Discussion Guide

Legendary Service

The Key Is to Care
Discussion Guide for Legendary Service: ICARE Model

Introduction

- Why is customer service important?
- Why do you want your customers to know you care about them?
- If giving great customer service is so easy, why is it that we don’t get legendary service everywhere we go?
- If you were to define Legendary Service, how would you define it?
- In the story on page 21, Kelsey does not get legendary service from Bianca. What do you think Bianca’s back story is that causes her to behave this way? If you ask Giuseppe what his belief about service is, what would he say?
- If you were to read a review on your level of service from a customer (internal or external), what would you want it to say?
- The Physical Therapy Institute staff sought to serve at the highest level. What had to happen behind the scenes to create this level of service?

Ideal Service

- Ideal Service is meeting the customer’s needs on a day to day basis by acting on the belief that service is important. What does this mean to you?
- What do you think about the level of service you get from banks and restaurants and from smart phone companies and airlines?
- Is the customer always right?
- How often do you complain about service? What was the best response that you received, and what was the worst?

Culture of Service

- How does the service vision at the Physical Therapy Institute impact the behavior of the team?
- What is your service vision?
- If you were to list the values that you would like to operate with, which values would help you deliver Legendary Service?

Attentiveness

- As a customer, what are your preferences for how people service you? How does this compare with others around you?
- Why is it important to take care of your internal customers? What are your best ideas for doing so?
- How would you measure success and attentiveness with your customers?
- What is the best thing you have learned from one of your customers?

Responsiveness

- Why is it difficult to be responsive in the way that people want us to be responsive?
- What are your best strategies for being responsive with your customers?
- What information do you need to be even more responsive to your customers?
- How do you inspire people on your team and gain input and best practices from them?
- What is the role of patience and listening in delivering legendary customer service?
- What is an example of how you handled a situation where you clearly met a customer’s needs?
- How have you turned a negative customer into a positive one?

Empowerment

- What is your definition of empowerment?
- If you were CEO or President of your organization, what would you change first? What is your first step for doing that?
- What would cause you to leave your organization, as Kelsey almost did? How could you take charge to ensure this didn’t happen?
- What is the cost of losing one of your internal or external customers?
- How could you C.A.R.E even more for your customers?