**Culture of Service Script**

* 1. Introduction (Music)
  2. Culture Slide
     1. “Culture is the way you think, act, and interact.”
     2. “Individuals and organizations need to learn to adapt so they better service those around them.”
     3. “But some have an unconscious attitude, belief, or behaviors that prevents change and preserves the current status of that individual or organization.”
  3. Who are we Serving Slide
     1. “But who are we trying to change for?”
     2. “We are changing for our internal and external customers”
     3. “Internal customers are those who utilize products or services to benefit the external customers.”
     4. “External customers are those who are directly affected by an organization products or service.”
     5. “When we change for the better, we are helping reach are ultimate goal: student success.”
  4. First Impressions Slide
     1. “When helping the customer make sure to make a good impression.”
     2. “First impressions are everything and we want to make a good one. Here are some ways to make a good impression:”
  5. Helping the Customer Slide
     1. “But in order to change, we need to know how to help our customers.”
     2. “a.k.a our Warhawk Community, which includes faculty, staff, students, alumni, visitors, and our Whitewater community.”
     3. “Let’s look at some examples of how we can help our Warhawk Community”
  6. Options Slide
     1. “Some customers may not know what they want so they may say one think over the phone, while they say they want something different over an email shortly after.”
     2. “To take care of this customer make sure to get everything in writing once a determination is made and reject major changes after the agreement is set.”
  7. Assumed this was included Slide
     1. “And other customers may insist on getting a bit more out of you or your team each time you see them. Requesting you do more and more on a project.”
     2. “To take care of this customer agree to do more work, that is out of the scope of the project, only at an added upfront cost.”
  8. Lack of Awareness Slide
     1. “And some customers who believe that because they have an idea means the work is already completed.”
     2. “Be straightforward, let them know they cannot expect the impossible.”
  9. Take Great Notes Slide
     1. “When taking care of the customer make sure to take notes properly and include dates, times, and a summary of the discussion.”
     2. “And mark your calendar if you promised a follow up call or email. This will show the customer you care.”
  10. Customer Service Essentials Slide
      1. “When you are helping a customer make sure to follow these top ten customer service essentials.”
      2. “Advocate for the customer”
      3. “Listen to the customer”
      4. “Be timely and precise”
      5. “Be honest”
      6. “Stay knowledgeable so you can easily help your customer.”
      7. “Be personal”
      8. “Stay positive”
      9. “Be genuine, compassionate and sympathetic”
      10. “Empower your staff”
      11. “And ask questions”
      12. “But sometimes a customer may get upset and we need to know how to handle those situations.”
  11. Helping an Unhappy Customer Slide
      1. “Make sure to always listen to the customer with empathy, you do not know what the customers has been through.”
      2. “And never take it person, remember that they are only human and sometimes are emotions get the best of us.”
  12. Good Person to Work with Slide
      1. “Every employee plays a role in the success of a company.”
      2. “And they do this by being part of the solution, not the problem.”
      3. “They are the employees that are friendly, polite, and say no to gossip.”
      4. “They are influencing change to gain better results for the company.”
  13. End Slide
      1. “Now that we’ve learned how to better ourselves and our customers, let’s go out there and make a positive impact.”
      2. “Have a wonderful day.”