

Chapter 1:

What's in a Name?

Welcome!

Congratulations on being selected to participate in *Remember Me*, a valuable training program designed to help you focus on remembering your customers and to help build lasting, beneficial relationships. The lessons and techniques described in this program can help you improve your memory and recall, increase the level of care you provide to your customers, and improve your overall job performance. In addition, this program offers a management strategy to help differentiate your organization from others in a competitive marketplace.

Remember Me means more than simply remembering a customer's name or face. It means making an honest, human connection with someone when many others are inclined to maintain anonymity. Remembering your customers and clients is the highest level of customer service. So often customers feel overlooked and taken for granted by the cold and faceless conglomerates they patronize. They don't feel wanted. They don't feel that their needs are taken into consideration.

Remember Me means making the extra effort to get to know customers and to understand their needs so you and your organization can better serve them. Many people know the names of clients, customers or



fellow employees, but are reluctant to use them, because they do not realize that recognition matters. In actuality, this could not be further from the truth. The value of personalization – knowing your customers’ name and understanding their interests – is arguably the most important way to earn trust and respect.

During this program, we invite you to step back and take a long, hard look at yourself, your actions, and your job performance. Really think about the customers you serve every day. Try to visualize their faces and try to remember their names. We want you to examine your own experiences on the job and as a customer yourself. How do you feel when someone remembers you? Does it make you feel more important, even special?

Remember Me provides concrete exercises to help you better remember the names, faces, and significant personal details associated with your customers. It also explores the importance of remembering those details.

Your group leader will direct you through each section of the program and facilitate a series of discussions over the next two sessions. The success of ***Remember Me*** hinges on the openness and sincerity of each and every participant. Ask questions as often as possible, and try to provide honest answers based on your personal experiences - there are no right or wrong answers or questions.

During each section of the training, you will see a series of video presentations that depict common scenarios that you may encounter on the job. You will also perform a few written assignments and participate in valuable role-play exercises.

The Participant Book

Your ***Remember Me*** participant book guides you through each session and section of the training program. Use it to follow along, take notes, and locate presentation material and exercises.

Once you complete the ***Remember Me*** training program, keep the participant book for future reference and practice.

As you watch the following scene, take a moment to think about your job, your organization, and your customers. How often do you recognize your most loyal customers? How often do you remember their names? After the video, your group leader will walk you through the following exercise:

Exercise 1

1. What does your name mean to you?

2. How are the customers' reactions different depending on if the employee remembers their names?

3. According to the narrator, why is it important to remember a customer?

4. What are some of the lessons you are going to learn through this program?

Your Name is Your Identity

A person's name is a precious possession. It carries more significance than any other word. A name does more than make someone stand out from the other faces in the crowd. It helps define a person to the outside world. It establishes an identity that everyone else can recognize.

People value their names and the capital they bring to any conversation, interaction, or relationship. People go to great lengths to protect their "good names" or to build on their reputations, or to reinvent themselves in the eyes of others.

People also love to hear their own names. More than any other word in any language, their names often sounds best to their own ears. It gives them a jolt when recognized by a friend or acquaintance. That recognition almost always generates an immediate, positive reaction that affects the upcoming experience for the better.

Think about how your interactions with customers and co-workers can change as a result of something as simple as remembering a name. When you unexpectedly and successfully remember someone's name or face, you immediately make her feel special. You tap into a powerful and valuable skill that won't go unnoticed or forgotten by your customers, your fellow employees, or top management. When you make someone feel special he becomes more likely to notice and appreciate your efforts. In addition, when you make your co-workers feel special you foster relationships that can help you down the road. They may be more likely to do you a favor or help you with a problem situation.

Most individuals do not remember the names and faces of people they do not see or interact with routinely. Introductions

at meetings, short conversations at parties, a handshake with a husband or wife of a friend all seem to go in one ear and out the other.

Using Remember Me

By employing the **Remember Me** program, your organization recognizes a need for improvement and has chosen to put its trust in you. Your organization acknowledges the ideals and concepts presented in **Remember Me**. It supports the techniques the program teaches and wants you to apply them to your day-to-day job.

Remember Me examines the importance and purpose of remembering your customers' names and faces, the barriers to learning and remembering, and skills you can use to improve your memory. This program will:

- *Describe the reasons for remembering and using names*
- *Define the customer experience and how customers interpret and react to an employee who remembers them*
- *Briefly discuss how the brain acquires, processes, and stores information*
- *Recognize the important details you should remember about customers and your interactions with them*
- *Identify several techniques for remembering and using names and recognizing faces*
- *Discuss how to utilize proper name etiquette*
- *Convey how remembering your customers' names can help you defuse problem situations*

Remember Me helps improve your interactions and relationships with your customers and, as a result, it increases your job performance and your importance to your organization.

Remember Me helps make you a more valuable member of your organization. When managers and supervisors see you using the skills you learn in ***Remember Me***, they will be more likely to recognize you for advancement or promotion. ***Remember Me*** helps you to put a smile on your customers' faces and will make you a person sought out by the customer. Each participant may approach ***Remember Me*** differently but, after you finish the program, we expect the results of your efforts to positively influence your encounters with customers, your overall job performance, and your working environment.



Chapter 1 Review:

Points to Remember

- **Remember Me** means getting to know customers to better understand and serve their needs.
- A person's name is a precious possession.
- Most people don't remember people they do not see or interact with routinely.
- Remembering and using your customers' names will improve your daily interactions with customers, your job performance, and your working environment.

Assignment 1

1. How does it feel when an employee at a business or company you patronize remembers your name?

2. How does it feel when they do not remember or use your name?

3. Do you remember the names of your customers? Why or why not?

4. What are some advantages to remembering and using a customer's name?

5. Do you think there are any disadvantages to remembering and using the names of your customers? If so, what?

6. What skills do you think are important to remembering and using a customer's name? (Be specific).
