

## **Increasing Customer Satisfaction at the First Meeting**

1. Make Greeting Meaningful
2. Seek Motivation
3. Reinforce Success
4. Set Expectations
5. Give Options
6. Plan Center and Off-Site Services
7. Outline Requirements and Forms
8. Promote Next Step/s
9. Seek Satisfaction
10. Make Service Tangible

**1. Make Greeting Meaningful**

- Introductions – self, teams, process
- Thank for coming and making first step toward success
- Establish credibility and rapport
- Create value perception
- Discuss meeting benefit/goal
- Speak in “you” terms – what you gain, what you will do

**2. Seek Motivation**

- Why did you come here – what do you expect to accomplish
- Tell me about your skills and work history
- Identify problems to program solutions

**3. Reinforce Success**

- Empathize with situation
- Identify positive outcomes
- Clarify common and unique circumstances

**4. Set Expectations**

- Set personal goals
- State program goals
- Identify what they will measure satisfaction against
- Ask “What is most important to you?”
- Tell them what you can’t do and can do!
- Provide information (not conclusion)
- Strive to meet initial expectations

**5. Give Options**

- Both in solutions and product packaging
- Always provide customer choices
- Discuss System, Center, Program services
- Outline pluses and minuses of alternatives
- Consult with customer – they want your advice
- Have customer's chose initial service

**6. Plan Center and Off-Site Services**

- Customize the what, when, where, and how
- Outline steps from now to goal attainment
- Emphasize first step
- Quantify and specify
- Discuss post-employment support strategies
- Plan customer goal and your goal
- Create partnership with customer

**7. Outline Requirements and Forms**

- Start with value...then move to “costs”
- Tell why and what the customer gets
- Stress service benefits, on-going service use, and commitment
- Complete paperwork quickly – don't drag it out

**8. Promote Next Step/s**

- Three-day window to capture motivation and show tangible results
- Repeat and reinforce most important aspects of service delivery
- Restate outcomes and benefit of getting started quickly

## 9. Seek Satisfaction

- Ask for feedback
- Reinforce satisfaction responses
- Build hope for success
- Identified what the customer liked best – do more in future
- Ask about what the customer liked least – find other strategies

## 10. Make Service Tangible

- Give the customer “homework”
- Personalize your messages
- Think about product packaging – tip sheets, how to’s , templates to complete, workshop schedules, appoint cards
- Remind the customer of they did and what they will do
- Provide contact information

**Kip Stottlemyer** is helping states and communities across the country transition to a vibrant Workforce Investment System. Kip assists welfare-to-work, school-to-work, and one-stop systems apply private-sector strategies to find success in a changing environment.

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