



Customer Service Notes for ***National Customer Service Week***

As we celebrate National Customer Service Week, we salute all of our WIC friends across the country. Having now facilitated training for WIC staff and spoken at WIC conferences in 35 states, we are well aware of the important services you provide to participants and the stellar service you demonstrate.

As we have done in the past, to commemorate National Customer Service Week, we take time in this issue to self-examine a number of customer service behaviors. Respond honestly to the ten statements below, and take note of any areas you may want to work on.

1. I maintain a positive attitude.
2. I create a positive first impression when meeting new participants.
3. I utilize motivational interviewing techniques to assist participants in changing their behaviors.
4. I value cultural competency by respecting participants of all ethnicities and backgrounds.
5. I speak clearly and not hurriedly when I am on the telephone.
6. I apologize to participants and use service recovery techniques when a mistake is made.
7. I demonstrate professionalism when sending and responding to e-mails.
8. I am patient with “challenging” participants and do not take it personally when they are upset.
9. I problem solve and offer different options for participants, when needed.
10. I am patient with co-workers and participants who are stressed because of the pandemic.

Paying attention to the above behaviors will ensure that you continue to provide stellar service to your participants!

