



REMEMBERme

PARTICIPANT BOOK

© MMIX Service Quality Institute

No part of this publication can be reproduced, stored in a retrieval system, or transmitted in any form or by any means: electronic, mechanical, photocopying, recording, or otherwise, without the express permission of the publisher.

All rights reserved. Published MMIX by Service Quality Institute

9201 E. Bloomington Freeway
Minneapolis, Minnesota 55420, U.S.A.

Web: www.customer-service.com
www.JohnTschohl.com

Email: quality@servicequality.com

Phone: (952) 884-3311

First Edition

Printed in the United States of America

0 9 8 7 6 5 4 3 2 1

Table of Contents

Session 1

Chapter 1: What's in a Name?	1
<i>Exercise 1</i> -----	3
<i>Assignment 1</i> -----	8
Chapter 2: Roadblocks to Remembering	9
<i>Exercise 2</i> -----	11
<i>Exercise 3</i> -----	15
Chapter 3: The Customer Experience	19
<i>Exercise 4</i> -----	21
<i>Assignment 2</i> -----	27
Chapter 4: Customer Expectations	29
<i>Exercise 5</i> -----	31
<i>Assignment 3</i> -----	36
Chapter 5: How to Remember and Use Names	39
<i>Exercise 6</i> -----	45
Session 1 Review	49

Session 2

Chapter 6: What to Remember and Why	53
<i>Exercise 7</i> -----	54
<i>Exercise 8</i> -----	58
Chapter 7: Techniques for Remembering and Using Names	61
<i>Exercise 9</i> -----	65
<i>Assignment 4</i> -----	70
Chapter 8: Name Etiquette	73
<i>Exercise 10</i> -----	74
<i>Exercise 11</i> -----	78
Chapter 9: Defusing Problem Situations	81
<i>Exercise 12</i> -----	84
Assignment 5: Role-play	87
<i>Assignment 6</i> -----	93
Chapter 10: In Conclusion	95
Session 2 Review	97
Critique Form	100

Chapter 1:

What's in a Name?

Welcome!

Congratulations on being selected to participate in *Remember Me*, a valuable training program designed to help you focus on remembering your customers and to help build lasting, beneficial relationships. The lessons and techniques described in this program can help you improve your memory and recall, increase the level of care you provide to your customers, and improve your overall job performance. In addition, this program offers a management strategy to help differentiate your organization from others in a competitive marketplace.

1

Remember Me means more than simply remembering a customer's name or face. It means making an honest, human connection with someone when many others are inclined to maintain anonymity. Remembering your customers and clients is the highest level of customer service. So often customers feel overlooked and taken for granted by the cold and faceless conglomerates they patronize. They don't feel wanted. They don't feel that their needs are taken into consideration.

Remember Me means making the extra effort to get to know customers and to understand their needs so you and your organization can better serve them. Many people know the names of clients, customers or



fellow employees, but are reluctant to use them, because they do not realize that recognition matters. In actuality, this could not be further from the truth. The value of personalization – knowing your customers’ name and understanding their interests – is arguably the most important way to earn trust and respect.

During this program, we invite you to step back and take a long, hard look at yourself, your actions, and your job performance. Really think about the customers you serve every day. Try to visualize their faces and try to remember their names. We want you to examine your own experiences on the job and as a customer yourself. How do you feel when someone remembers you? Does it make you feel more important, even special?

2

Remember Me provides concrete exercises to help you better remember the names, faces, and significant personal details associated with your customers. It also explores the importance of remembering those details.

Your group leader will direct you through each section of the program and facilitate a series of discussions over the next two sessions. The success of ***Remember Me*** hinges on the openness and sincerity of each and every participant. Ask questions as often as possible, and try to provide honest answers based on your personal experiences - there are no right or wrong answers or questions.

During each section of the training, you will see a series of video presentations that depict common scenarios that you may encounter on the job. You will also perform a few written assignments and participate in valuable role-play exercises.

The Participant Book

Your ***Remember Me*** participant book guides you through each session and section of the training program. Use it to follow along, take notes, and locate presentation material and exercises.

Once you complete the ***Remember Me*** training program, keep the participant book for future reference and practice.

