

Customer Service Notes for

WIC Customer Service Resolutions

Since now is the time when many people put together their New Year's resolutions, we thought it only appropriate that we put together a list of WIC customer service resolutions. Unlike the usual resolutions that some of us struggle keeping (lose weight, exercise more, eat healthier), we're confident that as WIC professionals you can adhere to the resolutions below throughout 2010.

As a WIC professional and service provider, I resolve to ...

1. **Always remain professional with participants** – try not to show your frustration with participants who are not following your recommendations
2. **Use active listening skills** – ensure that you understand your participants by paraphrasing what you heard (“If I understand you correctly, Ann is not eating vegetables during dinner. Right?”)
3. **Treat my co-workers (my internal customers) as I would participants** – a key to stellar service is to work as a team within your agency and ensure that you are meeting the needs of your co-workers
4. **Demonstrate empathy with participants** – try to understand the feelings of the participant as well as the situation and try not to be condescending
5. **Be mindful of my non-verbal communication** – be careful that you do not cross your arms, look away, or frown with participants, who most likely will pick up on this
6. **Diffuse conflict from participants** – some participants will be upset about their personal situation and may take it out on you; remember to not take it personally and demonstrate an understanding and thoughtful approach
7. **Apologize when a mistake is made** – even if you have not caused the mistake, apologize to the participant and correct what has been done wrong (service recovery)
8. **Build and maintain rapport with participants** – it is especially important when meeting a participant for the first time that you work to build rapport
9. **Respect the diversity of participants** – recognize that you will have participants for whom English is not their first language; demonstrate patience when communicating with them
10. **Pay attention to details** – be sure that you complete paperwork properly

