Smile, You’re Saving Lives

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HELLO I’M DOG

NICE TO MEET YOU
Your stories
True or False??

When I took this job I said to myself, “Gee, I would like to provide good customer service everyday. I think I will take a job at the local animal shelter.”
True or False??

On this job, I have only positive interactions with the public.
True or False??

I have never had an interaction with the public where I became defensive, angry and aggravated or said things that I shouldn’t have said.
Who are your customers?

- Adopters
- Pet owners
- ‘lookie loos’
- Microchip salesmen
- City officials
- Donors
- Homeless person who needs dog food
- Reporters
- Complainant
- Volunteers
Most challenging things customers have said or done
Us vs. Them
Why do people get angry?
Why do people get angry?

Feelings turn into anger, anger turns into hostility

Negative feelings are precursors to hostile behavior

Anger results when a customer feels put down, humiliated, judged, unimportant, etc
Customer Service Toolkit
Take charge of the things over which you have control.

• Your own presentation (attitude, body language, attentiveness, tone of voice, etc.)

• Physical space (how neat, clean, and orderly is the environment you welcome people into?)

• Your integrity (are you being honest, forthright, and treating visitors consistently?)

• Your humanity (are you being respectful, patient, open minded, and empathetic - and are you refraining from passing judgment)
Who We Are

FAITH IN THE CORE BELief THAT PEOPLE LOVE THEIR PETS

PATIENCE

GENUINE DESIRE TO FORM RELATIONSHIPS

RESPECT FOR PET OWNERS

FRIENDLY, OUTGOING NATURE

SENSE OF HUMOR

Photo courtesy of Emancipet
The 10-4 Rule

• If another human being is within 10 feet of you, you must make eye contact with him or her and smile.

• If another human being is within 4 feet of you, you must make eye contact, smile, and verbally acknowledge him or her.
. . .and be aware of those which you don’t

(but which you might be held responsible for nonetheless!)

• A visitor’s presentation (their attitude, mood, body language, schedule, etc.)

• Existing policies

• History (between the individual and the organization, the organization and the community, etc.)

• The weather, politics, the economy, world events, a bad start to the day, etc.
Conflict Resolution Basics

• Come back to basic customer needs and do something to make the customer feel welcome, important and comfortable.

• Listen with sincere attention.

• Acknowledge what they are doing right.

• Speak in a low, calming voice.

• Use a customer’s name.
It’s not what you say, it’s how you say it
Closed Questions

• Can only be answered yes/no
• Shuts down a conversation
• Often perceived as having a right or wrong answer
Examples

→ Do you have a fenced yard?

→ Can I help you?

→ Did you train your pet?
Narrative \(=\) invites a story

\(\rightarrow \) How would you describe that behavior in your home?

\(\rightarrow \) How can I help you?
Open questions

**Appreciative =** includes positive or “half-full” assumptions

➡️ What are your dog’s best features/qualities?

➡️ Tell me one of your favorite things about your cat?
Practice
Why is exceptional customer service so important?

• An unsatisfied customer will tell more people of his or her bad experience than a satisfied customer will tell of a good experience.

• It takes three to five satisfied customers to reach the same number of people as one displeased customer.

• Once they have experienced poor service, it is 12 times harder to convince an unsatisfied customer to come back to your agency.

• According to one study, 70% of customers leave a business because of a lack of attention from front line staff.
What will you try?
References

www.aspcaPRO.org

“Animal Friendly – Customer Smart: People Skills for Animal Shelters,” by Jan Elster

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If you don’t remember anything else from today...

www.aspcaPRO.org