

# Kids Choice

## Customer Service Training

**"Making Kids happy and parents happier!"**



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# **Description of the Audience**

## **Employees**

Kids Choice employs mostly young adults, between 18 and 25 with the exception of a few mothers in need of a job. Their personalities are self-driven, patient, kind, kid-friendly, and they work well with others. Each should have the ability to work well with children and their parents. They have the ability to handle many responsibilities and solve problems on their own and as a team.

## **Company**

Kids Choice makes customers happy in a fun, child-friendly environment that is also appealing to adults. The mission is “Making kids happy and parents happier!” It is natural for parents to be happy when they see their children happy. To make kids happy it is vital for them to feel in control of decisions. Sales staff needs to be trained not to overstep parents during this process. It is important to build partnerships with customers and make them feel important when they walk through the doors; they should get a good quality product at a reasonable price. To help build a customer-to-business relationship, training focuses on listening to what customers have to say and catering the experience to their needs.

## **Training Needs/Why**

Employees need to know how to talk to children in a way that helps them feel involved, and talk to parents so they don't feel like we are taking advantage of them. Employees should create an environment where the children can pick their own

outfits with parents. This helps kids learn to make decisions on their own and have fun.

Employees communicating and working together as a team is important to the success of the company. Teaching employees to communicate effectively with each other is just as important as teaching them to communicate effectively with customers!

# Training Itinerary

## Day 1

7:00 am	Introductions and Snacks
7:15 am	Activity - Get to know each other
7:30 am	Overview and Mission
8:00 am	Customers are Partners
8:15 am	15 min Break
8:30 am	Positive Behavior
9:00 am	Teamwork
9:30 am	Repeat Customers
9:45 am	Review and Questions
10:00 am	Finish for the Day

## Day 2

7:00 am	Introduction Review
7:10 am	We are still a Business
7:40 am	Turning Excitement into profits
8:00 am	Activity - Listening
8:45 am	15 min Break
9:00 am	Activity - Practical Training
9:45 am	Final Review and Questions
10:00 am	Congratulations, you have completed customer service training!

# **Itinerary – Detailed Description**

## **Introduction and Snacks**

At the beginning of the first day there will be some snacks and people will have fifteen minutes to mingle and eat.

## **Activity – Get to know each other**

To make everyone feel more comfortable, learn names, and get to know a little about each other they will play the name game. The way the name game works is, the first person says their name and a hobby then the next person has to say the previous persons name and hobby before saying their own. The next person has to repeat the two other people's names and hobbies before saying their own, and this goes on until everyone in the room has said their name and hobby. Then as a bonus round each person gets a chance to say the full list of names and hobbies and, if done correctly, they get candy. This activity will help break the ice and make people feel more comfortable participating throughout the class.

## **Overview and Mission**

Kid's Choice makes kids happy and parents happier. The whole company and everything we do revolve around this mission statement. In this section of the training employees will get an overview of the company and how it was started.

Employees need to fully understand this and engrain it into their daily work; this is key to the success of the store.

### **Customers are Partners**

Customers are the lifeblood of the Company and customers who become partners are even more vital. A partnership begins when a customer feels a connection with the store. This connection can be built in a variety of ways. The strongest way is through straight talk, compassion, and care. Employees need to follow through on all promises, show the customer how much they care, and when things don't work out they tell the customer exactly what is going on. This will help us build a strong and loyal customer base.

### **Positive Behavior**

Kids are very sensitive to positive behavior more so than adults. Adults will ignore a lack of positive behavior as long as they are getting something that they need, but kids do not. Kids will not want to return to the store if we do not exhibit positive behavior 100% of the time. Employees should smile all the time along with being friendly and courteous. If we are happy we will make our customers happy.

### **Teamwork**

No one should be left on their own. Teamwork is a big key to successful sales. If the store is in sync it will create a more genuine customer experience. Employees need to be supportive and help each other out. Keeping the customer happy is not a single

persons responsibility, everyone should work together to make the customer happy. Team members need to be consistently reliable and pull their own weight, because if one person fails we all fail.

### **Repeat Customers**

All customers that come to the store should eventually become repeat customers. It is proven that “repeat customers” are the most profitable, so we strive to make an experience that encourages customers to frequently return to the store. The focus is on employees remembering customers, if we remember them they will remember us, this will increase the chances of creating “Repeat Customers”

### **Review and Questions**

At the end of the first day there will be a review of the things covered and what to expect in the upcoming day. This will also be a time for people to ask any questions they have about the training. This section will provide a chance to explain any items employees didn't fully understand.

