Welcome to the Think Yes to Care customer service training. My name is {insert name}, and this is {insert name}, and we will be your trainers for today. We are excited to spend this time together to introduce you to the Think Yes to Care customer service model.

The HD is a customer focused organization. Providing exceptional customer service is a high priority. So, it was determined that if customer service is a high priority, we should have an agreed upon vision of what exceptional customer service looks like and a model of behaviors that could be applied consistently across the department. And what’s great about the Think Yes model is that it’s easy to understand and remember, but it’s also extremely powerful.

As one DLT member put it, “it’s just guidelines for being a decent human being.” Which is really at the heart of customer service.

A little bit of background: This model was originally created over the course of a year with a cross-departmental workgroup in ICS. It was a combination of past Think Yes efforts at other County Departments as well as Kaiser’s CARE model. It’s been modified and adopted by the department as our department-wide customer service model.
When we think of customer service models, we often think of front line staff. But regardless of our position, we all have customers that we serve. Who would you consider to be your customers?

[Solicit responses]

The great thing about this model is that the application is very broad. When we refer to customers we refer not only to our external customers, but also to our co-workers, managers, direct reports, anyone who is in need of our services in that moment.
Why are we here?

- This IS:
  - A forum to learn techniques and approaches from each other
  - An opportunity to understand how the five service principles fit into our work

- This is NOT
  - A criticism of the great work you do every day

One of the strongest pieces of feedback we have received so far is the value in taking the time to really talk about what customer service means and to share our ideas and techniques with each other. Although we will be reviewing new expectations for our daily work, we hope that this training provides you with some new perspectives on how to best meet the needs of our customers and each other.

This is also not a criticism of the great work you do everyday. This model is simply to provide a shared understanding of customer service in the Health Department.

Before we get started, we will review some housekeeping items:
Housekeeping

- Bathroom/bio breaks/stretching
- Evacuation site

Review housekeeping
Bathrooms/biobreaks
Introductions

- Introductions (name, role, gender pronouns)
- Ice Warmer: What are the biggest customer service challenges you experience?

Participants Introductions
Go around the room or at their tables and ask each person to introduce themselves by name, role, and gender pronouns.

Icebreaker Activity

Activity: Record challenges on flip chart paper. Refer back to these throughout the workshop when a service principle addresses that challenge.
Since we will be working together closely over the next few hours, we would like to develop some ground rules to ensure we maintain a climate of respect.

[Review group agreements]

Is there anything you’d like to add that would help you feel you can fully participate today?
Training Objectives

• Upon completion of this training participants will:
  – be able to define the 5 Think Yes to Care Service Principles.
  – have experience practicing Think Yes to Care behaviors with coworkers.
  – be familiar with resources to effectively integrate the model into daily work.
ASK:
Participants to look at the “A message from leadership” handout in their blue folder

VIDEO:
Attached video message from Vanetta Abedllatif, ICS Director
The first service principle is about having a Think Yes attitude. Without looking at the model, what does this service principle mean to you? [ask participants to share ideas]

Go ahead and pull the Think Yes to Care model out of your folder.

Would someone please read this service principle and related behaviors? [have someone read the principle and behaviors]

This service principle doesn’t mean we say “yes” to every request. What it DOES mean is that we approach every situation with our clients and coworkers with a positive attitude and the intent to find a solution.
Think Yes Statements

<table>
<thead>
<tr>
<th></th>
<th>Instead Of…</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I can’t help you with that.</td>
</tr>
<tr>
<td></td>
<td>Next?</td>
</tr>
<tr>
<td></td>
<td>You have the wrong number, and you’ll need to call someone else.</td>
</tr>
<tr>
<td></td>
<td>Someone else must have made a mistake.</td>
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<tr>
<td></td>
<td>There aren’t any more appointments today.</td>
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<tr>
<td></td>
<td>I don’t work on that day, so I can’t help.</td>
</tr>
<tr>
<td></td>
<td>I don’t know.</td>
</tr>
<tr>
<td></td>
<td>It’s not my fault.</td>
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<tr>
<td></td>
<td>That won’t work.</td>
</tr>
<tr>
<td></td>
<td>It is time for my break.</td>
</tr>
<tr>
<td></td>
<td>We can’t do that.</td>
</tr>
<tr>
<td></td>
<td>Your application is denied.</td>
</tr>
<tr>
<td></td>
<td>I don’t have time to do that.</td>
</tr>
</tbody>
</table>

[Direct people to their Think Yes statements handout.]

