

ShortCuts[™]

“One Voice to the Customer”

The “*ShortCuts[™]*” program allows the manager, supervisor, or team lead to facilitate a 15 to 20 minute discussion at staff or workgroup meetings to generate local applications and focus on the “*One Voice to the Customer*” program. Discussion leaders are provided with a DVD that has 6 content areas. The process of the *ShortCuts[™]* program is to use one of the content areas on the DVD every two to four weeks to keep customer focus issues in front of employees.

The DVD has six content areas:

- 1. *Fabric of the Business***
- 2. *Be the Customer***
- 3. *Listen to Customer***
- 4. *Know the Customer (Develop customer information)***
- 5. *Make an Emotional Connection***
- 6. *Service Recovery***

Discussion leaders play a selected DVD segment (each one is approximately 4 minutes long). After playing the segment, a discussion is facilitated about:

- 1.** The importance of this issue to the organization.,
- 2.** How well this content area is currently being addressed.
- 3.** What improvements in this content area can be made (organizationally and individually)?

Suggested questions on the reverse side of the *ShortCuts[™]* card assist the discussion leader in guiding the session.

Discussion Leader Directions

ShortCuts™: *One Voice to the Customer*

- 1. The DVD has six separate content segments.**
- 2. Use one content segment for each discussion.**
- 3. Hold your discussions about 2 to 4 weeks apart.**
- 4. Reproduce and distribute one copy of the Employee handout.**
- 5. You are provided with a card for each content segment to assist you with your discussions. Each card contains:**
 - a) An overview of the content in the segment.**
 - b) Suggested questions (on the reverse side) that will assist you in holding your discussions.**
- 6. Use the group's engagement as a guide for how long to spend on each question. Some groups may get involved in one question, want to explore it thoroughly, and spend the entire time on one question alone. On the other hand, if you're not getting involvement, you could:**
 - a) Divide the group in half and give each group one or two questions to explore and then report out the larger group.**
 - b) Ask the group what issues are more relevant to your organization and address them.**

End when the energy dissipates. Don't try to stretch out the session to meet an arbitrary time frame.

If you get great discussions, you can use the same content segment for your next session. Sometimes 15 to 20 minutes is not enough time to allow people to discuss the issues and improvements relative to a specific content area.