

Give 'em the Pickle Online Training Management Support Materials

THE KEY PRINCIPLES

The idea of giving away pickles gives you a starting point with your team. It's a tangible, fun concept. Coupled with the four key principles outlined in the video, you have a powerful approach to improving service. The four key principles are:

- ❑ **Service:** Make serving others your number-one priority. Great customer service happens when you exceed customers' expectations by adding your special touch and by having the courage to make things right.
- ❑ **Attitude:** Choose your attitude. How you *think* about the customer is how you will *treat* them. A shining attitude is contagious around customers and shows in the quality of your work.
- ❑ **Consistency:** Customers return because they liked what happened last time. Set high service standards and live them every day.
- ❑ **Teamwork:** Commit to teamwork. Look for ways to make each other look good. In the end, everything everyone does ends up in front of the customer.

Monthly Check-ins

A monthly check-in – one-on-one or with your team – may only last 10-15 minutes but it will help ensure that customer service is top of everyone’s mind. Use monthly check-ins to:

- ❑ **Share great service stories.** People love to hear success stories. They’re uplifting and can make others feel like they can do it too. Sharing great service stories can be infectious and instructional.
- ❑ **Recognize employees.**
 - Praise good service: “I really liked how you talked with that customer. You really connected.”
 - Praise quality work in customer terms: “You’ve done a great job keeping track of the inventory. Because of your efforts, we can be assured we have what our customers want, when they want it.”
 - Reward good work. Present Pickle Awards, motivational gifts, thank you notes or sought after shifts, etc.
- ❑ **Talk about customer service approaches** that are working and aren’t working.
- ❑ **Discuss service goals.** Developing goals isn’t enough. You need to track them and discuss them to make them real and tangible.
- ❑ **Highlight recognition programs.** Create your own customer service recognition program, or consider the two included here: *Service Smiles* and *I Gave ‘em the Pickle*. It’s important to recognize the employee in the area of customer service and to have fun with it. Have fun with the rewards and the acknowledgment of a job well done. If your team isn’t used to offering good customer service, these programs will help you overcome passive resistance or the “I’ll believe it when I see it” thinking.

Recognition Programs

SERVICE SMILES

This is a simple way to encourage your team and get them excited about the customer. Every time you or a peer catches an employee doing something right as it ties into the team goal, the employee gets a Service Smile (a sticker, a handwritten smile, etc. on the tracking sheet near the employee's name). You may want to make it a fun contest that lasts a month. The employee who has the most stickers at the end of the month is the Service Smile King or Queen, etc.

The program can also be tied into a reward system. Rewards don't have to cost anything. Although monetary rewards like a complimentary lunch, a gift card, a day off, a pizza party or a bonus are nice, they aren't always realistic. Non-monetary rewards can be motivating too. Consider the following non-monetary rewards:

- Giving a Traveling Pickle Award.*** A fun trophy gets passed to the deserving employee each month.
- Cover a shift.*** Think about how valued your employees would feel if you were the one to cover their shift so they could take it off.
- Placing a handwritten thank-you*** into the employee's file.
- Giving first choice of next week's shifts.***
- Letting them train the new hire*** on how to offer great customer service.

Other Ideas and Action Plan:

I GAVE 'EM THE PICKLE

This recognition program specifically recognizes the efforts of your employees to give away pickles! Every time you or a peer notices an employee giving away a pickle, note it on the tracking form and give that employee a pat on the back! Share the stories at your next meeting and make sure the employee feels good about it.

The pickle could be based on a team goal or it could be something the employee did on his or her own.

Again, you may want to make this a fun contest. All pickle stories are entered into a drawing, or peers anonymously vote for the best one at the end of a month, etc. Tie it into a reward system that you all agree on.

Date	Pickle Giver	How was the Pickle given?

Assessments

Manager's Service Assessment

Take a moment to consider the statements below and how they apply to your team and the service your customers receive. Think about what you believe the customer receives from you and your team during each visit and phone call.

I believe:

1. Front-line employees work to exceed customer expectations.

Never Rarely Occasionally Often Always

2. Front-line employees understand how their jobs impact the customer.

Never Rarely Occasionally Often Always

3. Support employees understand how their jobs impact the customer.

Never Rarely Occasionally Often Always

4. Support employees feel part of the overall team.

Never Rarely Occasionally Often Always

5. Customers feel cared for and as though their business matters to us.

Never Rarely Occasionally Often Always

6. Customers often feel that we exceeded their expectations.

Never Rarely Occasionally Often Always

7. Customers know what to expect from us and get it.

Never Rarely Occasionally Often Always

8. Customers are always greeted with a smile both in person and on the phone.

Never Rarely Occasionally Often Always

9. We work together to take care of the customer.

Never Rarely Occasionally Often Always

10. We all put the customer's needs first.

Never Rarely Occasionally Often Always

Self-Assessment: Front-line Employees

Manager's Note: During a team meeting, ask your employees to take a moment to consider the statements below and how they apply in their current job. Then, discuss how to improve the level of service you currently provide. Distribute an action plan to each employee and give them time to complete it.

1. I treat each customer as if he or she was the only one that day.
Never Rarely Occasionally Often Always
2. When I'm in a bad mood, I make sure it doesn't show at work.
Never Rarely Occasionally Often Always
3. I smile every time I interact with a customer both in person and on the phone.
Never Rarely Occasionally Often Always
4. When it's really busy and I'm feeling a little overwhelmed, I tell myself that if it weren't for the customers, I wouldn't have a job.
Never Rarely Occasionally Often Always
5. When a customer complains, I realize it's an offer to solve the problem because the customer wants to continue to be a loyal customer.
Never Rarely Occasionally Often Always
6. I look at things from the customer's perspective.
Never Rarely Occasionally Often Always
7. When I'm having a tough day, I try to turn it around so it doesn't impact the customer.
Never Rarely Occasionally Often Always
8. If I can't help a customer, I find someone who can.
Never Rarely Occasionally Often Always
9. I work hard to exceed customer expectations.
Never Rarely Occasionally Often Always
10. I think of the customer as my boss.
Never Rarely Occasionally Often Always

Action Plan

PERSONAL GOALS

Review your self-assessment and choose two areas in which you can improve.

1. Area for improvement:

I will do the following:

2. Area for improvement:

I will do the following:

TEAM GOALS

Manager's Note: After discussing what kind of pickles you can give away as well as the key principles, discuss your team goals. Then, choose one or two areas to focus on.

1. Giving away Pickles: *We will consistently give our customers the following pickle:*

2. Service: *We will have the courage to make things right for the customer. To do so, we will:*

3. Attitude: *To help one another develop and maintain shining attitudes, we will:*

4. Consistency: *We will consistently give our customers the following pickles so we can go beyond their expectations:*

5. Teamwork: *We will work together in the following ways to improve customer service:*

OUR MONTHLY CHECK-IN

IS SCHEDULED FOR: