

The 3 P's Customers Assess

Aim of the Video

To provide staff with an understanding of how customers decide if a business is worthy of their time, their respect and their money. This video asks staff to identify the 3 areas that can delight or dismay customers and although they may not have control over all 3 areas, success comes from a team of people looking at the business through the eyes of the customers.

Play the video up to the Pause

The Activity

Provide attendees with the 3 P's Handout to complete this activity (*Refer to next page*)

- As this is an individual activity that requires some consideration, you may like staff to do this in their own time and reconvene later to finalise the video and review responses.

Before returning to the video

- Ask attendees to share their responses for each P.
- Ask each attendee to select at least one idea from one of the P's and consider the action/s they need to take to achieve that learning or development goal.
- Attendees to write down the actions and include a time frame for completion.

Press PLAY

Post Video ACTION

Attendees responses can be used in professional/learning and development plans or performance appraisal processes.

- Encourage attendees to provide their ideas to their Supervisor/Manager so they can assess if there is a group training opportunity.
- Remind attendees that Customer Service Professionals are like elite athletes, they never stop training and part of a successful training plan is identifying areas for improvement and creating actions and time frames for completion.

The 3 P's



HANDOUT

Under each of the 3 P's, identify 2 things you believe you need to learn more about or would like to improve on, so your customers have a greater sense of trust in you and the business.

PRODUCT/SERVICES

The products or services that the business produces/provides customers.

1. _____

2. _____

PROCESSES

The steps in place for your customers to access the products/services.

1. _____

2. _____

PEOPLE

Your skills/abilities when interacting with customers. i.e. face to face, telephone and written communication, dealing with difficult customers, building rapport, staying positive etc

1. _____

2. _____