

FIRST IMPRESSIONS

WORKSHOP GUIDE



CONTENTS

LEARNING OBJECTIVES	2
INTRODUCTION	3
FEATURED VIDEOS	3
VIDEO 1 - DROPPING YOUR EMOTIONAL BAGGAGE	4
VIDEO 2 - STANCE	5
VIDEO 3 HOW NOT TO APPROACH PEOPLE	6
VIDEO 4 A HUMAN TOUCH	7
FIRST IMPRESSIONS – PRACTISE	8

LEARNING OBJECTIVES

At the end of the session delegates should have an increased awareness of how their own behaviour and attitude affect customer interactions and be able to actively adapt their approach.

Each delegate may be given a Personal Action Plan to record any learnings and personal development commitments that they make as a result of this training.

INTRODUCTION

This guide is designed for a manager or a facilitator to deliver a short workshop featuring videos from the Video Arts Customer Service Essentials Series. Each video comes with a series of activities around the following structure:

LOOK - watch the video and reflect on the content and message.

THINK - activities and questions linking the video to their own experience and workplace.

REMEMBER - a summary of the key learning points.

Each section relating to the video will last around 15 minutes.

PRACTISE - At the end of the series of videos there is a 30 minute practical training exercise which will bring the learnings together. Delegates should be encouraged to record any personal development actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Dropping your emotional baggage (Oh, no, not you.)
- STANCE (Oh you're legendary all right...)
- How not to approach people (The five monsters of customer service)
- A human touch (He's literally a customer processing machine!)

VIDEO 1 - DROPPING YOUR EMOTIONAL BAGGAGE

LOOK (play the video, 3 minutes)

The video starts in a planning office where 'Bad Service' has clearly not got off to the best start and has brought his baggage to work. When a customer comes in with their own baggage, it doesn't make for a good interaction.

THINK (discussion, 10 minutes)

Is it possible to choose your attitude on a daily basis?

Yes, definitely, it's the only way to deliver a good job and keep your enthusiasm going.

What affect does your mood or attitude have on a customer, and how does that come back at you?

It is likely to make them mirror your approach, and if your initial meeting is negative the customer is quite likely to immediately take a negative approach too.

How often do members of the team bring their own issues to work with them and let these affect their performance at work?

PRACTISE – (15 minutes, including wrap up)

Give the group two pieces of paper, such as post it notes or index cards, ideally different colours.

On one (the same for everyone) they should write down an emotion, or a state of mind such as tired, happy, sad, and on the other they should write a phrase they use often as work, such as 'How can I help you?'

Place the papers into two separate receptacles, one for each colour, and then ask the team to randomly select one from each receptacle.

Then one after the other they should turn to the person sitting next to them and read out loud the phrase in the emotion that they have chosen. The rest of the group should try to identify the emotion, and the recipient of the message should say how it made them feel.

This practice exercise should bring the group a common understanding of how mood affect the message and that they can choose what mood to convey.

REMEMBER – (recap, 2 minutes)

You can choose who you want to be at work. Leave your baggage at the door and give yourself a fresh start every day. Don't let your problems become your customer's problems or you'll end up in a negative spiral. Think about enjoying the positivity of helping people.

- You can decide who you want to be at work
- Leave your baggage at the door
- Don't let your problems become your customer's problems

VIDEO 2 - STANCE

LOOK (play the video, 3 minutes)

This video introduces the STANCE model, which reinforces the earlier messages of choosing your attitude, being present, and customer service habits to avoid.

- Smile
- Tone
- Appearance
- Name
- Customer- focussed
- Eye contact

THINK (discussion, 10 minutes)

Which of the six behaviours does the group think is most/least important, and why?

The answers may vary. Ultimately all the behaviours are important and work together to create a great first impression.

How can the team work towards making this an intrinsic part of their working life?

REMEMBER – (recap, 2 minutes)

Make a great first impression, remember your STANCE. Smile, have a friendly Tone, your Appearance is important, as is using the customer's Name. Always be Customer Focussed and maintain Eye-Contact so they are engaged and feel valued.

VIDEO 3 - HOW NOT TO APPROACH PEOPLE

LOOK (play the video, 3 minutes)

At an empty reception desk we see five examples of common poor customer service approaches; absent, intimidating, creepy, manic and bored.

THINK (discussion, 10 minutes)

Does anyone recognise those behaviours, either in themselves or from people who have served them?

The answers will probably be yes, and the group can be encouraged to explore the effect that these initial impressions had upon them and / or their customers.

What are some ways to avoid falling into these stereotypes?

This is a good opportunity to reinforce the messages of being present, open, alert, friendly, natural and relaxed.

What can the organisation do to help their employees from falling into these traps?

REMEMBER – (recap, 2 minutes)

Be aware of your body language and don't become one of the five monsters of customer service. Be available and open, don't put barriers of any kind between you and visitors. Have a genuine smile, be natural and stay alert.

- Be available and open
- Remove barriers
- Have a genuine smile
- Be natural
- Stay alert

VIDEO 4 - A HUMAN TOUCH

LOOK (play the video, 3 minutes)

We are in a hotel with a front desk robot, admirably going through the motions. After a couple of customers give up and go elsewhere we move to a new hotel where at the front desk 'Good Service' is happily greeting new arrivals and making everyone feel special and important.

THINK (discussion, 10 minutes)

What do you look for when checking into a hotel?

Answers could include knowing names, offering tables, but all should recognise a warm human greeting and a little extra help.

How can you deal with the last customer of the day as if it the first?

Through a fresh and enthusiastic approach.

It's a definitive choice to be present in what you are doing and to want to make the customer feel special.

Thinking about the last time you felt genuinely pleased with a service you received, what made it different?

REMEMBER – (recap, 2 minutes)

Remember your customers are also your guests, so acknowledge them straight away, especially if you aren't able to serve them immediately. Keep your approach fresh - you may have done this a thousand times but this is their first impression. Use the human touch, to give them an excellent first impression.

- Acknowledge customers straight away
- Keep it fresh
- Use the human touch. Your approach will shape their experience

FIRST IMPRESSIONS – PRACTISE

In this exercise delegates will explore the impact of attitude in a powerful and simple exercise.

Overleaf are templates for 2 different sets of cards, one group of mental states, the other of common customer service phrases. These can be copied and cut out, or you may prefer to create your own.

Each set of cards should be put in a receptacle of some form so that delegates can select cards from each set at random.

Delegates should be asked to take a card from each box and hold onto them.

One after the other the delegates should turn to the person sitting next to them and read out loud the phrase in the emotion that they have chosen.

The rest of the group should try to identify the emotion, and the recipient of the message should say how it made them feel.

This practice exercise should bring the group a common understanding of how mood affect the message and that they can choose what mood to convey.

Invite each delegate to capture at least one thing that they will do differently in their workplace as a result of this exercise.

TIRED	FRIENDLY
HAPPY	WORRIED
SAD	COLD
TEARFUL	ANGRY
ANXIOUS	HAPPY
How can I help you?	Have you contacted us before?
How are you today?	Please bear with me whilst I look up your details
What would you like to order?	Can I take your name please?
I'm sorry that you are not happy with your item	Would you like me to wrap that for you?
Are you going to collect that or would you prefer us to deliver?	Good morning