Introduction

The purpose of the GREAT Customer Service Job Tool is to help disaster operations workers provide great customer service. This job tool includes:

1. A visual reminder for disaster relief operations workers of the importance of great customer service. This visual reminder may be printed and posted in common staff areas.
2. A tool that provides additional details on providing such service. The additional details could be printed and made available to workers during breaks or staff meetings.

This job tool is used in conjunction with the following doctrine:

- *Sheltering Standards and Procedures*
- *Job Tool: Operating a Shelter*

GREAT Customer Service

Red Crossers ...

Greet people and help them feel welcome

Respect cultural and other personal differences

Evaluate and clarify the expectations of those you serve

Address and respond to the needs of others

Thank people and verify that their needs have been met

American Red Cross

PREVENTING AND ALLEVIATING HUMAN SUFFERING
IN THE FACE OF DISASTER

Providing GREAT Customer Service

Whether we are interacting with clients, volunteers and staff, donors, partners, or the public at large, Red Crossers are dedicated to providing excellent service that satisfies or exceeds expectations. These guidelines reflect our core values. They are meant to enhance our support of the Red Cross mission to prevent and alleviate human suffering in the face of emergencies.

G.R.E.A.T Service Guidelines:

Greet people, and help them feel welcome

Every interaction is an opportunity to showcase how GREAT the Red Cross can be. Above all, the ***first*** interaction is the most important. To create a welcoming and positive environment, we will . . .

- Be visible and approachable.
- Be proactive and ready to assist.
- Be professional in attire, language, and etiquette.
- Watch for people who need help.
- Make eye contact, and greet someone you haven't seen or met before.
- Actively listen to a story or need.
- Acknowledge people who are waiting and offer comfort (water, snacks, conversation, etc.).

Respect cultural and other personal differences

We serve a diverse community with individuals who come from a variety of backgrounds, cultures, beliefs, practices, generations, abilities, gender identifications, and languages. To be inclusive and show respect for personal differences, we will . . .

- Attend training on diversity.
- Respect personal space and privacy.
- Display neutrality, regardless of topic or request.
- Be patient with people who need additional assistance and provide services to meet individual needs.
- Speak clearly and concisely, and avoid or explain internal jargon or acronyms.
- Recognize unique needs that will impact how a service is delivered. (e.g. location, disability, status, affiliation, English proficiency, etc.).

Evaluate and clarify the expectations of those you are serving.

We strive to fully understand the questions and needs of the people we are serving. To understand their needs, we will . . .

- Allow others to finish a thought before responding.
- Restate questions to ensure that we understand.
- Ask open-ended questions about information and resource needs.
- Clarify the expectations and desired outcomes of the person with whom you are speaking.
- Request additional assistance if necessary.
- Gather relevant information; this may include affiliation, status, and accessibility.
- Acknowledge complaints, and suggest next steps.

Address and respond to others' needs.

We understand each individual's needs are different and require prompt, professional, and thorough response. To address these needs, we will . . .

- look for teachable moments and chances for you to learn as well.
- check back with individuals to let them know you are working on their requests.
- continue to ask for clarification.
- acknowledge other's frustration.
- make appropriate referrals to valid resources.

Thank people, and verify that their needs have been met.

We take responsibility to ensure that expectations have been fully met. To verify needs have been met, we will . . .

- Ask for feedback and clarification.
- Verify that the question has been answered in full. If the question cannot be answered in full, explain what is possible and why.
- Provide appropriate contact information (e.g. ways to access partner agencies, etc.).
- Thank others (especially volunteers and donors) for their patronage and patience.

* Adapted from University of Illinois, University Library