



Service with a Smile

Everything you need to know about providing great customer service at the Susan G. Komen 3-Day®.

You are a vital member of a crew team that will have a lot of personal interactions over the course of the weekend. You may not immediately think of Komen 3-Day participants as “customers,” but you can approach your interactions with other participants as providing excellent customer service. You will have many exchanges with walkers, crew, vendors, staff and friends and family this weekend, and each of those interactions is an opportunity to create a special and meaningful experience. During your event weekend, you will witness all kinds of emotions, from excited to tired or overwhelmed to frustrated or angry. Your approach to these situations can make or break someone’s day.

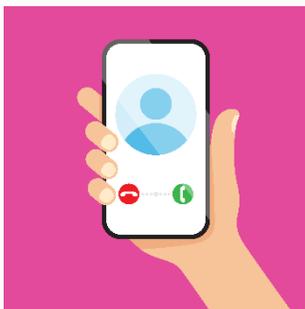
GREAT CUSTOMER SERVICE

Take a moment to think about a time when you experienced GREAT customer service. How did it make you feel? What made the difference?

We have all had interactions in our personal life with great customer service, and not-so-great customer service, for that matter. We all know these experiences leave a marked impression, so it’s our job to make sure we give the walkers, your fellow crew members, friends and family and members of the community a wonderfully memorable experience. In order to help bring excellent customer service to life, here are a few tips that will help bring forth the smiles.



TIP 1: ANSWER THE CALL

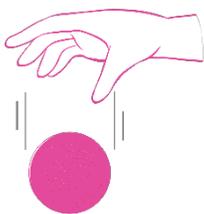


Now we don’t walk around the 3-Day® answering phones all day, but you will be answering lots of questions, and those are similar to a phone call. It helps to make sure that you are well-educated on event information, and to ensure that you are, there will be an Event Summary and site maps available at the Information Table and in the 3-Day Lounge. Take the time to review the information in the binder so you are well informed and ready to answer questions. Also, most of you will be rotating in and out of different crew assignments. Take the time to train the crew members taking over for the next shift. Don’t leave your post until your replacements have arrived and you have trained them on responsibilities in that area, any changes that have come up and answers to questions that you have been answering. This way we are all equipped with the same knowledge to give great customer service.

You might receive a question or request that you don’t know the answer to. If that happens, call someone who knows the answer or can take action on the request. Look to your fellow crew or the staff for help. Let the person know that you will find an answer for them right away. It’s ok to tell them you don’t know, as long as they know you are working on the solution.

TIP 2: ACTIVELY LISTEN

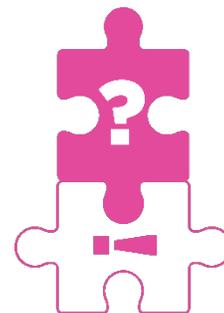
That seems pretty simple, right? Think about it, how frustrating to explain something only to have the person you are speaking with not know what you just said. When addressing a question, concern or request, try to stop what you are doing and give the person your full attention. Look at the speaker directly and do your best to put aside distracting factors like side conversations and noise. Also, show that you are listening. Your body language will go a long way in conveying that you are not only listening to what they are saying, but you are emotionally connected to the conversation as well. Nod occasionally. Note your posture and make sure it is open and inviting. Make sure your facial expression is in line with the emotion of the question or concern. If the participant is having a great time and just has a question, make sure to smile when you answer. If the participant is frustrated, show empathy. Not only will you fully hear the question or concern, but you will make the participant feel that they matter as well.

**TIP 3: DON'T DROP THE BALL**

This goes right along with answering the call. If a participant is asking if we can send them a taxi, use your resources to find the camp address, phone numbers for taxi companies and help them make the call. Then find someone to wait with them until the taxi arrives. If they need help finding their luggage, help them look for it. Or, if they need to go to the Hotel Shuttle pick-up area but don't know where it is, walk them there rather than just pointing it out. Make sure that you can and do follow through on what you said you would do. If you can't be the person who follows through on the promise, find someone who can. Then check in later to make sure the promise was fulfilled.

TIP 4: RECOGNIZE THE DIFFERENCE BETWEEN NEEDS AND COMPLAINTS

Sometimes tired walkers may just need to be heard. A listening ear and an understanding smile can go a long way to resolving frustration. Sometimes people just need to vent the frustration and then they will feel better. If you are not sure what action the participant would like you to take, if any, a good tactic is to say, "I'm sorry" or "What can I do to help?" Often, the walker will realize that no action is needed, and they just needed to air the frustration.



If you find yourself in a situation where a participant has a need or concern that you can't resolve, make sure to find someone who can address it. Reach out to your Crew Captain, primary staff member or your Crew & Volunteer Coordinator for help. We are all in this together!

TIP 5: SURPRISE AND DELIGHT

Sixty miles is no walk in the park. We, as crew, can take the extra step to make the journey not only possible but magical, too. Whether you are helping participants set up their tent, carrying plates of food for tired walkers, or handing out mail in the 3-Day post office, you will all be taking the extra step to support our walkers this weekend.

If we are actively listening, following through and showing empathy, then good customer service is the natural outcome. We could just be satisfied with that, but why would we? We have the power to make every person feel special. Find ways each day to surprise and delight every person you come in contact with. Anticipate the need before the request. Make each person feel like they are receiving a one-of-a-kind treat. Find ways to make someone's day. Model thankfulness. End every interaction by thanking the participants, staff, friends and family for their contribution to the event and for helping to end breast cancer.

THANK YOU

Thank you for making the commitment to be a crew member and thank you in advance for the excellent service you will provide to the walkers, fellow crew members, vendors and members of the community this weekend. We can't wait to see what each of you will contribute to making this a magical and life changing weekend.

SEE YOU AT THE 3-DAY!

