<p>Employee: Thank you for calling Pharmacy Direct. My name is Samantha. How can I assist you today?</p>
<p>INT. Kitchen – Day</p>	<p>Customer: I had a question about the status of my next refill.</p>

Video	Audio
<p>INT. Pharmacy Call Center – Day</p>	<p>Employee: I would be happy to help you with that. Can you please tell me your plan number?</p>
	<p>Narrator: Stay away from plastic or monotonous speech. Try to avoid reading from a script. It comes off as disingenuous and instantly pits the customer against a corporation rather than you... a person.</p>
<p>INT. Pharmacy Call Center – Day <i>Employee, Caucasian male, 30, sits at their desk. A call comes in and they click to answer.</i></p>	<p>Employee: (monotonously) ShoesShoesandMoreShoes.com. The place for new shoes and good shoes. This is Mike. Can I get your account number?</p>
<p>On a Virtual/Video Call</p>	<p>Narrator: More and more, you will use digital tools to interact with customers. These online video apps can be convenient for everyone, but you need to use them properly to project an attitude of positivity.</p>
<p>INT. Home Office – Day <i>Customer, Caucasian female, 65, sits at their desk. Their computer chimes and Employee, African American male, 32, appears on their screen.</i></p>	<p>Employee: Hello, is this Janice? Customer: Yes, Janice McGee.</p>

Video	Audio
<p><i>View of Employee is dark and off-center. Employee constantly stares off camera to the right.</i></p> <p><i>Employee logs off and disappears from Customer's screen.</i></p>	<p>Employee: Ok, Janice I've got your MRI results here. It looks like a complete tear on your right MCL and a little soft tissue damage. It must have been some fall, huh?</p> <p>Customer: What does that mean?</p> <p>Employee: I'll send these over to your doctor. He'll probably get you started on some physical therapy. So, you'll want to give them a call. Is there anything else?</p> <p>Customer: I... don't... think... so...</p> <p>Employee: Ok, thanks for choosing Imaging Solutions.</p>
	<p>Narrator: Your ability to use these tools effectively directly reflects on your confidence and on how others see you.</p> <p>The better prepared you are, the more credible you will seem to others.</p>

Video	Audio
<p><i>The view on the computer changes and Employee appears fullscreen again.</i></p>	<p>Employee: It’s not the end of the world. MCLs can be surgically repaired, but often improve with a little physical therapy.</p> <p>Customer: That would be nice.</p> <p>Employee: I’m going to forward these results to your doctor and they should call you within the next 24 hours.</p> <p>Customer: Thank you.</p>
<p>Email or Chat: Smiling in Text</p>	<p>Narrator: When communicating in text, we don’t <i>hear</i> emotion, and we don’t <i>see</i> non-verbal cues, but our minds will still interpret what we see—often wrongly.</p>
<p>EXT. Driveway – Day</p> <p><i>Customer, Asian male, 45, gets out of their car in the driveway. Their phone pings and they look down at the text they just received.</i></p> <p>TEXT: “Your scheduled colonoscopy appointment is tomorrow at 3pm. Second message arrives: 😊😊😊”</p> <p><i>Customer looks confused and shakes their head.</i></p>	<p>SFX: [Text message tone] Bloop</p>

Video	Audio
<p>INT. Living Room – Day <i>Customer, African American female, 26, sits at their desk with a retail website open on screen.</i></p> <p><i>They scroll through a few items and shake their head in confusion.</i></p> <p><i>A “Chat With Us” icon pops up in the lower right of the screen. Customer clicks on it and a chat window opens.</i></p>	<p>Narrator: Choose your words carefully. Practice writing in a casual tone and avoid overly technical words and “boilerplate” text copy.</p> <p>Employee: Hi! I hope you’re doing amazing today!</p> <p>Customer: Hello, I was wondering if you could help me in picking out a new graphics card for my computer. I’m a little confused by these specs.</p> <p>Employee: Sure! I would be more than happy to help you with all your questions about our line of graphics cards on this beautiful day. I got you!</p> <p>Customer: Great.</p> <p>Employee: I’m going to ask you some questions to give you the best possible assistance today. Is that okay with you?</p> <p>Customer: Sure. Ask away.</p> <p>Narrator: Put a smile in what you write, and make sure to read your text out loud before you send it. Your ear</p>

Video	Audio
<p><i>DISSOLVE TO:</i> <i>Customer sits at his desk finishing up the chat session.</i></p>	<p>will often hear things differently than you may have meant when writing them.</p> <p>Customer: Okay, that clears up all my questions. Sorry for the confusion.</p> <p>Employee: No worries. Is there anything else I can help you with today?</p> <p>Customer: I think I'm good. Thanks.</p> <p>Employee: Thank you for contacting us with your inquiry. It was a pleasure to help you today! Remember that we are here for you! I hope you enjoy your purchase as soon as possible. Have a great day!</p>
	<p>Narrator: Overall, make sure to use positive language and keep it simple.</p> <p>Write with focus. Be brief and informative. And be sure to close with a genuine, conversational goodbye.</p>
<p><i>Fade Out.</i></p>	<p><i>Music Down</i></p>
<p>Text on screen:</p>	

Video	Audio
“Stop the video now and refer to your Participant Book”	

