



## *Customer Service Notes for WIC*

### *National Customer Service Week*

As we celebrate National Customer Service Week, we acknowledge our WIC friends across the country. Having facilitated various training courses for WIC staff and spoken at WIC conferences in 39 states, we recognize the importance of the services you provide to participants and the stellar service that you demonstrate.

As we have done in previous years, to commemorate National Customer Service Week, this issue offers an opportunity for you to self-examine several of your 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 or any 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 apologize to participants when a mistake is made. I also follow up with participants to ensure that they are satisfied.
6. I am patient with "challenging" participants and do not take it personally when they are upset.
7. I demonstrate professionalism when sending and responding to e-mails. Prior to sending, I ensure that the 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 becomes disconnected and they call back.
9. I show empathy when working with participants and think, "How I would feel if I were in their situation?"
10. I am a team player who is available to assist my co-workers at any time.

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