

Lesson Plan

Subject: Module 1-Culture: Creating and Managing a Unique Experience

Topic: Lesson 4 – Legendary Customer Service

Objectives:

1. To learn the difference between customer service and Legendary Customer Service.
2. To learn how to manage all points of contact in a guest's experience.
3. To learn why systems, scripts, and clues are important.

Student Supplies:

1. Drivers of Success Student Lesson
2. Drivers of Success Journal
3. Pens/Pencils/Highlighters

Facilitator Supplies:

1. Drivers of Success Teacher Edition
2. Drivers of Success Journal
3. Your optional video resource for this lesson is *8 Things You Simply Must Do*
4. Small packages of M & Ms for rewards
5. Enough 3 X 5 cards for half the group with role play topics: warm welcome, pre-booking, guaranteeing the service, home-care recommendation, add-on service suggestion.
6. Markers/highlighters
7. Poster paper/board
8. Timer

Facility: Prior to class, set the room in a layout that will allow for engagement and movement. Be sure to have enough chairs for each participant.

Preparation:

1. Review Teacher Edition including Teacher Tips.
2. Review appropriate Journal page(s).
3. Make any necessary notes.
4. Prepare 3 X 5 cards.
5. Review and cue up *8 Things You Simply Must Do*

I. Opening

(Stand at the door to the classroom, shake hands with each student, and thank each person for coming.)

- (Optional) If you have extra credit homework for me, please bring it up now. Allow no more than 2 minutes
- ASK: How did you feel when we shook hands and I thanked you? Allow 2 minutes for students to respond.
- What you experienced was the beginning of Legendary Customer Service.

II. Intro

- Please open your Drivers of Success Lesson to the intro page of Module 1, Lesson 4.
- Legendary Customer Service is the ultimate tool for building strong emotional bonds with your customers. It means looking for every opportunity to make your guest feel special. Eric has built his business and platform career on this concept so let's see what he has to say about Legendary Customer Service.

III. Body

- Page 4-ASK: Please turn to page 4 in your Drivers of Success Lesson.
- Page 6-PLAY Video: *8 Things You Simply Must Do*
- Page 7- ASK: Each of you has the experience of being a customer every day. What would you say is "normal" customer service? Allow no more than 2 minutes for discussion.

- Page 9-ROLE PLAY: Have students pair up and hand each group a 3X5 card made during your class preparation. Ask each group to come to the front in turns and role play what they think Legendary Customer Service would look like for the step on their card.
- Page 9-POINT OF INFO: Guests who “love the experience” are 50% more likely to come back. These guests will also spend 26% more money than those who are merely “satisfied.”
- Page 9-REWARD: Pass out small packages of M & Ms to each student after reading the statement on the bottom of page 9. Rewarding will help students remember “MEMORABLE, MEANINGFUL INTERACTION.” Watch time; allow no more than 3 minutes for the reward.
- Page 10-THINK OUT LOUD: Every business offers experiences; some are planned and some are accidental. When was the last time you had a good experience? Allow 1 minute for discussion. When was the last time you had a bad experience? Allow 1 minute for discussion.
- Page 10-POINT OF INFO: Tell students to keep these things in mind; they will learn more about them in later modules as we talk more specifically about each point of contact.
- Page 13-ASK: What is your school (or business) doing to engage all 5 senses? List at least one item currently being done. Then, add to that: what you could do to add to what is now being done. Allow no more than 5 minutes. This involves critical thinking so you may need to make some suggestions to help get students started.

IV. Review

- Page 17-ACTIVITY: Pick a student to read the first review point. Once they have read their review point have them pick another student to read the next point. Continue in this fashion until all points have been read. Allow 2 minutes for students to write in answers to numbers 2 and 5 and share their answers.

V. Activities

- Page 18-ACTIVITY: Read #4 and discuss as a class.
- (Optional) Page 18-ACTIVITY: Select an additional activity to assign to the students for extra credit
- Journal ACTIVITY: Take out your Drivers of Success Journals and turn to page 13. Over the course of the next week, in the space provided, please write in some of the things you will do to make your guests feel happy. Also fill in the question asked at the bottom of the page.

VI. Close

- ASK: You learned 3 things today, I hope. What were they? (Difference between customer service and Legendary Customer Service, managing the guest's points of contact and why systems, scripts and clues are important.) Allow 2-3 minutes.
- It's been a wonderful class today. Next time, we're going to take it to the next level when we learn about “Legendary Customer Service to the MAX!”
- Make it a great week and see you next time.