Video	Audio
<p>SECTION 7-1: Smiling to Diffuse a Problem Situation</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 7: Smiling to Diffuse a Problem Situation”</p>	
	<p>Narrator: Offering a genuine smile can start a difficult customer encounter off on the right foot.</p> <p>Failing to smile, acknowledge, or empathize with a customer during a problem situation often makes matters even worse.</p>
<p>INT. Airport – Day <i>An airline Employee, Caucasian female, 48, works behind the check-in counter as angry and distraught Customer, Hispanic female, 35, leans over the counter.</i></p> <p><i>Employee works on the computer for a second.</i></p>	<p>Employee: Everything is full.</p> <p>Customer: Everything!</p>

Video	Audio
<p><i>Employee goes back to the computer.</i></p> <p><i>Employee motions past Customer at a couple, Asian male, 30 and Caucasian male, 32, standing behind her.</i></p> <p><i>Customer muscles her way past the couple and back to the front of the line.</i></p>	<p>Employee: Sorry, it IS the busiest travel day of the year.</p> <p>Customer: What about another airline.</p> <p>Employee: Nothing available. Can I get you a cab so you can get a hotel room? Maybe tomorrow I can get you on a flight to Jacksonville.</p> <p>Customer: I can't wait that long.</p> <p>Employee: I'm sorry. We're doing absolutely everything that we can.</p> <p>Customer: (sarcastically to couple) Excuse me... Go ahead. You've got people to see and places to go... See you've got a ticket there. Good. Excuse me.</p> <p>(to Employee) Look, I have been awake for almost 60 hours. I'm tired and I'm dirty. I've been from New York to Hamburg to Dallas to... where the heck am I?</p> <p>Employee: Scranton.</p>

Video	Audio
<p><i>Customer slams her hand down on the counter and Employee jumps.</i></p>	<p>Customer: I'm trying to get home for my 8-year-old daughter's birthday. And now that I'm this close you're telling me that it's hopeless?!</p> <p>Employee: Sorry.</p> <p>Customer: (yelling) No, no, no, no, no way.</p> <p>Employee: If I could just have you step back-</p> <p>Customer: I don't care if I have to get out there on the runway and hitchhike! If it costs me everything I own! If I have to sign over my soul to the devil himself. I am going to get home.</p> <p>Employee: If there was anything else I could do I would-</p> <p>Customer: Do it! Do anything.</p>
	<p>Narrator: A genuine, empathetic, understanding smile combined with the right words and actions can help a</p>

Video	Audio
	<p>customer feel as though their problem is being taken seriously.</p> <p>There are four essential characteristics you need to master to successfully handle irate customer encounters.</p> <p>The four C's:</p> <ul style="list-style-type: none"> • Compassion • Calm • Confidence, and • Competence
<p>Compassion</p>	<p>Narrator: Putting yourself in the shoes of your irate customers and thinking about what they are going through will help you better understand what they want and need.</p> <p>Think about how the previous encounter could have been handled by the employee with just a little compassion, calm, confidence and competence.</p>
<p>INT. Airport - Day <i>An airline Employee (same Caucasian female, 48) works behind the check-in counter as angry and distraught Customer (same Hispanic female, 35) approaches the counter.</i></p>	<p>Customer: Can anyone help me? (to Employee) Can YOU help me?!</p>

Video	Audio
<i>Employee looks up and SMILES.</i>	<p>Employee: I would be happy to help. What can I do for you?</p> <p>Customer: Do anything!</p> <p>Employee: I promise that I will do anything that I can.</p>
Calm	<p>Narrator: Keeping your cool gives you the best opportunity to diffuse any situation. Calmly ask questions and respond quickly to the provided answers.</p>
<p>INT. Airport - Day</p> <i>Employee works on the computer for a second.</i>	<p>Customer: (to Employee) Look, I have been awake for almost 60 hours. I'm tired and I'm dirty. I've been from New York to Hamburg to Dallas to... where the heck am I?</p> <p>Employee: Scranton.</p> <p>Customer: I'm trying to get home Jacksonville for my 8-year-old daughter's birthday.</p> <p>Employee: It doesn't look like there is any availability on our flights.</p>

Video	Audio
	<p>you and that you are willing to work for them.</p>
<p>INT. Airport – Day <i>Employee offers an empathetic smile and starts furiously typing.</i></p>	<p>Customer: Can I make it?</p> <p>Employee: I’ve already booked the flight and there will be a car waiting just out those doors in 5 minutes. You can make it.</p>
	<p>Narrator: Your ultimate goal is to stay positive and solve the customer’s problem quickly and efficiently.</p> <p>And be sure to offer a bigger, genuine smile to close the encounter.</p>
<p>INT. Airport – Day <i>Customer grabs her paperwork and heads for the doors.</i></p>	<p>Customer: Thank you so much.</p> <p>Employee: Your welcome. And wish your daughter a “Happy Birthday” from me.</p> <p>Customer: I will!</p>
<p>Fade Out.</p>	<p>Music Down</p>

Video	Audio
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Video	Audio
<p>SECTION 8: Closing</p>	
<p><i>Fade In:</i></p>	<p><i>Music Up</i></p>
<p>Program Title Section Title: “Section 8 Closing”</p>	
	<p>Narrator: Remember that a smile can change everything.</p> <p>A smile can make your customers feel more confident in your ability to help them.</p> <p>A smile can show your value to your organization.</p> <p>A smile can build your confidence and ability to work effectively with your co-workers.</p> <p>A smile can improve your outlook and your health and making work a little more fun.</p> <p>A well-timed, genuine smile can open communications with others and help</p>

Video	Audio
	them feel valued and understood while it puts them at ease. When you put these skills into practice you'll find yourself smiling inside and out.
<i>Fade Out.</i>	<i>Music Down</i>
Text on screen: "Stop the video now and refer to your Participant Book"	