

Caring for Customers™



Purpose

The purpose of this module is to help service providers develop skills for delivering friendly, attentive service that demonstrates interest in and care for customers on a human level.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Challenges of providing caring service
- Two principles of caring service
- Skills for demonstrating interest and concern
- Skills for communicating the customer's value
- Obstacles to using caring skills
- Action planning

Payoff

At the end of the module, participants will be able to:

- Explain why meeting customers' human needs are essential to their success as service providers.
- Apply three skills that demonstrate your interest in and concern for customers:
 - Listen attentively.
 - Project a willingness to help.
 - Convey respect.
- Use four caring responses that communicate the customer's value to your organization.
 - Acknowledge the customer and his or her situation.
 - Appreciate something about working with the customer.
 - Affirm something the customer has said or done.
 - Assure the customer of good service.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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