

## What is a Customer?

A Customer is the most important person  
in our organization.

A Customer doesn't need us...  
as much as we need him.

A Customer needs to feel welcome...  
it's up to us that she does.

A Customer needs trust...  
we should do what's best for him.

A Customer will come back...  
if we show we CARE.



Walt Stasinski, MED, MPH

Walt is a member of the National Speakers Association, and he has  
been  
a professional speaker for 13 years. He conducts Keynote programs  
and  
Workshops in his areas of specialty: Humor, Leadership and Customer  
CARE

## **C.A.R.E.**

# **Transforming Customer Service Into Human Service**

### **WOW!**

- Make your customer say, “WOW!”
- Give them lagniappe.
- “Just a little more”

### **C.A.R.E.**

- Connect – Assess – Respond – Excel
- Transform customer service into human service.
- C.A.R.E. for your customer as a human being.

### **Connect**

- Make your customer feel welcome.
- Smile
- You don’t get a second chance to make a first impression.
- Develop rapport with your customer.
- A=    T=    T=    I=    T=    U=    D=    E=    Total=

### **Assess**

- Think like a customer.
- Give the customer what he/she needs.

### 3

- The image is what the customer really thinks of your organization.
- LAST: Listen, Apologize, Solve, Thank

#### **Respond**

- Policy: why we can't help you.
- The best CARE is: solve the customer's problem.
- Develop a user-friendly system.
- Customers want a system that's fast and easy.
- Provide a one-stop solution.
- Use your sense of humor. Make it fun.

#### **Excel**

- When you excel, your customers say "WOW!"
- Make your customers feel special.

Show 'em  
You C.A.R.E.



## Program Evaluation

Walt Stasinski, MEd, MPH  
Customer CARE  
MIEM, November 13, 2008

**Your opinion is very important. Please share it.**

Overall, how highly would you rate this program?

10 9 8 7 6 5 4 3 2 1  
Highly Fairly Slightly Not

May we please have and use a quote from you about Walt's program? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What did you like best about the program? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Which idea will you use first? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Your Name (Please Print): \_\_\_\_\_ Your Title: \_\_\_\_\_

Your Organization: \_\_\_\_\_ Phone# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address: \_\_\_\_\_

\_\_\_\_\_ I would like to discuss scheduling one of Walt's programs with my organization. Please follow-up with a  
phone call: Area Code ( ) \_\_\_\_\_ Ext. \_\_\_\_\_

***Our major source of business is through referrals. Which Association, Company or Organization do you feel could benefit from Walt's programs. If you don't have all the information, write what you have and we will call you or email you for the rest.***

**Thank you!**

Referral Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Phone# \_\_\_\_\_