### **Introduction Review**

At the start of the second day there will be a quick re-introduction to get things started for the day. This will provide the instructor with an opportunity to review very briefly anything that they feel necessary.

## **We Are Still a Business**

It is very important for employees to understand that while it is fun to “play dress up” with kids we still have lots of customers to help. Employees should not come across as if a sale is all they care about, the experience is more important. However, by teaching techniques to help move customers in the direction of a purchase it will free up staff to be able to help all customers in a timely manner.

## **Turning Excitement into Profits**

Kids and parents should be excited about the clothes that they buy. They should be excited to see them on their kids at the next big family event, and kids should be equally excited to wear them. This excitement is what will create profits, not simply pushing people through a process and collecting money at the end. Every customer should feel excited about their purchase when they leave the store. During this portion of the class techniques will be taught to create this excitement.

## **Activity – Listening**

For the listening portion there will be a series of activities that will help everyone learn the importance of listening carefully. This is a key area in the customer experience. To understand kids you have to listen very carefully. The first activity is relatively easy and will get everyone ready for the other activities.



## Group Juggle

This activity requires a large space for minor physical activity. The instructor can also participate in this game. Have the group stand in a circle. The instructor then calls out a name and passes a soft toy or a ball to them; they in turn pass it to another person after calling their name. This process continues as everybody gradually becomes alert in order to catch the ball immediately after his or her name is called out. The element of surprise will make them listen more carefully and watch out for their names. This activity works well for improving your concentration and listening skills.

After this warm up listening activity they will play another activity that will require them to listen more closely.

## The "Were You Listening?" Quiz

For this activity, each person is asked a few questions about themselves their likes, and hobbies - like "Describe yourself", "What do you do in your free time?", "Who is your favorite author?", etc. by the others. All members listen to the person talking and take turns sharing information about themselves. The instructor has to make a note of the answers given by each participant. Then he takes a quiz to see if they have really listened carefully to each other, and randomly asks the members to describe what the others said. They will have to recall and identify the answers given by each person. They need to be

focused and attentive to remember which person had said what to describe them. Awards are given to those who recall what others said correctly.

Time permitting, there will be one more activity that will continue to improve the groups listening skills. This final activity will also give the instructor a chance to gauge if the group is understanding and learning to listen better.

### Listen Carefully

Divide the group into two teams. Choose a passage from a book or magazine and ask one participant at a time to read aloud. Next, read the same passage but with some alterations in the content. The team that corrects the changes in the passage is awarded a point for each change they correct. This continues and the team that scores the most points is declared the winner. This activity calls for careful listening to understand and point out the changes made in the original passage.

### **Activity – Practical Training**

To get employees familiar with situations they will be dealing with on a day-to-day basis there will be a practical training. There will be volunteers brought in to act as customers and employees will have an opportunity to help them pick out clothes. They will be shown specific situations and then put in the situation themselves to learn how to handle them.

## **Final Review and Questions**

To wrap up the training we will read over each section title and ask for any final questions. Then completion certificates will be awarded.

# **Workshop Attendee Recognition**

## **In Training**

- Day 1 – Those that participate, answer questions correctly, and are successful during activities will be given Raffle tickets for a raffle held at the end of the class.
- Day 2 – Those that participate, answer questions correctly, and are successful during activities will be given candy wrapped in Gold foil called “Golden treasure”. A variety of candy will be wrapped to make it more of a surprise when you get one.

## **Completion of Training**

- Employees will receive a certificate of completion to take home. A copy of the certificate will be hung on the wall of the store to display that they have completed the training.
- Employees will be given a new color of T-shirt to signify that they have completed the training.

## Reminder Email

Team Members!

Tomorrow we will be kicking off our customer service training class! This will be held this **Thursday and Friday from 7am to 10am**. Come prepared to learn and grow in customer service, listening, and team building, just to name a few.

The class will begin promptly at 7am, so we ask that you arrive about **10 minutes early**. We have a whole lot planned for our 3 hours together so we can't waste a minute! Please note that if you are working after the class you will need to come dressed for work so we can open the store as soon as class is over.

Thank you for taking the time to help make our store a better place!

Can't wait to see you!

Sincerely,

Kid's Choice Manager

## Sources

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“Color of Psychology” by Lesley Voth 05/11/2012

<http://simplyfantasticbooks.com/2012/05/11/psychology-of-color/>

“The Words We Speak” by Rosemary M. Wixom April 2013 General Conference.