

# 12 TIPS FOR BUILDING A CONFIDENT, EMPOWERED TEAM

Successful service recovery means preparing and empowering staff to handle whatever comes their way. When employees have the skills and confidence, they will see complaints as gifts.



1

Set the expectation that **EVERYONE** is responsible for service recovery.



2

Teach the Baird A+ Service Recovery Steps (Anticipate, Acknowledge, Apologize, Offer Alternatives, and Make Amends).



3

Help staff anticipate customer needs and expectations by identifying the most common complaints or dissatisfiers.



6

Acknowledging requires great active listening skills. Define "active listening" & demonstrate the verbal & non-verbal elements involved in active listening, including eye contact, nodding, & validating or paraphrasing what the patient says.



5

Engage staff in role-playing and give feedback on how they used the four, on-the-spot service recovery steps (Acknowledge, Apologize, Offer Alternatives, and Make Amends).



4

Once identified, use these dissatisfiers to prepare role-play service recovery scenarios.



7

Involve staff in creating "never" statements. Never statements are things that should never be said to a dissatisfied customer. Each organization should develop its own list, but an example is, "It's not my job."



8

Stress the importance of apologizing, and role-play ways to say "I'm sorry" with empathy and sincerity.



9

Empower staff to take action by identifying alternatives they can offer to customers in the event of common issues.



12

Regularly practice scenarios in pairs. Ask staff to discuss what situations have caught them off guard in the past and to identify how to manage the situation with the tools they just learned.



11

Create a log that will be used in all departments, and train staff on how to record service recovery situations they encounter.



10

Offer staff tools they can use in making amends. Don't confuse making amends with gifts like free parking, gift cards, etc. Caution! Make sure staff know that gifts are a thank you and not the same as making amends.