

Motivation

Aim of the Video

Providing consistently excellent customer service is difficult if staff are only doing it for external rewards. The video will provide staff with the opportunity to dig deep and uncover “What’s In It For Me” to become and remain a Customer Service Professional.

Attendees will be asked to share their internal motivators. This gives you an insight into what the business can do to increase staff commitment to achieving individual and team service excellence goals.

Play the video up to the Pause

The Activity

As this is an individual activity, staff may appreciate extra time to come up with their response to the question. Consider playing the video to PAUSE and allow attendees to work on their lists in their own time. To keep staff motivated, it is recommended you finalise the video within a week.

- Ask individuals to provide you with their Top 1, 2 or 3 internal motivators and write them on a whiteboard or butchers paper for all to see.
- Review the responses and discuss consistency or differences and allow individuals to share reasons behind their responses.
- It is common for staff in the same industry to share the same internal motivators. Having something in common with co-workers builds trust. Alternatively, differences help to develop emotional intelligence - perspective and empathy.

Press Play

Post Video ACTION

- Record, print and display responses in the workplace (staff room, back of toilet doors, non-customer areas) so staff are reminded daily of what they may personally gain from providing consistently excellent service.
- These visual reminders can be motivational during peak periods and after difficult customer interactions.

Motivation



HANDOUT

Apart from your wage and your job title, which are external rewards, what motivates you to become and remain a Customer Service Professional?