

Are you talking to me?

Purpose: Demonstrate the importance of explaining the who, when, where, why and what of a process when working with a customer. This exercise also builds team awareness of how they can support their team in customer service interactions.

Materials:

- Paper and Pens
- Instructions Sheets
- Various items mentioned in the instruction sheets
- Small slips of paper with A, B and C written on them and a fishbowl or hat to draw the papers from

Activity:

- Using the fishbowl and slips of paper allow the team members to blindly select their roll. The fishbowl should have one slip of paper for every participant. If you have 15 participants, you will have 5 slips of paper with **A**, 5 slips of paper with **B** and 5 slips of paper with **C**. If you do not have an even number of participants, you may choose to reduce the groups to 2 people or assign 4 people to a couple of teams (this fourth person should be a C) . Once all assignments are selected ask the participants to form groups with one A, one B and one C.
- Hand out a blank piece of paper and pen to all C members and Hand out one Instruction sheet to all A members.
- Explain to the group:
 - C members will observe and take notes for their group. They are not allowed to speak to or intervene in the activity.
 - B members are a “customer” in the scenario
 - A members are to follow the instructions on their papers
- Without further instruction ask A members if they are ready to begin. Once they all respond yes, begin the activity. You may pull them aside to answer any questions they have (do not let B and C members hear). You may choose to set a time limit of 5-10 minutes on the activity
- Make notes of your observations and take photos during the activity.
- At the end of the activity spend a few minutes in debrief.
 - Address each group and ask them to share their reactions to the activity
 - How did you feel during the activity?
 - Were there any points during the activity where you felt frustrated?
 - Was this a good customer service interaction? Why or Why not? What would you do differently?



- To group C – Describe your observations, What was the most difficult part of being on the sideline? How could you have jumped in to assist?
- If desired you may repeat the activity in one of two ways
 - A – repeat the activity allowing the A members to explain their actions as they are doing them and answer questions from the B “customer” members and allow C members to jump in and assist if needed
 - B – switch the roles in the group and give B members a chance to run through the activity. This can be repeated for group C. (I suggest switching scenarios between each round)
 - Debrief again!

Conclusion

The key component the participants should take away from this exercise is the importance of explaining your actions with a customer. When a customer is well informed they are more likely to respond positively because they understand the reasons for your actions or questions. It is also a great way to build trust in the customer relationship and that goes a long way when looking to strengthen the likelihood of return business.



Instructions: Travel Agent

You are playing the role of a Travel Agent. In the activity, you will ask the questions below. You are attempting to plan a trip for their upcoming vacation. While asking the questions, Do not explain yourself or why you are asking the questions. Simply ask the questions until you receive a response.

Materials: Magazine vacation photos (2), camera, paper and pen

1. What is your favorite time of year to travel?
2. When is the last time you went swimming? Where did you swim?
3. Do you prefer a cold drink or a hot cup of coffee?
4. On a scale of 1-10 with 10 being the best, how would you rate the following
 - a. A tent
 - b. An RV
 - c. A Hotel Room
5. What are three items you carry with you on every trip?
6. Ask them to pose for a picture (this is for a passport photo, but don't tell them). Take a photo with your phone or a fake camera
7. Describe your ideal dinner?
8. What do you like to do for fun?
9. Have you seen the show "Cats"
10. What size shoe do you wear? What would you prefer flip flops or Dock Martins?
11. Do you like picture A or B (Use magazine vacation photos)



Instructions: Restaurant Server

You are playing the role of a Restaurant Server. In the activity, you will ask the questions below. You are waiting on a customer's table but the kitchen is running behind and their meal is taking a very long time to come out. While asking the questions, Do not explain yourself or why you are asking the questions or completing the requested actions. Simply ask the questions or complete the actions until you receive a response.

Materials: pen and paper, empty glass

1. Are you waiting on someone to join you?
2. Action: Bring them an empty glass?
3. What would you like to eat?
4. Do you have any napkins?
5. Would you like some water?
6. I'm so sorry you are still waiting. Are you doing something later today?
7. Have you thought about taking something with you ToGo?
8. Action: Walk by the other participant several times as if you are a waiter. Look at them but don't say anything as you walk by.
9. Action: Leave the room for 30 seconds and come back in. Don't say anything just get up and leave
10. When you return to the room ask; Are you still waiting? Did anyone come by and speak to you?



Instructions: Clothing Stylist

You are playing the role of a Clothing Stylist. In the activity, you will ask the questions below. You are working with the customer to style them for an upcoming awards ceremony. While asking the questions, Do not explain yourself or why you are asking the questions or completing the requested actions. Simply ask the questions or complete the actions until you receive a response.

Materials: Ruler, items of clothing such as scarfs, hats and gloves

1. Ask the participant to remove a shoe, then measure the shoe.
2. Action: Put several items of clothing on the participant and step back to review the look. Adjust the items several times.
3. Ask the participant to do a model walk
4. Action: Walk around the participant saying hmmm
5. Take off a few of the clothing items and shout, "No! No! No!"
6. Action: Take the ruler and measure
 - a. The length of their hair
 - b. The length on their hand
 - c. Their nose
7. When all is done, Tell them they can go now
8. Sit down and stop speaking to them.

