

Customer Service

**GONE
VIRAL**

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THE PROGRAM'S MESSAGE

It used to be when someone received bad service, they would tell a few friends... now, they tell the world.

You can't help but notice that almost everything we do now has a chance of being recorded, reviewed and presented to the entire planet. Without question, customers are making their buying decisions based on what they see online. This new kind of customer feedback puts service providers in a very vulnerable position, but there is something you can do about it.

"Customer Service Gone Viral" video program shows how to avoid customer service problems that lead to negative feedback. The video's host guides viewers through a variety of customer service problems presented as viral videos, recorded phone conversations, music videos, rants and blogs. Each problem in the video is followed by a practical, real world solution.

PROBLEM	SOLUTION
1. Cutting Corners	1. Avoid Taking Shortcuts
2. The Invisible Customer	2. Give Your Full Attention
3. Are You With Me?	3. Actively Listen
4. It's Not My Problem	4. Take Responsibility
5. Service Delayed	5. Deliver Service on Time
6. I'm Right, You're Wrong	6. Focus on Solutions

This program not only shows you how to avoid becoming an embarrassing internet sensation--it also demonstrates how to provide excellent service that will lead to rave reviews.

HOW TO USE THIS PROGRAM

Before beginning any training, take time to read through the entire guide. If you are planning a training session, take special note of the "Preparing" section. The "Planning Considerations" and "Suggested Group Training" sections will help you determine your session's agenda. All worksheets contained within the guide can be used for both groups and individuals.

This leader's guide in PDF format is stored on the included CD-ROM. The leader's guide contains all the participant worksheets. Also included is a separate PDF file with the Participant Workbook (which includes all participant worksheets and "take-away" copies of the slides). Use this file to print out copies of the entire Participant Workbook or individual worksheets as needed.

The slides, located at the end of this guide, may be presented in a number of ways:

► Laptop / PowerPoint Projection ► TV Monitor ► Flip Charts ► Handouts

You can use the DVD to present the slides onto your monitor by selecting the "Slides" button on the DVD's main menu. Another option is to use the PowerPoint file on the enclosed CD-ROM and display the slides using your laptop attached to a video projector. The PowerPoint file may be edited as needed; for example, you could add your company's logo or other additional content specific to your organization.

Organizations that have purchased "Customer Service Gone Viral" training program may copy and edit the enclosed PowerPoint file and leader's guide worksheets for use with the video. However, it is illegal to duplicate any part of the video, in any format, without written authorization. Streaming rights, E-Learning rights and other duplication rights are available, but must be licensed prior to use. Contact your distributor or: **acesstrainingmedia.com** to obtain these rights.

Finally, the DVD can be played as one continuous program, or you may use the scene selection menu to play the video in segments, depending on your training needs. The scene menu identifies the "Problem" and "Solution" scenes for each of the six chapters, which may be called up and presented as needed.

KEY TRAINING POINTS

1. **Avoid Taking Short Cuts**
 - Look out for your customer
 - Deliver beyond expectations
2. **Give Your Full Attention**
 - Make every customer feel important
 - Resist distractions
3. **Actively Listen**
 - Rephrase the message
 - Listen, understand, confirm
4. **Take Responsibility**
 - Take ownership of the customer's problem
 - Follow through
5. **Deliver Service on Time**
 - Think like a customer
 - Keep customer apprised and updated
6. **Focus on Solutions**
 - Avoid disagreements and blame
 - Give benefit of the doubt

TRAINING APPLICATIONS

This program can be used as a self-contained **customer service training**—or part of an organization's larger customer service training program. The leader's guide and accompanying video have been designed for use in a group training session, but can work equally well for self-study. This program is also available for streaming or as an E-Learning course; however, a separate license must be obtained for those kinds of applications. This program is ideal training for customer service personnel at all levels, including:

- ▶ **Customer service providers**
- ▶ **Customer service supervisors and managers**

