

A man and a white dog are sitting in a field of yellow flowers, viewed from behind. The man is wearing a red shirt and the dog is wearing a purple collar. The background is a lush green field with many yellow flowers.

Michelson Found Animals

**Customer Service:  
It's more than please and  
thank you**



# Hello!

**Gina Knepp**

National Shelter Engagement Director

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916-230-4533

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# Goals for today

Learn something new

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Tell someone you work with  
what you learned

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Laugh a little

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Reflect over the next few days  
about your customer service style

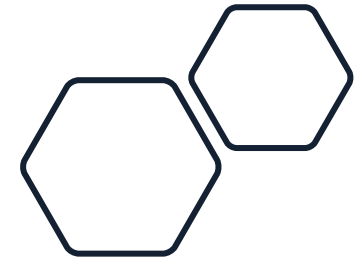
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Who do you **love** the  
most in the whole wide  
world???????

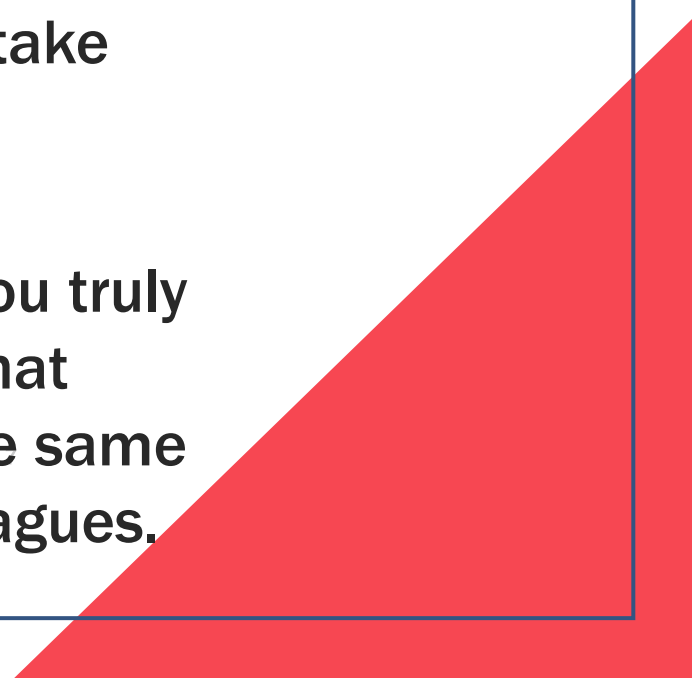
# What is your culture?

*Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team members. Think of it as the collection of traits that make your agency what it is.*

**Your personality.**



# **Incredible customer service is an inside job.**

- **Excellence starts with how we treat one another. Better yet, how we treat each other behind our backs.**
  - **When you take great care of your employees and coworkers, you can reasonably expect them to go above and beyond to take great care of your customers, including the animals.**
  - **Your external customers can sense whether and when you truly care about them as individuals; the best way to create that sense of genuine care for your customers is to create the same sense of genuine care toward your employees and colleagues.**
- 
- A large red triangle is positioned in the bottom right corner of the slide, pointing towards the top right. It is partially cut off by the right edge of the slide.







I think that if you care about someone and you got a little love in your heart, there ain't nothing you can't get through together.

