

# How to start a Kindness Revolution™

June 11, 2008

# Our Most Important Challenge

- To eliminate indifference
- You must remember this: at the time of service, YOU are your practice

# Some Interesting Data

- 97.8% of respondents consider the display of values, such as kindness, to be either extremely or very important to their decisions of customer loyalty
- 100% of respondents prefer to work for the kinder company
- 100% of respondents prefer to do business with the kinder company
- 56.8% rated their current employer as less than “extremely” kind

Kindness Survey-2008

# Tell Me About Your Latest Experience

- Good?
- Bad?
- What do they have in common?
- How is this happening?

# What All Customers Want

- They want to be understood
- They want to feel welcome
- They want to feel important
- They want to feel comfortable
- They want to feel appreciated

# Make Them Feel Understood

- Practice Active Listening
- Agree with their feelings, not their statements
- Ask Questions
- Show Empathy and Regard

# Make Them Feel Welcome

- Greet Your Patient
- Engage Your Patient
- Make Eye Contact
- Smile

# Make Them Feel Important

- Stop Whatever Else You Are Doing
- Put Down the Cell Phone



# Make Them Feel Comfortable

- Give Assurances That You Can Help Them
- Keep Calm Under Stress
- Walk Them Through The Mine Fields

# Frequent Complaints from Customers

- Ineffective or inarticulate speech
- Inappropriate dress
- Negative non-verbal signals
- Poor listening
- Not responding quickly to problems
- Practicing defensive behavior

# Examples of Desired Corporate Culture:

- Friendly
- Responsive
- Innovative
- Professional
- Fun
- Empowered
- Community Oriented

# Create a Patient Bill of Rights

What employees can expect from us

+

What we expect from them

=

What our PATIENTS can expect

# Define your *lagniappe*

- It is “a little extra”
- Doubletree Hotels
- Hotel Preston
- Les Schwab Tires
- Security Bank of Dyersburg

# When it works, you:

- Create a differentiating factor
- Have increased customer loyalty
- Save your customer time
- Have a unique customer “story”
- Create customization in your product/service
- Have customers paying a premium
- Have emulation by competitors
- Think small, not big

*Tattoo by Rebecca Turner*

# The Kindness Revolution™ Initiative

- Non-profit corporation
- Mission to raise the awareness of the importance of kindness in leadership and service
- Done via recognition events, scholarships, and training

# Member Activities

- Logo on websites, vehicles, and offices
- “Spirit of Kindness” awards
- Scholarships in honor of kind acts
- “Days of kindness” celebrations
- Fundraisers
- Surprise gatherings
- Kind lines

**Proud Member**

**THE KINDNESS REVOLUTION**

THE COMPANY-WIDE CULTURE SHIFT  
THAT INSPIRES PREDOMINANT  
CUSTOMER SERVICE





# From Tom Peters:

“Commit yourself to performing one new ten minute act of exceptional customer service every day. Induce your colleagues to do the same.

Over the course of a year, in a 100 person organization, this will result in 24,000 new acts of kindness...and such is the stuff of revolutions.”