PLANNING CONSIDERATIONS

1. **Know Your Audience**
Understand the training needs of your audience and target your training accordingly.
2. **Determine Objectives**
Determine the objectives of your training session, considering your audience and their needs.
3. **View Video**
Watch the program. Determine how to apply the program's concepts to your organization.
4. **Prepare Environment**
Reserve a comfortable room with easy access for viewing the video and for small and large group discussions.
5. **Prepare Materials**
Use the Training Leader's Checklist to organize your training location and any needed support materials. Print or photocopy all participant worksheets.
6. **Check All Presentation Equipment**
Test all audio and visual equipment **well before** the training session begins. At the beginning of the session, make sure everyone can see and hear the presentation.
7. **Send Out Invitations to Participants**
A sample email announcement is provided for your use. (Page 6)

TRAINING LEADER'S CHECKLIST

1. **Reserve an appropriate location with:**

<input type="checkbox"/> Comfortable seating	<input type="checkbox"/> Easy viewing of visuals
<input type="checkbox"/> Quiet environment	<input type="checkbox"/> Adequate writing surface for participants
<input type="checkbox"/> Good lighting & acoustics	<input type="checkbox"/> Accommodations for participants with disabilities
2. **Make sure all equipment is working by:**
☐ Playing the video prior to training session - ensure the player, monitor and sound are functional
☐ Testing projection equipment, laptop computer and any additional devices
3. **Organize and prepare all materials, including:**

<input type="checkbox"/> Training leader's guide	<input type="checkbox"/> PowerPoint slides or other presentation media
<input type="checkbox"/> Note pads, pens	<input type="checkbox"/> Worksheets & handouts printed for participants
4. **Any additional materials (list below):**

SUGGESTED GROUP TRAINING SESSION

For 2.5 hour live training session:

Activity	Time	Page
“Customer Service Gone Viral” - Welcome & Discussion Worksheet #1: “My Review”	20 minutes	7 16
“True or False” - Exercise & Discussion Worksheet #2: “True or False”	30 minutes	8-9 17-18
Video Presentation, Exercise & Discussion Worksheet #3: “Video Review Questions”	40 minutes	10-11 19-20
Break	10 minutes	—
“Customer Service Solutions” - Exercise & Discussion Worksheet #4: “Customer Service Solutions”	20 minutes	12 21
“Action Plan” - Exercise & Discussion Worksheet #5: “Action Plan”	20 minutes	13 22
Conclusion / Session Feedback Worksheet #6: “Session Feedback Form”	10 minutes	14 23

(Note: These times are approximate and may vary depending upon the size and responsiveness of your audience.)

SAMPLE EMAIL ANNOUNCEMENT

Send an email to participants to announce your upcoming training. Below is a sample email you can customize to fit your needs.

Date:
To: (Participant's Name)
From: (Trainer's Name)
Re: "Customer Service Gone Viral" Training Program

***It used to be when someone received bad service, they would tell a few friends...
now, they tell the world.***

You can't help but notice that almost everything we do now has a chance of being recorded, reviewed and presented to the entire planet. And without question customers are making their buying decisions based on what they see online. This new kind of customer feedback puts service providers in a very vulnerable position, but there is something you can do about it.

On (insert date) at (insert time), we will hold a customer service training session on "Customer Service Gone Viral". The session will be held at (insert location). The purpose of the training session is to demonstrate how to deliver excellent service, so you can avoid negative reviews and instead create positive feedback for you and our company.

Here are some of the customer service issues we will be exploring:

1. Avoid Taking Short Cuts
2. Give Your Full Attention
3. Actively Listen
4. Take Responsibility
5. Deliver Service on Time
6. Focus on Solutions

Please mark your calendars so you can attend this important training session.
Thank you!

"CUSTOMER SERVICE GONE VIRAL" - WELCOME & DISCUSSION

Time Required: ► 20 minutes

Materials Needed: ► Slide #1 "Customer Service Gone Viral" - Page 25
► Slide #2 "It used to be..." - Page 26
► Worksheet #1: "My Review" - Page 16 (Page 3 in Participant Workbook)

Reveal Slide #1:

"Customer Service Gone Viral"

Welcome:

Introduce yourself and welcome participants. If appropriate, ask participants to introduce themselves and describe their job responsibilities and work group.

