



Customer Service Notes for National Customer Service Week

As we celebrate National Customer Service Week, we acknowledge our WIC friends across the country. Having now facilitated training for WIC staff and spoken at WIC conferences in 38 states, we recognize the important services you provide to participants and the stellar service you demonstrate.

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

1. I maintain a positive attitude throughout the day with co-workers and participants. Even if I am having some challenges at home, I try not to bring those into the workplace.
2. I create a positive first impression when meeting or speaking with new participants, whether it's in person, on the phone, or virtually.
3. I value cultural competency by respecting participants of all backgrounds/cultures.
4. I use motivational interviewing techniques to assist participants in changing their behaviors.
5. I am patient with "challenging" participants and do not take it personally when they are upset. When needed, I use de-escalation techniques to calm the situation.
6. I apologize to participants and use service recovery techniques when a mistake is made. I also follow up with participants to ensure that they are satisfied.
7. I demonstrate professionalism when sending and responding to e-mails. I ensure that e-mails I write are well-written, concise, and proofread.
8. I speak clearly and not too fast on the telephone. I also do not get frustrated if a participant's call drops off and they need to call back.
9. I show empathy when working with participants and think about how I would feel if I were in their situation.
10. I am a team player who makes myself available to assist my co-workers.

Paying attention to the above behaviors will help you continue to provide excellent customer service!

