

CHAPTER 1 GUIDE

Your Role in Interacting with the Public; Or “Hey, I Didn’t Sign Up for This!”



Amount of time necessary for this chapter: 1 hour

Option: Combine Chapter 1 with Chapter 2 for a two-hour session (choose an exercise to omit if you combine these two chapters.)

Facilitator Preparation

- **Read** the chapter to ensure your familiarity with the concepts:
 - *Customer Smart* and why it is important to groups that work with animals.
 - The Cycle of Service and Moments of Truth.
- **Decide** which areas of content you want to present verbally or which you would rather read silently as a group and discuss. Familiarize yourself with all the exercises in Chapter 1, and highlight the exercises/responses that relate to your particular workplace. You might also invent new exercises (or simply different responses) that are more common to your group especially when determining who your customers are and Moments of Truth that affect your workplace.

What is most important?

Showing that *Customer Smart* is designed specifically to help people who work with animals AND the public. The Cycle of Service is very important as is doing at least part of the Moments of Truth Exercise so participants can see how much they affect each other.

- **Prepare handouts:** For this and all subsequent lessons, prepare handouts for homework found at the end of each Chapter Guide. You have the author’s permission to photocopy only pages that provide homework assignments. No other part of this workbook may be produced or transmitted without the written permission from the author (see page i).

Run/Present the Chapter

- **Complete** the chapter, readings, and exercises as a small or large group:
 - Warm up the group by thanking them for coming.
 - Tell them the plan for becoming *Customer Smart* (your organization’s plan for all the sessions).
 - Introduce Chapter 1 goals from the first page of the chapter as a “roadmap” for the next hour.
 - Run the session based on the content and exercises in the workbook and those you edit/add.

Process the Content/Exercises

- **Summarize** the session:
 - Paraphrase the information in the Summary section at the end of the chapter.
 - Review the original goals of the session found at the beginning of the chapter.
- **Process** the session by asking participants questions to help them:
 - **Share** how they felt about the content, for instance:
 - ? How did it feel when you realized that someone had customized a customer service approach for our field?
 - ? What strikes a chord about something that has happened in the office (kennel, etc.) when we realize how positively or negatively we can affect EACH OTHER?
 - **Generalize** about what they learned and/or what they concluded:
 - ? What did you learn (or were reminded of) from this chapter about customer service in general?
 - ? What conclusions can you draw about team work that you might not have thought of before?
 - **Verbalize** how they can use the information every day:
 - ? How can you use the information about who our customers are and the Cycle of Service back at your desk, in the clinic, field, when fostering, on the phone, etc.?
 - ? What is one thing you'll try to remember (to do) from this session?
- **Assign** homework to finish and discuss in the next session.

Homework Chapter 1

In the _____ weeks before the next session, mark down every time you think about how YOUR behavior with a customer might affect another team member. For instance, one time might be when you slip and are a little discourteous to a customer in person or on the phone and realize that your behavior could impact your co-worker.

We will review this at the beginning of the next session.

Facilitator's Notes: _____