As you watch the following scene, take a moment to think about your job, your organization, and your customers. How often do you recognize your most loyal customers? How often do you remember their names? After the video, your group leader will walk you through the following exercise:

Exercise 1

1. What does your name mean to you?

2. How are the customers' reactions different depending on if the employee remembers their names?

3. According to the narrator, why is it important to remember a customer?

4. What are some of the lessons you are going to learn through this program?

Your Name is Your Identity

A person's name is a precious possession. It carries more significance than any other word. A name does more than make someone stand out from the other faces in the crowd. It helps define a person to the outside world. It establishes an identity that everyone else can recognize.

4

People value their names and the capital they bring to any conversation, interaction, or relationship. People go to great lengths to protect their "good names" or to build on their reputations, or to reinvent themselves in the eyes of others.

People also love to hear their own names. More than any other word in any language, their names often sounds best to their own ears. It gives them a jolt when recognized by a friend or acquaintance. That recognition almost always generates an immediate, positive reaction that affects the upcoming experience for the better.

Think about how your interactions with customers and co-workers can change as a result of something as simple as remembering a name. When you unexpectedly and successfully remember someone's name or face, you immediately make her feel special. You tap into a powerful and valuable skill that won't go unnoticed or forgotten by your customers, your fellow employees, or top management. When you make someone feel special he becomes more likely to notice and appreciate your efforts. In addition, when you make your co-workers feel special you foster relationships that can help you down the road. They may be more likely to do you a favor or help you with a problem situation.

Most individuals do not remember the names and faces of people they do not see or interact with routinely. Introductions

at meetings, short conversations at parties, a handshake with a husband or wife of a friend all seem to go in one ear and out the other.

Using Remember Me

By employing the **Remember Me** program, your organization recognizes a need for improvement and has chosen to put its trust in you. Your organization acknowledges the ideals and concepts presented in **Remember Me**. It supports the techniques the program teaches and wants you to apply them to your day-to-day job.

5

Remember Me examines the importance and purpose of remembering your customers' names and faces, the barriers to learning and remembering, and skills you can use to improve your memory. This program will:

- *Describe the reasons for remembering and using names*
- *Define the customer experience and how customers interpret and react to an employee who remembers them*
- *Briefly discuss how the brain acquires, processes, and stores information*
- *Recognize the important details you should remember about customers and your interactions with them*
- *Identify several techniques for remembering and using names and recognizing faces*
- *Discuss how to utilize proper name etiquette*
- *Convey how remembering your customers' names can help you defuse problem situations*

Remember Me helps improve your interactions and relationships with your customers and, as a result, it increases your job performance and your importance to your organization.

Remember Me helps make you a more valuable member of your organization. When managers and supervisors see you using the skills you learn in ***Remember Me***, they will be more likely to recognize you for advancement or promotion. ***Remember Me*** helps you to put a smile on your customers' faces and will make you a person sought out by the customer. Each participant may approach ***Remember Me*** differently but, after you finish the program, we expect the results of your efforts to positively influence your encounters with customers, your overall job performance, and your working environment.



Chapter 1 Review:

Points to Remember

- **Remember Me** means getting to know customers to better understand and serve their needs.
- A person's name is a precious possession.
- Most people don't remember people they do not see or interact with routinely.
- Remembering and using your customers' names will improve your daily interactions with customers, your job performance, and your working environment.

Assignment 1

1. How does it feel when an employee at a business or company you patronize remembers your name?

2. How does it feel when they do not remember or use your name?

3. Do you remember the names of your customers? Why or why not?

4. What are some advantages to remembering and using a customer's name?

5. Do you think there are any disadvantages to remembering and using the names of your customers? If so, what?

6. What skills do you think are important to remembering and using a customer's name? (Be specific).

Chapter 2:

Roadblocks to Remembering and Using Names

Employees throughout consumer industries rarely, if ever, remember and consistently use the names and faces of the customers they see most often, let alone those customers they see only occasionally. However, this inadequacy is not solely the fault of the frontline employees.

Organizations deal with customer relations each and every day. Because of that deluge of daily interaction, organizations do not expect or emphasize that their employees relate to customers in an intimate way. But your organization is different. Now that your company embraces the tenets and techniques of *Remember Me*, the responsibility to deliver quality customer care shifts to you.

Why don't we remember and use our customers' names? There are three simple and easily surmountable obstacles that keep most employees from remembering and using the names of their customers:

1. *Indifference*
2. *Fear*
3. *Lack of training*



These factors prevent us from gathering and storing pertinent information about our customers, and from using that information when we encounter them once again. They also contribute to an overall environment of substandard service within an organization. When a company sets low expectations, it shouldn't be surprised by the results. ***Remember Me*** helps you overcome barriers to recall by:

- *Eliminating indifference*
- *Conquering fear*
- *Providing essential training*



Exercise 2

1. What obstacles to remembering and using their customers' names did the employees in the previous scenarios face?

2. How could the employees have worked to overcome these obstacles to improve the level of customer service they provided?