Here are some examples of non-Think Yes statements that might be said in a customer service situation.

Can you think of a “Think Yes” alternative for [select examples from list]?
Think Yes Statements

<table>
<thead>
<tr>
<th>Think Yes!</th>
<th>Instead Of…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let me see what I can help you with.</td>
<td>I can’t help you with that.</td>
</tr>
<tr>
<td>Can I help you?</td>
<td>Next?</td>
</tr>
<tr>
<td>Here is the telephone number; let me connect you.</td>
<td>You have the wrong number, and you’ll need to call someone else.</td>
</tr>
<tr>
<td>Let’s see how we can straighten this out.</td>
<td>Someone else must have made a mistake.</td>
</tr>
<tr>
<td>Let me check what’s available.</td>
<td>There aren’t any more appointments today.</td>
</tr>
<tr>
<td>Although I’m not working on that day, I’ll find a coworker who can help you.</td>
<td>I don’t work on that day, so I can’t help.</td>
</tr>
<tr>
<td>I will find out.</td>
<td>I don’t know.</td>
</tr>
<tr>
<td>I’m sorry to hear that.</td>
<td>It’s not my fault.</td>
</tr>
<tr>
<td>Here are some options…</td>
<td>That won’t work.</td>
</tr>
<tr>
<td>I’m stepping out for a bit, but my coworker is going to help you with this question.</td>
<td>It is time for my break.</td>
</tr>
<tr>
<td>Let’s look at some options.</td>
<td>We can’t do that.</td>
</tr>
<tr>
<td>I’m sorry, you are unable to qualify at this time. Here are some other options.</td>
<td>Your application is denied.</td>
</tr>
<tr>
<td>This might take a little time. Let me do some research on this and I’ll be back in touch.</td>
<td>I don’t have time to do that.</td>
</tr>
</tbody>
</table>

- Here are some alternative responses.
- These aren’t necessarily the only or best responses for every situation, but they are a good starting point to help us Think Yes.
Activity #1

Let’s pair up with the person next to you for this activity. Think about a time in your own work experience or personal life where you had a Think No customer service experience or witnessed one and how it impacted you, then share with your partner. (6 minutes)

Ok, let’s come back together.

What are some of the words that describe how your experience impacted you?
Activity #1

Now, think about a time in your own work experience or personal life where you had a Think Yes customer service experience or witnessed one and how it impacted you, then share with your partner. (6 minutes)

Ok, let’s come back together. What are some of the words that describe how THAT experience impacted you?

Thank you all for sharing your experiences. And this serves as a reminder of the tremendous impact we can have on someone else’s day. So, in a nutshell, having a Think Yes! attitude is about bringing positivity, kindness, respect, and good listening to every interaction. Which brings us to service principle #2.
The second service principle is about being welcoming and friendly.

Would someone please read the principle description and behaviors? [Have a participant read the principle and behaviors]

This principle is about making a connection with and greeting the individual. The way you greet someone can leave a lasting impression. As Health Department staff, the clients’ first impression of Multnomah County is from you—this might include an observation of how we interact with each other. It also includes acknowledging and expressing gratitude for those you serve often, including your coworkers. And as we develop and build relationships, an important piece of this is appreciating the person, where they’re at, and their struggles.

Let’s take a look at some greeting standards and communication tips—go ahead and pull out the handouts in your packet.
Activity #2: Greetings & Communication

• Review the handouts
• How can you apply and maintain this principle to customers who are agitated, frustrated, or angry?
• What strategies would you use if the situation doesn’t improve?

Activity #2

Sometimes, the most difficult time to apply this principle is when we encounter angry or agitated customers. But this can be the time where it’s most critical. Being welcoming and friendly can often diffuse a tense customer service interaction.

Take a minute to review the handouts and then at your tables discuss how you can apply and maintain this principle when you do encounter agitated, angry, or frustrated customers and what strategies you would use if the situation doesn’t improve. (10 minutes)

What were some of the strategies and ways you can apply this principle that you identified at your tables?
“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

This wonderful quote from Maya Angelou sums up the heart of this principle. [Read the quote]

And also remember that our first impressions do last!
The third service principle is about being person-centered and culturally relevant. We’ll spend the most time talking about this principle because it applies to everything we do.

