



SPECIAL DELIVERY

Outstanding service stands out.

When the Secret Millionaires Club orders a pizza, they find the delivery guy lacks good people skills. Elena's neighbor Eddie has opened a new pizza place in town, also with tasty food and good prices. She shares Warren's helpful advice with him: A business can beat the competition with superior customer service. By hiring professional delivery personnel, Eddie soon has the most popular pizza place in town.

Great customer service is key to success.

Ask kids: People want to do business with companies that treat them well and with respect. So what makes for good customer service? What stores or web sites do you or your family like to shop at because of their quality customer service? Why might a business that has poor customer service fail?

Discuss how a business can stand out from the competition.

The next time you experience great customer service, point it out to your child. Did a store employee offer to help you find something? Did a business owner greet you with a smile? Did a company provide a service that was better than the competition?

Activities:

1. If your child has an odd job, brainstorm ways to keep customers happy and satisfied. Someone who watches neighbors' pets, for example, could offer the first sitting for free. Don't have an odd job? Pick one and think of creative ways to attract new customers and maintain current ones.
2. Have kids imagine they're creating a brochure that provides supermarket employees with tips for outstanding customer service. Think about what makes customers happy: Are employees educated about the supermarket's products? Are they friendly and considerate on the phone and in person? Do they listen to customers and help solve their problems? Include a catchy slogan to promote good customer service.
3. Put kids' customer service skills to the test by discussing how to handle this scenario: You work at a clothing store and a customer insists the shirt he is buying was advertised on sale. You can tell he is frustrated. What should you do?

Tip: Good manners are important in business—and in life. Encourage kids to get in the habit of using good manners such as “please” and “thank you” everyday. When a business owner or an employee uses good manners toward you, tell your kids how that makes you feel.