3. Describe a scenario you experienced when you had to confront obstacles at work.

4. How did you feel in that situation? Were you able to overcome your fear, indifference, or lack of training? If so, how?

Indifference

When customers enter our place of business, we don't always think to greet them by name or to show that we remember them. Several factors can influence these feelings of apathy and disinterest.

1. When an organization fails to empower its employees to make informed decisions and work independently, employees inevitably fall into tired and monotonous routines.
2. When employees think of their work as a job or grind that they must "get through," they don't invest themselves in the success of the company.
3. A working environment devoid of stimulation and full of employees only out for themselves generates indifference and sometimes even contempt for their organization and its customers.

You may not understand how your actions affect the "big picture" at your company, but indifference prevents you from providing your customers with the type of quality care they deserve. When you have the power to ensure customer satisfaction, it's easier to be motivated to do everything you can to achieve that goal. Just a little effort on your part to remember and use a name can positively impact an entire day, month or year of transactions. Don't worry – we're going to teach you how to do this.

Fear

Fear is the second factor affecting an employee's inability or unwillingness to remember and use the names of their customers. This includes a fear of interacting with customers or fear of not pronouncing a name correctly. Some employees just don't enjoy the day-to-day contact. They see their customers as a necessary part of their job, but would rather get through the day with a

minimum of interaction. Sure, you may not consider yourself a “people person,” but that’s no excuse for failing to live up to job responsibilities. Overcoming this type of fear takes practice and perseverance. Remembering and using a name is the first step.

Think for a minute about the outcome. Would you rather work with a smiling, pleased customer or one that is blasé or even grumpy? Wouldn’t your job be much more enjoyable if you were more at ease with your customers? Think about your interactions with family and friends. What is so different about those situations and your daily interactions with customers? When you remember the names and faces of your customers, you start building the same type of familiarity you have with your family and friends. The lasting relationships you establish with your customers will benefit everyone involved.

Employees also can fail or refuse to use a name they do remember when they feel afraid of mispronouncing it to a customer’s face or on the phone. You overcome this type of fear only by putting your best foot forward. Ask customers to remind you how to pronounce their name. Again, most customers enjoy the sound of their own names and often feel flattered when you ask them how to say it properly. Customers also appreciate any effort on your part to remember their names. Despite the success of this strategy, it only works if you eventually remember the customer’s name and the proper pronunciation. Customers will quickly tire of continually reminding you how to pronounce their names every time you see them. Not remembering after going to great lengths to “get it right” can undo all of the positive capital you build by asking in the first place.



Lack of training

A lack of training is the final roadblock to remembering and using your customers' names and recognizing their faces. Most employees don't understand the importance of using their customers' names. Without concrete reasons and proper training to reinforce this approach, employees may never realize that their inaction is actually hurting their own performance. It's simple. You need to understand what's in it for you. Why is it important to remember a single customer's name and face out of the crowd of people who walk through your doors every day? When you understand that remembering and using names is important, then you can take the next step.

14

Now you can make it work. That means marrying the name to the face, calling upon that information again when you need it, and using the name during future customer interactions. That takes training.



Exercise 3

1. What are some obstacles for remembering and recognizing someone's name?

2. How are you able to overcome those obstacles?

3. Have you encountered these obstacles before? Were you able to overcome them?

4. What are some tactics you use that help you overcome obstacles in order to remember and use a customer's name?

5. How do you think your organization can benefit when you are able to overcome these obstacles?

Remember Me provides you with access to the proper training. It gives you the tools you need to improve your memory to better remember the names and faces of your customers. ***Remember Me*** addresses the last of these three main roadblocks, but you will have to work diligently to overcome the first two. ***Remember Me*** will provide you with the information and the tools you need to succeed. You must develop and practice your own interpersonal skills to conquer indifference and fear.



Chapter 2 Review: Points to Remember

- *Three simple obstacles prevent employees from remembering and using their customers' names and recognizing their faces:*
 - *Indifference*
 - *Fear*
 - *Lack of training*
- *Eliminating indifference leads to personal and organizational success*
- *Conquering fear makes your job more enjoyable*
- *Training provides you with the essential tools you need to provide quality customer care*