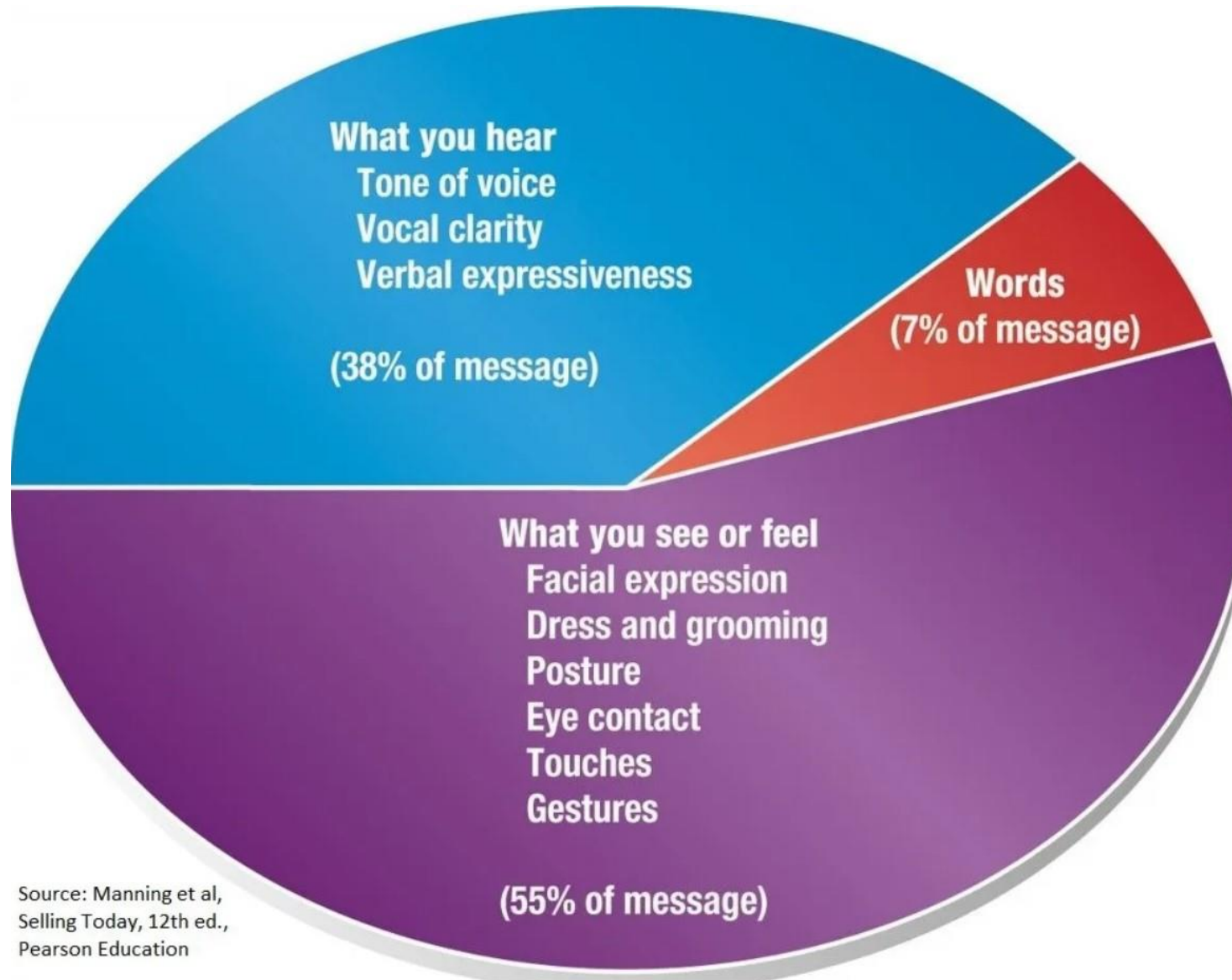
Ted Lasso



# The Holly Effect







Source: Manning et al,  
Selling Today, 12th ed.,  
Pearson Education





**Words = 7%**

# The 12 Most Persuasive Words (words do matter)

You

Money

Save

New

Results

Health

Easy

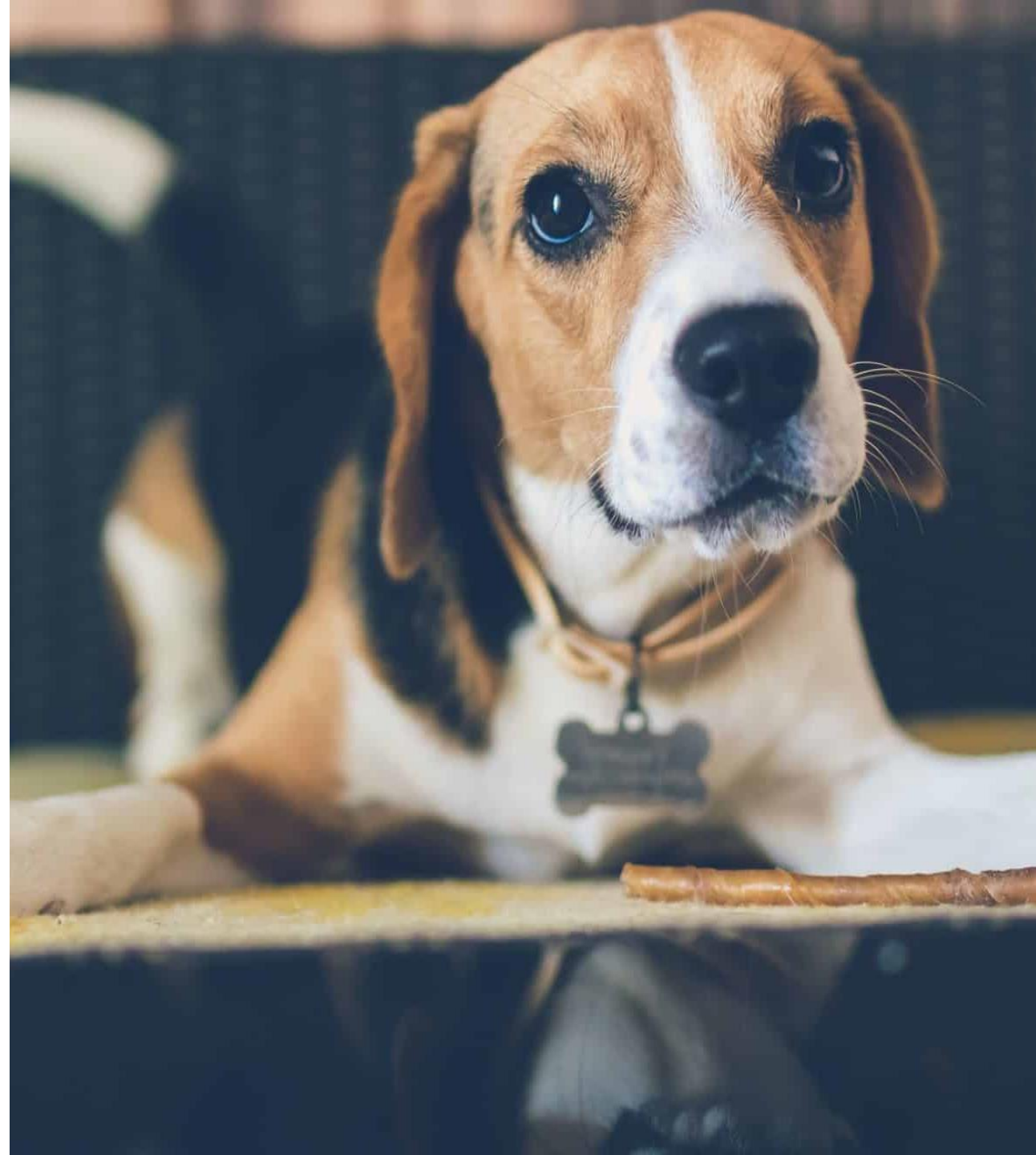
Safety

Love

Discovery

Proven

Guarantee



I'd **love** to help **you save money**. By getting your dog/cat a **new** ID tag and keeping your microchip registration up to date, it will not just ensure the **safety** of your pet, but it is **proven** to help you get your dog/cat back quickly if they become lost, that's a **guarantee**. We offer chips and tags at the lowest price available. It's so **easy** and the **results** are amazing. While we are at it, how about we get your dog/cat scheduled for a neuter/spay surgery? We know that their **health** improves greatly if they are fixed.

*'Talk is a revelation and what it reveals is that a game you have been playing nearly every day has a set of rules you didn't even know about'*

