

Course Guide #4:

Customer Care

- 4.1 Apathy
- 4.2 Complacency
- 4.3 Responsiveness
- 4.4 Customer Appreciation
- 4.5 Customers Count on You
- 4.6 Barriers to Service



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Apathy – Module 4.1

“Customer Desert” reminds us what can happen when we take our customers for granted.

Customer Desert



Transition:

“We just saw what can happen if we take our customers for granted. But that doesn’t really apply to us. We already take great care of our customers, don’t we? Well, maybe we shouldn’t become too complacent...”

Complacency – Module 4.2

“Number One” shows what happens when we become too complacent with our success and rest on our laurels.”

Number One



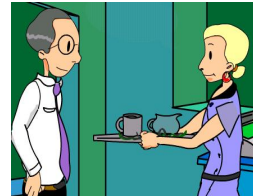
Transition:

“Number One showed us that becoming too complacent and relying on our past success can cost us. So how should we be treating the customers we have?”

Responsiveness - Module 4.3

"Coffee" demonstrates how important it is to treat each customer as the most important customer you have.

Coffee



Transition:

“So far we’ve focused on the effects of not taking care of our customers. Now, let’s talk about how we can meet our customer’s expectations and keep them coming back for more.”

Customer Appreciation – Module 4.4

"Coconuts" provides an example of how important customer appreciation is to the success of an organization.

Coconuts



Transition:

“We all know that customers are important to our success, but how important are we really to them? Well, you’re probably a lot more important to your customers than you realize.”

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Customers Count on You – Module 4.5

"Lifesaver" shows that every call is important and customers depend on your assistance.

Lifesaver



Transition:

“So now we know that we value our customers and they value us. So what gets in the way? Let’s take a look at some of the barriers that stand between us and our customers...”

Rising to the Challenge – Module 4.6

"Peanuts" illustrates how important it is to overcome the things that stand between you and your customer.

Peanuts



Wrap Up:

“Today we talked about the effects of not taking care of our customers and what we can do to keep them. Let’s review what we talked about.

1. Don’t treat your customers with apathy. If you take customers for granted they will go away.
2. Don’t become too complacent or customers will look to someone else.
3. Treat every customer as important.
4. Let your customers know you appreciate their business.
5. Remember how important your help is to your customers.
6. And rise to the challenge and overcome all the things that stand between you and your customers.

Suggested Classroom Training Checklist

Before you begin

- __ Reserve a room
- __ Schedule the training (preferably in a room with a whiteboard)
- __ Create and send a basic agenda
- __ Send periodic reminders
- __ Reserve the equipment you'll need (i.e., computer, LCD projector, flip-chart)
- __ Test equipment
 - Make sure you can view the ToonUpsTM
 - Make sure the LCD projector is running properly and everything is properly connected

Training Tips

- __ Welcome your audience
 - Introduce yourself and what you do
 - Have audience introduce themselves (if under 20 participants)
- __ Help your audience loosen up with icebreakers
 - Show a ToonUpTM
 - Tell a story or anecdote
- __ Go over the agenda
 - Review what you will be discussing and how long it will take
 - Let the group know when they can expect a break
- __ Housekeeping
 - Tell the group where the bathrooms are located
 - Make the group aware of the exits
 - Let them know if there is food available, when it will be served, or if they can help themselves