Read or Paraphrase:

You can't help but notice that almost everything we do now has a chance of being recorded, reviewed and presented to the entire planet. And without question customers are now making their buying decisions based on what they see online.

Reveal Slide #2:

It used to be when someone received bad service, they would tell a few friends... now, they tell the world.

Read or Paraphrase:

This new type of feedback puts customer service providers in a vulnerable position, but there is something you can do about it. Today's program will not only demonstrate what you can do to avoid negative feedback, but will also demonstrate how you can provide excellent service that just might lead to rave reviews.

Hand out (or refer to) Worksheet #1 and Read or Paraphrase:

As a customer, think of a situation you experienced which might inspire you to write a negative online review. (Most feedback is, unfortunately, negative.) Describe the negative experience in your review. Then describe what the customer service provider could have done to turn this experience positive.

Large Group Discussion:

Once participants have completed the worksheet, ask for a few volunteers to read their reviews and "fixes". You may then guide the discussion towards the following typical customer service problems and their solutions (which are covered in the video "Customer Service Gone Viral".)

PROBLEM	SOLUTION
1. Cutting Corners	1. Avoid Taking Shortcuts
2. The Invisible Customer	2. Give Your Full Attention
3. Are You With Me?	3. Actively Listen
4. It's Not My Problem	4. Take Responsibility
5. Service Delayed	5. Deliver Service on Time
6. I'm Right, You're Wrong	6. Focus on Solutions

“TRUE OR FALSE” - EXERCISE & DISCUSSION

Time Required: ► 30 minutes

Materials Needed: ► Worksheet: #2: “True or False” - Pages 17-18
(Pages 4 - 5 in Participant Workbook)

Hand Out (or refer to) Worksheet #2 and Explain:

On your own, please circle **TRUE** or **FALSE** for the following questions on this worksheet. After each question, write a brief explanation for your answer. In about 15 minutes, you'll split up into small groups and discuss your answers. The issues raised on this worksheet will be examined further in the video we will be watching.

Large Group Discussion:

Time permitting; you may use the answers below as a basis to lead a large group discussion.

1. If you are competent at your job, you will be creating a positive buzz for your company.
(Answer: FALSE)

EXPLANATION: If you do your basic job, you may avert negative feedback, but you need to deliver exceptional service to inspire positive feedback.

2. Rephrasing and confirming what a customer wants will annoy customers. (Answer: FALSE)

EXPLANATION: The best way to show a customer that he has been heard and understood is to rephrase and confirm. You need to clearly understand the problem before you can solve it.

3. Customers deserve your time and attention more than your coworkers. (Answer: TRUE)

EXPLANATION: Customers should always be your first priority. Coworkers deserve consideration and respect, but they shouldn't distract you from your customer.

4. If a phone customer presents a complicated, time consuming problem and you feel pressed for time, you should deal with the problem rather than transfer them. (Answer: TRUE)

EXPLANATION: One of the biggest customer complaints is being transferred from one person to another and no one helping them. You need to take responsibility for the customer's problem and follow through so it gets solved.

(more)

(cont'd)

5. Customers may get angry if service is delayed, so it's best to not communicate with them until the product or service is ready. (Answer: FALSE)

EXPLANATION: It's important to deliver service on time, but if delays are unavoidable, it's your responsibility to keep the customer updated. They'll be less angry and more understanding if they know what's happening.

6. When a problem comes up, your first priority is to figure out who is at fault. (Answer: FALSE)

EXPLANATION: Your priority should be to solve the problem. Looking for who's at fault may be counterproductive and lead to an argument with the customer.

VIDEO PRESENTATION, EXERCISE & DISCUSSION

Time Required: ► 40 minutes

Materials Needed: ► DVD: "Customer Service Gone Viral" (16 minutes)
► Worksheet: #3: "Video Review Questions" - Pages 19-20
(Pages 6 - 7 in Participant Workbook)

Read or Paraphrase Video Introduction:

The video "Customer Service Gone Viral" reminds us that as customer service providers, our actions can quickly become very public. This video demonstrates how to avoid becoming an embarrassing internet sensation. It also shows how to provide excellent customer service which can create a positive image for your organization. As you watch the video, please note those situations that relate to your own work experience. Following the video, you will be asked ten multiple choice questions. The questions are not difficult and are designed to reinforce the training points within the video. You may take notes during the video.