Ian Leslie, author of *Curious* and *Born Liars*

*'* talk *'*  
*the science of conversation* ,

ELIZABETH STOKOE

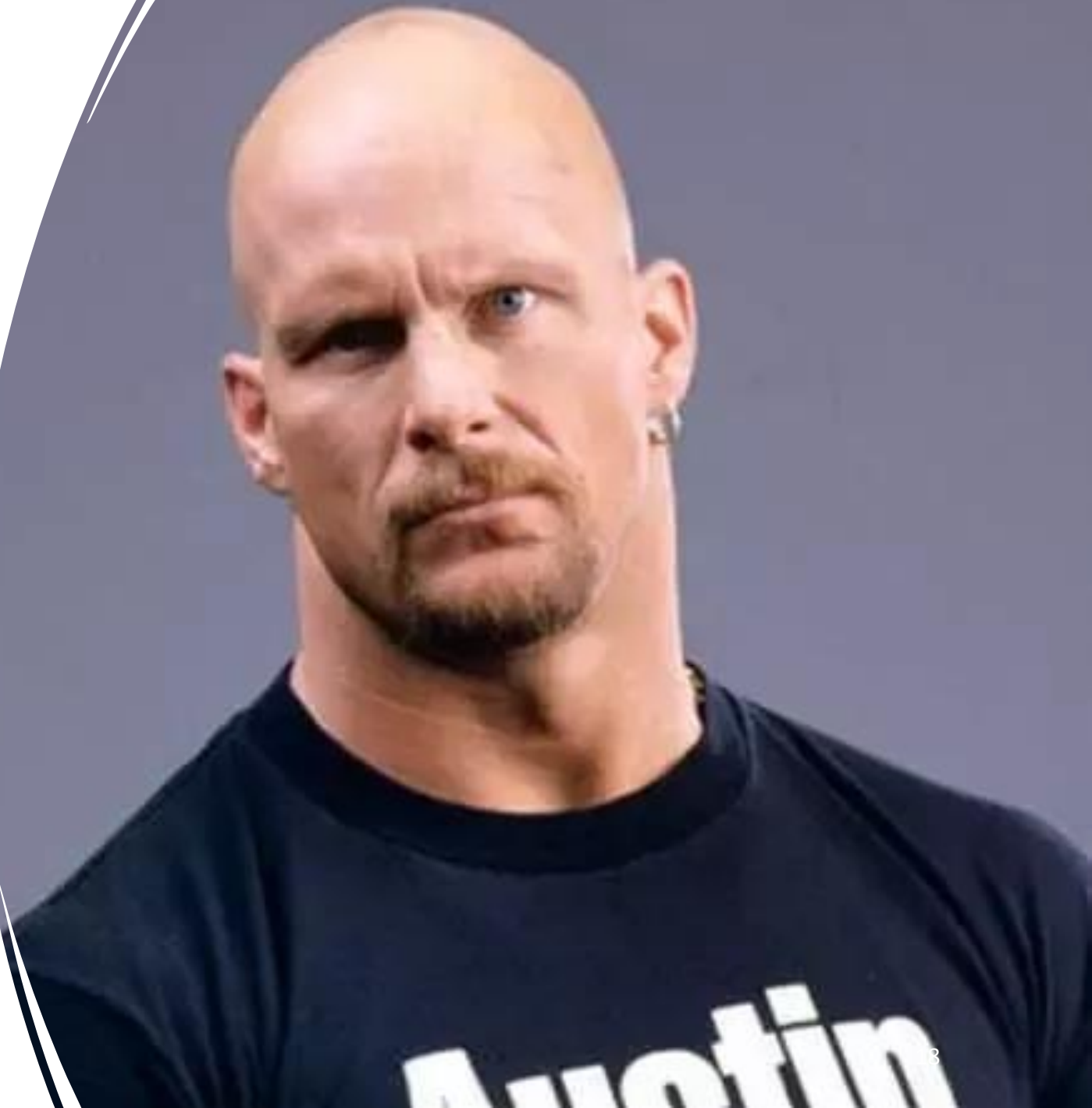





**Tone = 38%**

**Don't look  
at me in  
that tone.**

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A man with dark hair, wearing a dark blue button-down shirt, is smiling broadly. He is positioned in the center of the frame against a blurred background. Overlaid on his chest in white, bold, sans-serif font is the text "You Dummy!".

**"You  
Dummy!"**





**Body Language=55%**



**SMILING GIVES YOU WRINKLES.**



**RESTING BITCH FACE  
KEEPS YOU PRETTY.**



## Six Basic Emotions

- Sadness
- Happiness
- Fear
- Anger
- Surprise
- Disgust





THE LEADER'S GUIDE TO

# UNCONSCIOUS

# BIAS

HOW TO REFRAME BIAS,  
CULTIVATE CONNECTION, AND  
CREATE **HIGH-PERFORMING** TEAMS

**PAMELA FULLER &  
MARK MURPHY** WITH **ANNE CHOW**  
CEO, AT&T BUSINESS

**Implicit Bias:** Attitudes we have toward specific groups of people. These are automatic thoughts that pop into your head without your control.

## How to modify your biases:

- Understand they exist/awareness
- Understand the implication of those thoughts/consequences
- Be active in your personal fight against bias





This guy was looking for his lost dog.

The dog I thought he  
was looking for.





The dog he was  
looking for.





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**Sometimes Animal  
Welfare has a cruelty  
to people problem.**

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# Customer Conversations







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**I need help.**

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**My cat got hit by a car. I can't afford the vet bill. I don't have \$4200. What am I supposed to do?**





**If you can't  
afford an  
animal,  
maybe you  
shouldn't  
have one.**

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“WHAT WE DON'T  
NEED IN THE MIDST  
OF STRUGGLE IS  
SHAME FOR BEING  
HUMAN.”  
- BRENE BROWN



But most of  
us do not  
have an  
extra  
\$4200  
sitting  
around.





