



Customer Service Notes for *Showing Appreciation*

“Appreciation” is defined as the recognition and enjoyment of the good qualities of someone or something.

WIC staff have an opportunity to show appreciation for participants, which can strengthen their relationships and ties in to outstanding customer service.

A friendly greeting to participants sets the tone for a positive interaction. Consider saying, “Thanks for coming in today, Mrs. Sanchez,” as you greet her. Based on your relationship with her, you will know whether to refer to her as “Mrs. Sanchez” or “Anna.” After all, we do want participants to come in so that we can work with them.

When wrapping up an appointment with a participant, the participant may thank you. If they do, any of the following responses shows your appreciation.

- “You are welcome.”
- “Happy to help you.”
- “It’s my pleasure to help you.”

Refrain from responding with “no problem,” which we sometimes hear.

Also show your appreciation for your co-workers. Remember that you are a team working to meet participants’ needs.

Thank your colleagues when they assist you. Be specific, too. For example, “Thank you for starting the paperwork with Alicia when we were so busy this morning. I really appreciated that,” is both appreciative and specific. Also consider using these sentence starters that will illustrate your appreciation for co-workers, as they will certainly appreciate the positive feedback.

- “I really appreciated it when you _____.”
- “Thank you for _____.”
- “You made my day when you _____.”
- “You were terrific as you _____.”
- “That was very helpful when you _____.”

Demonstrating your appreciation for participants and co-workers will go a long way toward ensuring that you are fostering a culture of stellar external and internal customer service.

Questions for Reflection:

1. Do you smile and greet participants in a positive way?
2. Do your words and tone of voice demonstrate appreciation toward participants?
3. Do you show appreciation when your co-workers provide assistance?