



Customer Service Notes for *National Customer Service Week*

As we celebrate National Customer Service Week, we acknowledge all of our WIC friends across the country. Having provided training for WIC staff and spoken at WIC conferences for more than 15 years, we are aware of the good work 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 a number of customer service behaviors. Respond honestly to the ten statements below, and take note of any areas you may want to work on.

1. I maintain a positive attitude about my job, including my co-workers and supervisor.
2. I use active listening skills to paraphrase and ensure I understand participants' needs.
3. I respond to participants in a way that makes them feel important and respected.
4. I demonstrate cultural competency by respecting participants of all ethnicities and backgrounds.
5. I speak clearly and not in a rushed manner when I am on the telephone.
6. I apologize to participants and use service recovery techniques whenever our office makes a mistake.
7. I demonstrate professionalism when sending 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 multiple options for participants, as needed.
10. I use motivational interviewing techniques to help get participants to change their behavior.

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

