



A Guide for Leaders:

212° Service, by Mac Anderson

Includes printable worksheet for meeting participants

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Movie Discussion Questions

Kick off your meeting by playing the 212° Service movie. Before viewing the movie, ask thought provoking, open-ended questions to get attendees thinking and participating right from the beginning.

- First, have team members define “service.”
- When you think of 212° Service, what comes to mind?
- Have team members individually write down 2-3 “rules” that define great service.
- Capture all inputs on a flipchart and discuss. There will likely be many.
- View the movie (length 3m:00s).

After viewing the movie, it is important to differentiate between good and great service.

- How do these compare to the rules we listed before the film?



Book Discussion Questions

Provide copies of 212° Service to each meeting participant to serve as both a learning tool and a future resource to reinforce training ideas. Giving the book to participants prior to the meeting will allow people to read the material and come prepared for discussion. Books given at the beginning of the meeting allow for an interactive study of the material. *Printable worksheet provided for meeting participants.

What is the most important aspect of great service?

It starts at the top.

1. In what ways do we demonstrate 212° Service in our department?

2. Are you a servant leader? Are you committed to serving both our customers AND each other?

3. What are some ways we can demonstrate being a servant leader or employee?

4. Where can we find opportunities to thank and reward our people as well as our customers?

5. Customers must come second. How are we putting our co-workers first? What are ways we can improve on this? What is the atmosphere like in your department?

Questions continued on next page...

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6. What is our company vision?

7. How can we engage our hearts and minds in our daily service to fulfill our vision?

8. We want to strive to make our company/service a brand. What can we do together to accomplish this?

9. In serving our customers, it's important to demonstrate a commitment to excellence. Describe ways we show that we are committed to excellence. Where do we come up short and how can we fix it now?

10. Describe ways we can follow up with our customers and receive feedback on our service.

11. We only get one chance to make a first impression. What are ways we can approach our customers' needs to make this first impression positive?

12. When we do fail to deliver exceptional service, how can we win this customer back? How do we approach the situation? It is a company-wide concern, not just a departmental concern.

13. How can we improve our follow-up steps with our customers?

Questions continued on next page...

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14. How are we making our customers feel? Are we making them 'care' or 'compare?' In what ways does our competition exceed in this area?

15. How effectively do we communicate with our customers? Do we really know what they want? Do we ever ASK THEM how we're doing?

16. Celebrating success is crucial in any organization/service industry. How do we celebrate? Share ideas on how to improve recognition or celebrate successes, be it formal or informal awards.

17. Lastly, nothing is ever constant. We need to adapt to change, and be able to change fast. Are we tracking our progress? Track all areas: customer service, order/service fulfillment times, product availability, customer satisfaction surveys, etc.

CONCLUSION

"In business, when we talk about creating a service culture, most people will focus on 'customer service.' But 212° Service defines the service culture a little differently.

In addition to serving the customers, it is also about serving each other. In fact, you'll learn it's impossible to have one without the other."

—Mac Anderson