



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 websites 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 why standing out from the competition matters.

If two businesses sell the same things, but one has better customer service, which would you buy from? What if prices were a little bit higher or the selection of products a little more limited, but the customer service was significantly better? Many people choose the business with the best customer service. Why does good customer service make such a difference and keep customers coming back for more?

Activities:

1. If kids in your club have part-time jobs (even unpaid), brainstorm ways for them to keep customers happy and satisfied. Someone who watches neighbors' pets, for example, could offer the first sitting for free. Club members don't have jobs? Pick a few and think of creative ways to attract new customers and maintain current ones.
2. Have kids create a brochure that provides supermarket employees with tips for outstanding customer service. Think about what makes customers happy: Are employees educated about the supermarket 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.

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” every day. Provide an example of a businessperson or colleague using good manners toward you, and tell kids how that makes you feel.

