



Customer Service Notes for ***National Customer Service Week***

As we celebrate National Customer Service Week, we commend our WIC friends across the country. Having now facilitated training for WIC staff and spoken at WIC conferences in 37 states, we are aware of the important services you provide to participants and the stellar service you demonstrate.

As we have done in the past, to commemorate National Customer Service Week, we take time in this issue to self-examine several customer service behaviors. Respond honestly to the ten statements below and take note of any areas you may want to work on.

1. I usually maintain a positive attitude throughout the day.
2. I create a positive first impression when meeting or speaking with new participants.
3. I utilize motivational interviewing techniques to assist participants in changing their behaviors.
4. I value cultural competency by respecting participants of all backgrounds.
5. I speak clearly and not hurriedly when I am on the telephone.
6. I apologize to participants and use service recovery techniques when a mistake is made. For example, you might say, "I will make sure this situation does not happen again." Then follow up with the participant to ensure that she or he is satisfied.
7. I demonstrate professionalism when sending and responding to e-mails.
8. I am patient with "challenging" participants and do not take it personally when they are upset.
9. I problem solve and offer different options for participants, when needed.
10. I am patient with co-workers and participants who are stressed.

Paying attention to the above behaviors will ensure that you continue to provide stellar service to your participants!