Present the Video:

"Customer Service Gone Viral" (16 minutes) Please note the DVD can be played as one continuous program, or you may use the scene selection menu to play the video in segments, depending on your training needs.

Hand out (or refer to) Worksheet #3 "Video Review Questions":

After viewing the video, pass out Worksheet #3 and allow time for participants to complete the worksheet.

Large Group Discussion:

The questions, with the correct answers highlighted below, may be used as a basis for a discussion with the large group. You may conclude the discussion by asking if there are any additional questions or comments.

1. According to the video, many customers today base their buying decisions on:
 - A. A company's reputation
 - B. A friend's recommendation
 - C. Internet reviews**
 - D. Face-to-face interactions
2. In the first scenario between the delivery person and home resident, the delivery person's offer to return to pick up the resident's outgoing package is an example of:
 - A. Doing his basic job correctly
 - B. Exceeding the customer's expectations**
 - C. Taking a shortcut to save time
 - D. Being efficient
3. In the pet store, the customer decides to make a cell phone video because:
 - A. The employees were ignoring him**
 - B. The store did not have enough employees
 - C. He couldn't find the dog toys
 - D. His dog needed to lose weight

(more)

(cont'd)

4. In the pet store "solution" scenario, one of several things the service person does right is:
 - A. She immediately helps her coworker find the rawhide chews
 - B. She asks her coworker to wait while she helps the customer**
 - C. She makes smart assumptions about the dog's problem
 - D. She convinces the customer to buy more
5. In the recorded phone conversation about a faxed order, the customer gets angry because:
 - A. The service provider doesn't apologize
 - B. The service provider is argumentative
 - C. The service provider's accent is difficult to understand
 - D. The service provider is not really listening**
6. Why is the graphic artist (who posts her "rant") so frustrated by her health care provider?
 - A. Bills are not processed on time
 - B. The phone reps are rude
 - C. No one takes responsibility for her problem**
 - D. There are no wizards in Kansas
7. The message "Service Delayed is Service Denied"
 - A. Applies only to the restaurant industry
 - B. Impacts customers in all industries**
 - C. Explains the popularity of music videos
 - D. Demonstrates the importance of active listening
8. If service is to be delayed, even if it's not your fault:
 - A. Report the person responsible to your supervisor
 - B. Tell the customer whose fault it is
 - C. Avoid the customer to avoid a possible argument
 - D. Keep the customer apprised and updated**
9. It's important to let a customer know you're right and they're wrong:
 - A. Never**
 - B. When they're wrong and won't admit it
 - C. If a problem is caused by their mistake
 - D. If they're being argumentative
10. The best way to generate positive customer reviews is to:
 - A. Give the customer something for free
 - B. Do the least harm
 - C. Provide exceptional service**
 - D. Write your own review

"CUSTOMER SERVICE SOLUTIONS" - EXERCISE & DISCUSSION

Time Required: ► 20 minutes

Materials Needed: ► Slide #3 (Page 27)
► Slide #4 (Page 28)
► Worksheet: #4: "Customer Service Solutions" - Page 21
(Page 8 in Participant Workbook)

Reveal Slide #3 and Read:

In all types of customer service, people really do notice when you're looking out for them. And that's a very powerful message.

- "Customer Service Gone Viral" video

Reveal Slide #4: "Customer Service Solutions"

Hand Out (or refer to) Worksheet #4: "Customer Service Solutions":

Explain that the list of training points is intended primarily as an aid for participants to remember the training points presented in the video. "Point #7: Additional Solutions" is included so participants may add behaviors which they think would contribute to exceptional service. Allow time for participants to review the worksheet and complete their "additional solutions".

Large Group Discussion:

You may choose to lead a discussion asking participants to elaborate on any of the training points that resonate with their work experience. For example you could go through each of the six main training points and ask participants to share an example where a particular customer service behavior was (or was not) implemented. What was the outcome and how could it have been different? Ask participants for their "Additional Solutions" (#7 on the worksheet) and how these behaviors would contribute to better service.

