

A close-up photograph of a woman with blonde hair and blue eyes, smiling warmly. She is holding a white rectangular sign in front of her face. The sign has the word 'REMEMBER' in a thin, blue, sans-serif font, and the word 'me' in a large, bold, blue font with a yellow outline. The background is slightly blurred, showing more of the woman's face and hair.

REMEMBER  
**me**

**REMEMBERme**  
dramatically improves your employee's  
ability to remember and easily use a customer's  
name and overcome roadblocks to remembering -  
significantly improving their overall customer service experience.

Using a customer's name is part of their overall customer-service experience.

### **Mastering REMEMBERme will:**

- *Build a brand around customer care.*
- *Provide a higher level of customer experience than your competitors.*
- *Master a skill that will get customers to return again and again.*

Overcome your  
employees'  
mindset and  
eliminate  
roadblocks in  
remembering and  
using a customer's  
name, raising the  
level of customer  
service on every  
interaction.

**This training program gives your employees the tools and techniques for growth and service success and will also:**

- *Help you understand that a person's name is a precious possession.*
- *Eliminate roadblocks to remembering and using the person's name.*
- *Value the significance of your customer's overall experience.*
- *Determine what you should remember—and why.*
- *Provide REMEMBERme tools you can use to remember and use your customers' name.*
- *Use proper name etiquette.*
- *Improve your memory for all kinds of facts.*
- *Help you learn the importance of using their name every time.*
- *Understand how memory works.*



# "YOUR NAME IS YOUR IDENTITY!"

WHEN YOUR EMPLOYEES MAKE AN  
HONEST, HUMAN CONNECTION AND  
CALL CUSTOMERS BY NAME, THIS SIMPLE  
COURTESY HELPS BUILD LASTING,  
BENEFICIAL RELATIONSHIPS.

## Recognition Matters!

Many people know the name of a client, customer or fellow employees, but are reluctant to use it—because they do not realize that “recognition matters!” To understand that recognition matters to everyone, ask yourself:

- *How do you feel when someone calls you by name?*
- *Does it make you feel more important, even special?*
- *How often does your bank, phone provider, credit card provider, government office, supermarket, restaurant, retailer, or health care facility call you by name?*
- *How would you feel if they always remember your name and used it?*

## Why Don't We Remember and Use Names?

1. Indifference
2. Fear
3. Lack of Training

This **REMEMBERme** program helps you to easily recognize and remove these barriers and change your mindset.

## What is the Value of the **REMEMBERme** Program?

People love to hear their own name. This program trains employees to recognize the importance of making customers feel important and cared for—generating an immediate, positive reaction that affects the relationship.

When so many customers feel overlooked and taken for granted, remembering your customers' and clients' names is the highest level of customer service. Something as simple as remembering a name can affect your interaction with customers and co-workers, and make them feel special.

Remembering and using a customer's name"

- *Increases your level of care.*
- *Improves your overall job performance.*
- *Makes customers feel wanted and taken care of.*
- *Helps you to get to know and better understand your customer's needs.*

## The Importance of Remembering Names

The **REMEMBERme** 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 detail you should remember about your customer and your interactions with them.
- Identify several techniques for remembering and using names and recognizing faces.
- Learn to utilize proper name etiquette.
- Understand how remembering your customers' names can help you defuse problem situations.

## What's in It for Your Employees?

**REMEMBERme** employees realize that they would rather work with a smiling, pleased customer, client, co-worker or vendor than "the other kind," and providing a high level of this personal touch makes them a "sought-out" customer service provider.

**REMEMBERme** trained employees:

- Have a positive influence in encounters with clients.
- Improves their interactions and relationships on all level.
- Discover this service affects their overall job performance.
- Enhance the general work environment.
- Receive recognition for advancement or promotion.
- Increase their value and importance to the organization.

## Powerful Customer Care

**REMEMBERme** provides the mindset and skills training for improving job performance and everyone benefits: customer, company and employee.

Remembering and using a customer's name is the first step to going above and beyond, over-delivering on their expectations.

Using a person's name carries more significance than any other word.

## 11 Simple Steps for Remembering and Using Names

- |                                    |                       |
|------------------------------------|-----------------------|
| 1 Pay attention                    | 6 Connect information |
| 2 Avoid distractions               | 7 Get organized       |
| 3 Learn a name as soon as possible | 8 Visualize           |
| 4 Use the name early and often     | 9 Rehearse            |
| 5 Engage your senses               | 10 Use affirmations   |
|                                    | 11 Stay motivated     |

Step 1 is so important, we say it again:

# Pay attention!

REMEMBER  
**me**



After 38 years of experience, Service Quality Institute is the global leader in helping organizations create a service culture built around the raising the bar on providing customer service—and using a customer's name is the highest level of delivering exceptional customer service.

## Facilitator package includes:

### Leader's Guide:

The Guide contains everything needed to plan, organize and teach. Easy-to-follow scripted workshops, preparation checklist, room layout ideas, discussion questions and answers, training tips, and video scripts are available for facilitators in each location. Leader Guide includes participant manual text so the facilitator doesn't have to jump between Facilitator's Guide and Participant's Manual.

REMEMBERme is a program that is easy to implement.

**Video:** Each location receives two DVDs (43-minutes) each containing a series of skits that demonstrate the principles of REMEMBERme, and general group discussions and experiential learning.



**Participant Materials:** Each team member receives a 6" x 9" beautifully packaged 101-page, easy-to-understand participant workbook that has homework and exercises used throughout the two sessions. It's designed so each team member will use the book and master the REMEMBERme concept and mindset. They also receive a Certificate of Completion, Technique Cards and REMEMBERme Performance Standards.

Implement the training in 2 sessions of 2-3 hours each, spaced one week apart. (3-4 hours each in developing countries.)



In Service Quality Institute's 38 years of training and customer service, they have created over 30 off-the-shelf programs—and has customized programs for Federal Express, Skye Bank In Nigeria, Unicomer In El Salvador, Banco G&T Continental Of Guatemala, K-Va-T Food Stores, Bank Of Communications In China, U.S. Armed Forces (to name a few), and other firms across the world.



John Tschohl is the Founder and President of Service Quality Institute, the global leader in customer service. Author of *Achieving Excellence Through Customer Service*, *Loyal for Life*, *The Customer is Boss*, *e-Service*, and *Ca\$hing In*, John Tschohl has been called a "customer service guru" by *USA Today*, *Time* and *Entrepreneur* Magazines. John uses leading-edge learning systems like REMEMBERme to help organizations create a service culture.



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