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# Crowning the Customer

## Newsletter 2

### *Quote of the Month*

*If you have an apple, and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea, and I have an idea and we exchange these ideas, then each of us will have two ideas.*

*George Bernard Shaw.*

## Welcome Back!

Remember back in training we talked about the 1% solution – do things just a little at a time?

We will continue to give you quarterly articles giving you guidance, motivation and information to keep you going, and ultimately, keep the entire location motivated and encouraged to continue to “**Crown the Customer**”.

When we try to make major changes at once the momentum falls quickly. Take exercise as an example. Most of us, from time to time, realize that we need to exercise more. So every once in a while, we get this burst of energy and go out for a super long walk (or if we are lucky, even jog some of it!). Let's assume we actually go 5 miles.

What are the odds that we could continue that walk every day for the rest of our lives?

Probably a little unrealistic for most of us. This is where the 1% solution comes in – instead of trying to do too much too quickly, create habits by making little bits of change a time – 1%. Instead of trying to walk 5 miles every day right from day one – lets walk a little bit more each day. Before you know it – it has become a habit!

It takes our body between 21-28 days for something to start to become a habit.

The little improvements each person made a month ago are probably automatic now (that is if they continued to do it every day!).

Customer Service habits are just as easy to create, hold and make part of our everyday life as long as we make 1% changes each day.

## The Waiter and the Doctor

A Doctor and his wife are sitting in a fancy restaurant when, suddenly, across the room one of the waiters grabs his chest and falls to the ground.

Panicked, the hostess asks, “Is there a doctor anywhere in the room?” The doctor immediately identifies himself, but when asked if he can help, replies, ‘I’m sorry, that’s not my waiter.’”