"ACTION PLAN" - EXERCISE & DISCUSSION

Time Required: ► 20 minutes

Materials Needed: ► Slide #5 (Page 29)
► Worksheet: #5: "Action Plan" - Page 22
(Page 9 in Participant Workbook)

Reveal Slide #5 and Read:

Without question customers are now making their buying decisions based on what they see online. It may not always be fair--but there is something you can do about it.

- "Customer Service Gone Viral" video

Hand Out (or refer to) Worksheet #5 and Explain:

Take a moment to think about customer service as we've discussed today. This next worksheet will help you create an action plan that will put your best customer service skills into practice. Begin by identifying the three most beneficial skills you would like to remember and implement. After you've completed the worksheet, we'll have a brief discussion about the benefits and challenges of using these skills.

Large Group Discussion:

After everyone has completed the worksheet, ask for volunteers to share their answers. You may ask which actions might be the most difficult for them to implement. Why?

CONCLUSION / SESSION FEEDBACK

Time Required: ► 10 minutes

Materials Needed: ► Slide #6 (Page 30)
► Worksheet: #6: "Session Feedback" - Page 23
(Page 10 in Participant Workbook)

Reveal Slide #6 and Read:

The good news is...if you deliver service worth raving about, it may just go viral.
"Customer Service Gone Viral" video

Hand Out Worksheet #6 and Conclusion:

Ask participants for any final questions or comments. Thank your group for their participation, hand out Session Feedback forms, and ask participants to complete them before leaving.

PARTICIPANT WORKSHEETS

(For use in live training sessions or self study)

WORKSHEET #1: "MY REVIEW"

Instructions Part 1: As a customer, think of a negative service situation you experienced. Describe the experience below as if you were going to post it as an online review:

Instructions Part 2: Briefly describe what the customer service provider in the above situation could have done to avoid this bad review:

WORKSHEET #2: "TRUE OR FALSE"

Instructions: On your own, please circle **TRUE** or **FALSE** for the following questions. After each question, briefly write your explanation for each answer. When finished, you'll discuss your answers in small groups. Time permitting; there will be a further discussion with the whole group.

1. **TRUE or FALSE:** If you are competent at your job, you will be creating a positive buzz for your company.

Explanation: _____

2. **TRUE or FALSE:** Rephrasing and confirming what a customer wants will annoy customers.

Explanation: _____

3. **TRUE or FALSE:** Customers deserve your time and attention more than your coworkers.

Explanation: _____

4. **TRUE or FALSE:** If a phone customer presents a complicated, time consuming problem and you feel pressed for time, you should deal with the problem rather than transfer them.

Explanation: _____

(more)

(cont'd)

5. **TRUE or FALSE:** Customers may get angry if service is delayed, so it's best to not communicate with them until the product or service is ready.

Explanation: _____

6. **TRUE or FALSE:** When a problem comes up, your first priority is to figure out who is at fault.

Explanation: _____

WORKSHEET #3: "VIDEO REVIEW QUESTIONS"

Instructions: Please **circle the correct** answer for each of the following questions. You may be asked to share your answers with the large group.

1. According to the video, many customers today base their buying decisions on:
 - A. A company's reputation
 - B. A friend's recommendation
 - C. Internet reviews
 - D. Face-to-face interactions
2. In the first scenario between the delivery person and home resident, the delivery person's offer to return to pick up the resident's outgoing package is an example of:
 - A. Doing his basic job correctly
 - B. Exceeding the customer's expectations
 - C. Taking a shortcut to save time
 - D. Being efficient
3. In the pet store, the customer decides to make a cell phone video because:
 - A. The employees were ignoring him
 - B. The store did not have enough employees
 - C. He couldn't find the dog toys
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4. In the pet store "solution" scenario, one of several things the service provider does right is:
 - A. She immediately helps her coworker find the rawhide chews
 - B. She asks her coworker to wait while she helps the customer
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5. In the recorded phone conversation about a faxed order, the customer gets angry because:
 - A. The service provider doesn't apologize
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 - A. Bills are not processed on time
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 - C. No one takes responsibility for her problem
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(more)

