

PRACTICING WOWISM!

Ruby Service Pyramid

PEOPLE

MAKE MEANINGFUL
CONNECTIONS

PROCESS

GIVE THEM WHAT THEY
DON'T EVEN KNOW THEY WANT

CREATE EXPERIENCES

FOSTER HAPPINESS

DO WHAT WE SAY WE'LL DO

BE PREPARED WITH
THE RIGHT INFRASTRUCTURE



➔ For more information about the Ruby Service Pyramid, visit WWW.RUBYWATERCOOLER.COM

5-Minute Receptionist Makeover:

- In your greeting, include a salutation, the company name, and an offer of assistance: "Good morning! ABC Company. How may I help you?"
- Instead of "I don't think so," try "Let me look into that for you!"
- Instead of "I'm not sure," try "I'll be happy to find out!"
- Instead of "I don't know," try "Great question! Let me find out for you!"
- Instead of "Okay," try "Absolutely!"
- Instead of "Yeah," try "Certainly!"
- Instead of "I can," try "I'll be happy to!"
- When asked to do something, try "My pleasure!" instead of lackluster "Sure" or "Okay."
- Ask for information instead of demanding it. Instead of "I need your telephone number," go with the polite "May I have your telephone number?"
- Don't end statements with a question mark – instead, ask polite questions. Skip "Your name?" and instead opt for "May I say who's calling?"

10 Ways to Connect with Your Customers

Listen for...

What to do with it...



BIRTHDAYS

Send a hand-written birthday card. Throw in free service that day for an extra WOW!



NEW BABIES

Send a congratulations card or a new baby gift. Follow up at Mother's/Father's Day with another card full of well-wishes.



MOVING OFFICES

Send a plant, a gift basket of tasteful office supplies, or a gift card to a restaurant near their new digs.



THINGS YOU HAVE IN COMMON WITH A CLIENT

Send a link to an article about that commonality along with a note saying "thought you might find this interesting."



AWARDS & BIG DEALS INKED

Send your own branded award certificate or have a trophy made commemorating the occasion.



LANDMARK ACHIEVEMENTS

(e.g., completing a marathon, personal best golf round, child graduates from college)

Congratulate them through social media channels: post to their Facebook page or give them a shoutout on Twitter.



HOBBIES & INTERESTS

Ask them about that hobby next time you get a chance to talk with them.



FAVORITE SPORTS TEAM

Send a congrats email next time their team wins the big game.



SPOUSES & FAMILY MEMBER NAMES

Ask how their spouse or child is doing by name.



WHEN THEY'RE UNDER THE WEATHER

Send a notecard wishing them well. Mailing a box of herbal tea along with that card adds another touch of thoughtfulness.



receptionists