Would someone please read the principle description and behaviors? [Have a participant read the principle and behaviors]

Person centered services are about fostering strong relationships with those we serve and their families to better care for the whole person. They also ensure services are delivered with respect for cultural background and preferred language. Let’s watch a quick video demonstrating client needs not being met based on cultural and linguistic barriers.
[Play the language barrier video: https://www.youtube.com/watch?v=twINuqacDdY]

Take a few moments to reflect on the video with participants.]

How do you think the hospital could’ve been more patient-centered and culturally relevant? [Solicit responses from participants]

52% of our clients have a preferred language other than English. Many of these clients are Limited English Proficient and may have experiences like the one in the video.

This video shows what many of our customers experience, whether it’s a literal language barrier or just not understanding the complex health care system. Fortunately, we do have several tools to help with this issue.
MCHD Related Strategies

- MCHD policies and practices already in place to help us become person-centered and culturally relevant:
  - Person-Centered Primary Care Home Core Attributes
  - PH Core Competencies & 10 Essential Services
  - MCHD Mission & Vision statements
  - MCHD Strategic Framework
  - Cultural Competency policy
  - Professional and Respectful Workplace policy
  - Harassment Free Workplace policy
  - Interpreters and Language Access cards
  - Client advisory committees
  - Grievance and complaint processes
  - Client surveys
  - Trauma informed care
  - Equity and Empowerment Lens

Our goal of being person-centered and culturally relevant is not new!

*It is already written into our policies, practices, philosophies, and mission and vision statements which include:* [Read through strategies and direct people to the strategic framework and Equity and Empowerment Lens handouts]
Even with our best intentions, our words and actions can have an unintended impact. Now we want to share a video that illustrates that impact, and helps make the case for culturally relevant care.

[Play the Microaggressions video https://www.youtube.com/watch?v=8RfwnibEd3A ]

So, do you have any initial thoughts or reactions to what you just heard? Why do you think we had you watch this video? [Solict responses]

In an effort to be truly person-centered and culturally relevant, it’s important to consider the intended and unintended impact of your words. This will help keep interactions positive and Think Yes-oriented.

If you’d like to learn more about this topic, check out the “Interrupting Microaggressions” and the “OUCH” trainings on the MCHD training calendar.

[Refer participants to the microaggressions handouts for examples of microaggressions.]
Another tool to help us be person-centered and culturally relevant is through the use of empathy. Go ahead and pull out the Empathetic Communication handout.

[Review the Empathy and Sympathy definitions.]

*How do you think using empathy with our customers applies to this service principle? [Solicit responses]*

*Let’s watch another video to help show what empathy is and what empathy isn’t.*

[Play the Empathy video
https://www.youtube.com/watch?v=1Evwqu369Jw ]
Now that you’ve reviewed the handout and watched the video, let’s practice using empathy.

Take out the Empathy Activity worksheet and find someone to pair up with that you haven’t worked with yet today.

- Choose or create a scenario
- Develop a script that includes the statement from the client and an empathetic response from the staff
- Practice responding using the script with your partner.

[After activity]

Ok, let’s come back together. What challenges or thoughts did you have while developing your response? Was it easy? Difficult? [Solicit responses]

Just like with anything, developing skills that allow us to continually remain person-centered and culturally relevant takes practice. It can be especially difficult to do so after long frustrating days at work. How might you practice using empathy in your day to day work? [Solicit responses]
By continually refining skills and taking the time to actively focus and engage with our internal and external customers, we will strengthen relationships and prevent problems from occurring.
Another way we can assure a smooth experience for our clients is by being an educator. So much of what we do is offering information to people we interact with.

Would someone please read the service principle and behaviors? [Have participant read principle and behaviors]

Working in the fields that we do, we have a fairly high knowledge of the system, processes, and procedures. However, we need to remember that not everyone has the same level of understanding, and that certain factors may make it difficult to understand and retain the information that is given to them.

What parts of your job role make you an educator? [Solicit responses]
One concept that pertains to being an educator is health literacy. Health literacy is the degree to which individuals have the capacity to obtain, process, and understand health information and services needed to make appropriate health decisions.