## #1 – Acknowledge

“I am so sorry this has happened to you and your cat. I can only imagine how you must be feeling. ”

## #2 – Focus on solutions

#3-When there are no good solutions, there can always be kindness and compassion



I may shake things up  
at the office today  
by being in a  
good mood.



som<sup>ee</sup>cards

What about  
those darn  
returns?





## What about testicle talk?



Has anyone taken her call?





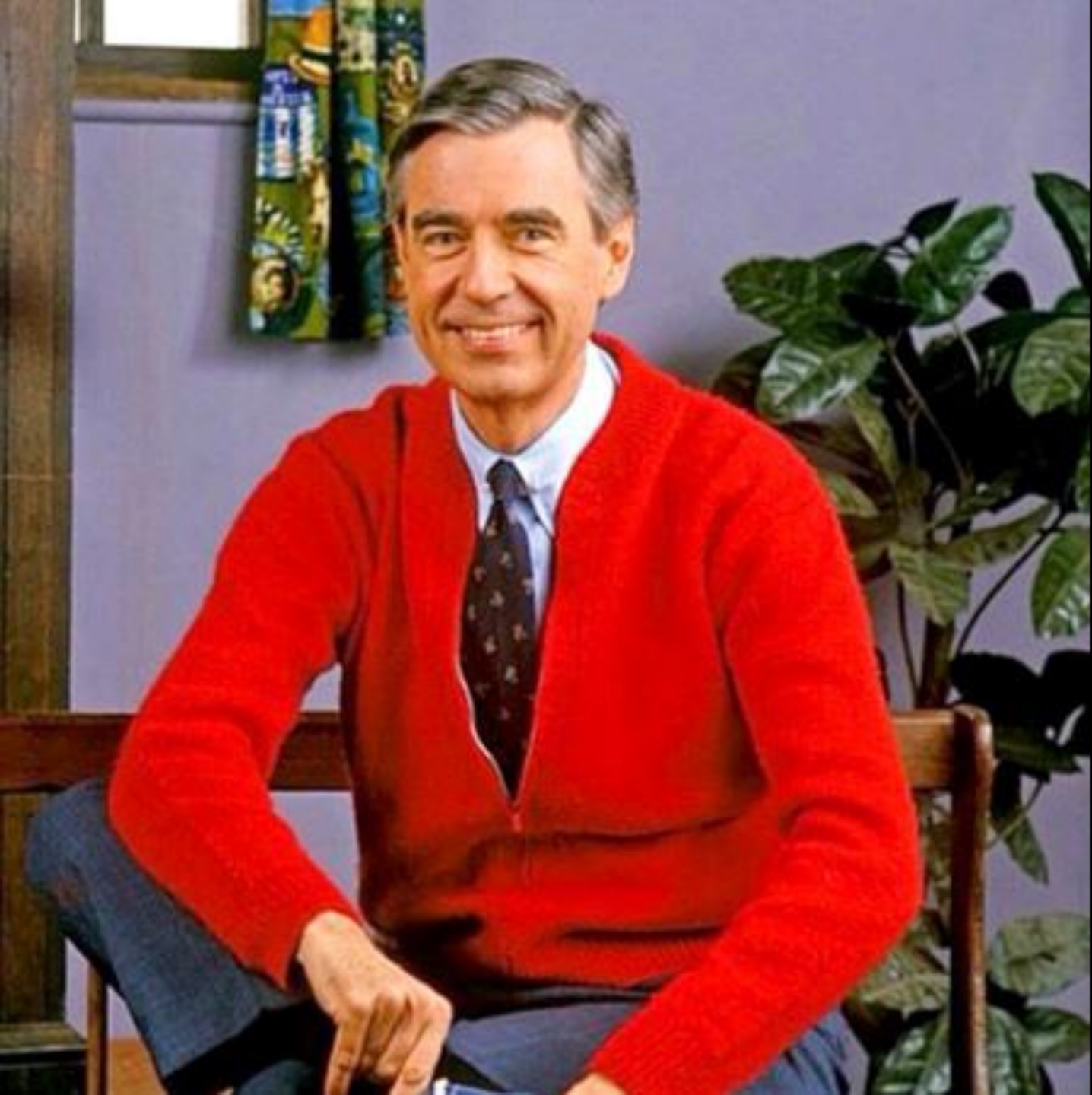
"You know what the happiest animal in the world is? It's a goldfish. It's got a 10 second memory. Be a goldfish! "



