

# SERVICE PRINCIPLES

## METROPOLITAN LIBRARY SYSTEM

### WEEK TWO: ACT IN THE MOMENT NOVEMBER 18, 2013

This week our focus is on the Service Principle “Act In The Moment”

Act in the moment means that we take responsibility for proactively meeting our customers’ needs—we do things before we are asked.



<b>6. I Respond Positively When Speaking with Others</b>  <b>I respond positively and show I care by:</b>  <ul style="list-style-type: none"> <li>-Concentrating on the customer</li> <li>-Attentively listening while making eye contact</li> <li>-Responding with sincerity and, when appropriate saying “I’m happy to take care of that for you”</li> <li>-Using the customer’s name if I know it</li> <li>-Ensuring complete satisfaction</li> </ul>	<b>7. I L.E.A.R.N. to wow the Customer</b>  <b>I show I care when presented with a customer issue by:</b>  <ul style="list-style-type: none"> <li>-Owning the problem</li> <li>-I use the L.E.A.R.N. process of listening, empathizing, apologizing, reacting and notifying to resolve, wow and build trust</li> </ul>	<b>8. I know our Library System</b>  <b>I can answer customers’ questions because I know about the Library’s:</b>  <ul style="list-style-type: none"> <li>-Facilities</li> <li>-Materials</li> <li>-Services</li> <li>-Procedures and processes</li> <li>-Monthly events, activities, training classes and/or meetings</li> </ul>	<b>9. I Anticipate Needs</b>  <b>I anticipate our customers’ needs by:</b>  <ul style="list-style-type: none"> <li>-Watching for cues</li> <li>-Listening thoroughly</li> <li>-Acting before being asked</li> </ul>	<b>10. I Act on Knowledge</b>  <b>I ensure the success of the system each day by:</b>  <ul style="list-style-type: none"> <li>-Knowing our regular customers by name</li> <li>-Proactively accommodating our customers’ needs</li> <li>-Keeping myself up to date and knowledgeable about sources of information</li> </ul>
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### DISCUSSION STARTERS:

To resolve a customer’s problem, we must listen attentively to understand his/her true need. Sometimes what the person says is not necessarily what they mean. So, we have to pay close attention to uncover the true meaning. Then we will know how to resolve the issue.

Discuss how you would use each of this week’s principles to uncover a customer’s real need.

## ***Something to think about...***

### ***Listening Skills***

*We were given two ears and only one mouth. This is because God know that listening was twice as hard as talking.*

*People need to practice and acquire skills to be good listeners, because a speaker cannot throw you information in the same manner that a dart player tosses a dart at a passive dartboard. Information is an intangible substance that must be sent by the speaker and received by an active listener.*

### **GOOD LISTENERS LISTEN WITH THEIR FACES**

*The first skill that you can practice to be a good listener is to act like a good listener. We have spent a lot of our modern lives working at tuning out all of the information that is thrust at us. It therefore becomes important to change our physical body language from that of a deflector to that of a receiver, much like a satellite dish. Our faces contain most of the receptive equipment in our bodies, so it is only natural that we should tilt our faces towards the channel of information.*

*A second skill is to use the other bodily receptors besides your ears. You can be a better listener when you look at the other person. Your eyes pick up the non-verbal signals that all people send out when they are speaking. By looking at the speaker, your eyes will also complete the eye contact that speakers are trying to make. A speaker will work harder at sending out the information when they see a receptive audience in attendance. Your eyes help complete the communication circuit that must be established between speaker and listener.*

*When you have established eye and fact contact with your speaker, you must then react to the speaker by sending out non-verbal signals. Your face must move and give the range of emotions that indicate whether you are following what the speaker has to say. By moving your face to the information, you can better concentrate on what they person is saying. Your face must become an active and contoured catcher of information.*

*It is extremely difficult to receive information when your mouth is moving information out at the same time. A good listener will stop talking and use receptive language instead. Use the I see...un huh...oh really words and phrases that follow and encourage your speaker's train of thought. This forces you to react to the ideas presented, rather than the person. You can move to asking questions, instead of giving your opinion on the information being presented. It is a true listening skill to use your mouth as a moving receptor of information rather than a broadcaster.*

*A final skill is to move your mind to concentrate on what the speaker is saying. You cannot fully hear their point of view or process information when you argue mentally or judge what they are saying before they have completed. An open mind is a mind that is receiving and listening to information.*

*Continued*

*If you really want to listen, you will act like a good listener. Good listeners are good catchers because they give their speakers a target and then move that target to capture the information that is being sent. When good listeners aren't understanding their speakers, they will send signals to the speaker about what they expect next, or how the speaker can change the speed of information delivery to suit the listener. Above all, a good listener involves all of their face to be an active moving listener.*

### **THINGS TO REMEMBER**

*If you are really listening intently, you should feel tired after your speaker has finished. Effective listening is an active rather than a passive activity.*

*When you find yourself drifting away during a listening session, change your body position and concentrate on using one of the above skills. Once one of the skills is being used, the other active skills will come into place as well.*

*Your body position defines whether you will have the chance of being a good listener or a good deflector. Good listeners are like poor boxers: they lead with their faces. Meaning cannot just be transmitted as a tangible substance by the speaker. It must also be stimulated or aroused in the receiver. The receiver must therefore be an active participant for the cycle of communication to be complete.*

#### DISCUSSION STARTERS:

Discuss the difference between merely hearing the words and actively listening.

What are some of the possible benefits of actively listening?

## ***Encouraging Words...***

### **Attentiveness**

**Showing the worth of a person or task by  
giving my undivided concentration.**

### **Sensitivity**

**Perceiving the true attitudes and emotions of those around me.**

### ***A Thought...***

*People don't want to communicate with an organization or computer. They want to talk to a real, live, responsible, responsive person who will listen and help them get satisfaction~*

~Theo Michelson ~ State Farm Insurance~

### **DISCUSSION STARTER:**



**These are words to live by.  
How do these affect our  
delivery of good customer  
service?**

1. Proactive
2. Attentive
3. Responsive
4. Knowledgeable

### ***Did you Know?***

*Body language that shows you really are concentrating and listening tells customers and co-workers that you care and are ready to help. It builds their confidence that you truly want to understand them and will do whatever it takes to meet their needs.*

### ***Staff Recognition***

#### ***Our service Principles at Work***

*Develop the habit of looking each customer in the eye during face-to-face situations. Maintaining eye contact helps you focus on what the customer is saying, and it shows them that you're interested in helping them. This week, practice listening with your face.*