(cont'd)

7. The message "Service Delayed is Service Denied"
 - A. Applies only to the restaurant industry
 - B. Impacts customers in all industries
 - C. Explains the popularity of music videos
 - D. Demonstrates the importance of active listening
8. If service is to be delayed, even if it's not your fault:
 - A. Report the person responsible to your supervisor
 - B. Tell the customer whose fault it is
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 - D. Keep the customer apprised and updated
9. It's important to let a customer know you're right and they're wrong:
 - A. Never
 - B. When they're wrong and won't admit it
 - C. If a problem is caused by their mistake
 - D. If they're being argumentative
10. The best way to generate positive customer reviews is to:
 - A. Give the customer something for free
 - B. Do the least harm
 - C. Provide exceptional service
 - D. Write your own review

Customer Service Solutions:

- 1. Avoid Taking Short Cuts**
 - Look out for your customer
 - Deliver beyond expectations

- 2. Give Your Full Attention**
 - Make every customer feel important
 - Resist distractions

- 3. Actively Listen**
 - Rephrase the message
 - Listen, understand, confirm

- 4. Take Responsibility**
 - Take ownership of the customer's problem
 - Follow through

- 5. Deliver Service on Time**
 - Think like a customer
 - Keep customer apprised and updated

- 6. Focus on Solutions**
 - Avoid disagreements and blame
 - Give benefit of the doubt

- 7. Additional Solutions**

WORKSHEET #5: "ACTION PLAN"

I want to remember and use...

List the top three customer service skills from the video and/or training session that you would like to remember and implement. For each skill, briefly describe how you would apply it in your work situation:

1. SKILL: _____

APPLICATION: _____

2. SKILL: _____

APPLICATION: _____

3. SKILL: _____

APPLICATION: _____

What obstacles, if any, may prevent you from using the skills you've listed? How can you overcome those obstacles?

What benefits can you predict as a result of using these skills?

WORKSHEET #6: "SESSION FEEDBACK FORM"

Instructions:

Please circle the number that best describes your evaluation of the training session:

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
This program made me aware of the impact of customers' online reviews	5	4	3	2	1
This program made me aware of the effect of my behavior on customers	5	4	3	2	1
I discovered areas where I need to improve my customer service skills.	5	4	3	2	1
This training session was valuable and a good use of my time.	5	4	3	2	1

The best part of the program was:

The program could be improved by:

Additional comments:

SLIDE LAYOUT SECTION

The following pages contain slides that can be accessed and displayed in the following ways:

► Laptop / PowerPoint Projection ► TV Monitor ► Flip Charts ► Handouts

These slides can also be found within a PowerPoint file on the enclosed CD-ROM. Another option is to call up similar versions of these Slides using the DVD. Look for the “Slides” button located on the main menu screen of the DVD. You will be able to display the Slides directly to your monitor before or after playing the video. If ever needed, you can download the PowerPoint file directly to your computer from this website:

www.accesstrainingmedia.com

Look for the “Downloads” button on the home page—then navigate to the appropriate link.

Customer Service GONE VIRAL

It used to be when someone received bad service, they would tell a few friends... now, they tell the world.

- “Customer Service Gone Viral” video

In all types of customer service, people really do notice when you're looking out for them. And that's a very powerful message.

- “Customer Service Gone Viral” video

Customer Service Solutions:

- 1. Avoid Taking Short Cuts**
 - Look out for your customer
 - Deliver beyond expectations
- 2. Give Your Full Attention**
 - Make every customer feel important
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- 3. Actively Listen**
 - Rephrase the message
 - Listen, understand, confirm
- 4. Take Responsibility**
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 - Follow through
- 5. Deliver Service on Time**
 - Think like a customer
 - Keep customer apprised and updated
- 6. Focus on Solutions**
 - Avoid disagreements and blame
 - Give benefit of the doubt
- 7. Additional Solutions**

Without question, customers are now making their buying decisions based on what they see online. It may not always be fair--but there is something you can do about it.

- “Customer Service Gone Viral” video

The good news is... if you deliver service worth raving about, it may just go viral.

- "Customer Service Gone Viral" video

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