# What about volunteers????



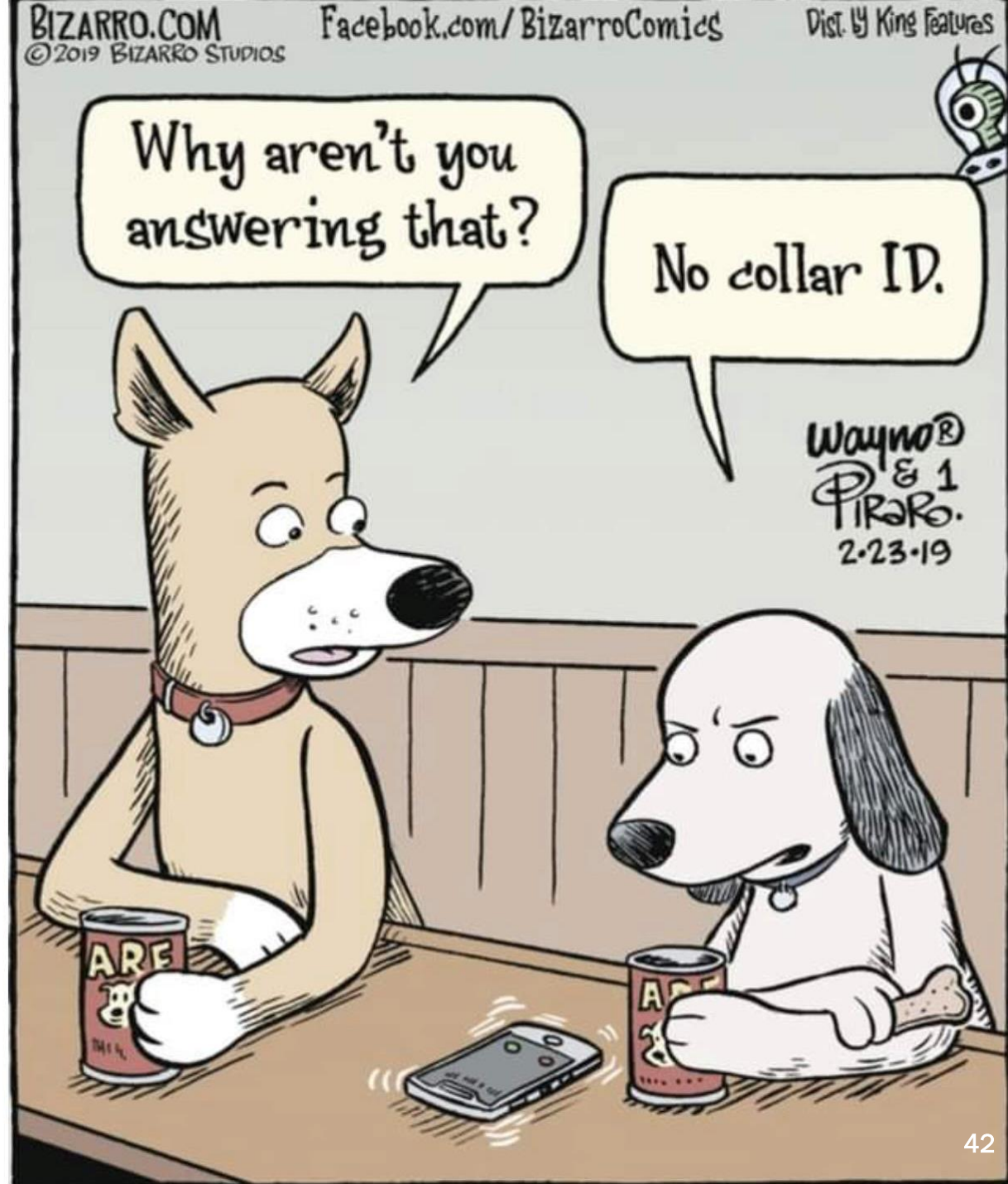




**“ There are  
three ways to  
ultimate success:  
The first way  
is to be kind.  
The second way  
is to be kind.  
The third way  
is to be kind. ”**

**—MISTER ROGERS**

# Dog Humor





**Remember the person you **love**  
the most in the entire world  
and what it is you wish for  
them. Now go out and deliver  
that to others.**

# Gina Knepp

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**Thank you**  
**Michelson Found Animals**