And this concept can be applied to all of the work in the Health Department, whether you’re providing clinical services or not. Simply take out the word “health” in the definition.

Let’s watch a quick video to illustrate the importance health literacy. [Play Health Literacy video https://www.youtube.com/watch?v=BgTuD7I7LG8 ]

Why do you think we had you watch this video? [Solicit responses]

So, let’s take a minute to talk about plain language. What do you think plain language means? [Solicit responses]

Plain language is simply using common, easily understood words and phrases instead of jargon, technical language, and acronyms.

Using plain language is important so that clients can better understand
information related to their care. It is also important to use with coworkers and partners who may not be familiar with technical words or acronyms related to our work.
Another concept in health literacy that applies to our work and being an educator is teachback. Let’s watch a video that explains the concept of teach-back. [Play video https://www.youtube.com/watch?v=bzpJJYF_tKY ]

Teach-back is very simply finding methods to have customers demonstrate their understanding in a non-judgmental way. It’s always presented in a way that expresses our need to make sure we were clear in our explanation, not the other way around.

[Direct participants to the teach-back handout]
Activity #4: Plain Language/Teach-Back

• Reflect on the work you do with those you serve that would benefit from using plain language or teach-back.
• In pairs, discuss the scenario and how you would put the concepts into plain language or ask the other person to teach-back.

[Describe and then debrief the activity]
“Everyone you will ever meet knows something you don’t.”

– Bill Nye

This quote from Bill Nye is a great reminder in our work as educators. [Read quote]

As coworkers, we have an opportunity to learn from each other’s knowledge and experience.

This means that we should feel safe asking, and answering, questions that might arise from discussion.

We all have different learning styles, preferences, and personalities, and we all want to do the best job that we can and are capable of supporting each other in that goal. Which leads us to our final principle...
The final service principle is about being a positive and collaborative member of your team. Why do you think it’s important to have this as part of the customer service model? [Solicit responses]

Would someone please read the service principle definition and behaviors? [Have participant read the principle and behaviors]

[Review “Be a part of your team” checklist with the group.]
It’s critical that as co-workers, we interact in a supportive and respectful way that promotes collaboration and cooperation. Being a Team Player is not only about respecting each other, but about supporting each other whenever we can. This may be difficult to do in an environment where we are continually trying to provide care and fix people’s problems. We must remember that we are stronger when we work together.

Next, we’re going to watch a video that illustrates best practices in teamwork as seen in nature. [Play Teamwork video: https://www.youtube.com/watch?v=Wz7WsozDcZM]
Activity #5: Wisdom from Geese

• Take out the Wisdom from Geese handout
• Count off into groups of 5
• On flipchart paper, write what you learned from the geese that can be applied to your teams related to your lesson.

Next, we’re going to do an activity that helps us apply the wisdom from geese to our teams.

Take out your Wisdom from Geese handout. Count off into groups of 5 (group 1 will be the first lesson, group 2 will be the second lesson, etc). On your handouts, write what you learned from the geese that can be applied to your teams related to your lesson.

[After everyone is ready, have them share out and ask everyone to write the team lessons on their worksheets as the groups share.]

[Possible team lessons:
1. Those who share a common direction and sense of community get there faster and with greater ease because they travel on the momentum of others.
2. Stay in formation with those headed in the same direction as you. Be willing to accept their help as well as give help to others.
3. It is sensible to take turns doing demanding jobs.
4. Be sure to encourage one another.
5. Stand by the members of your team in difficult times as well as strong times before going out on your own.]
Activity #6: Appreciation

• At your table, take turns sharing the things you appreciate about your team.
One way that we can make sure we are fully present for our coworkers and clients is by taking care of ourselves.

Here is a list of ways you can promote self-care, though not an exhaustive list. And some of these are referenced in your handout.

Taking care of ourselves is an integral part of providing excellent customer service to colleagues and our clients, and to make help us create a positive atmosphere.
BRINGING IT ALL TOGETHER

We’d like to summarize everything we’ve learned over the past few hours together. Our final activity will help prepare us to apply the customer service model to our work.
Activity #6: Applying Think Yes

• Final activity!

Please take out the action plan handout and take the next 10 minutes to write out the actions you will commit to for applying each principle when you go back to work.
Training Wrap Up

Thank you!!

[Thank and dismiss the group.]