

# Train the Wow Factor

- 1 ♦ Wow Factor Award** - Give awards or other public acknowledgement.
- 2 ♦ Post It** - Share positive letters and emails from wowed customers.
- 3 ♦ Call Out** - Mention Wow Factor situations in meetings and newsletters and discuss them.
- 4 ♦ Talk About It** - Talk about The Wow Factor at every opportunity in casual conversation with staff.
- 5 ♦ Brainstorm** - Have open discussions with customer service staff and management about The Wow Factor.
- 6 ♦ Role Play** - Act out situations in groups, create examples.
- 7 ♦ Personalize It** - Send a personal, hand-written note to an employee's home in recognition of wowing a customer. They *will* talk about it to everyone.
- 8 ♦ Teach** - Train staff to do one thing that makes a Wow impact with every customer.
- 9 ♦ Life Experiences** - What Examples can you share from your interactions as a customer? Where were you wowed? What wows you?
- 10 ♦ Lead By Example** - Set the standard so employees know what's expected of them.

