

Provide member service that will **LAST**.

“Seek first to understand, then to be understood.” –Stephen Covey

Listen Actively

- ◆ Enquire
- ◆ Encourage
- ◆ Paraphrase
- ◆ Summarize

Acknowledge

- ◆ Acknowledge
- ◆ Apologize
- ◆ Empathize

Solve

- ◆ Ask “Fact-Finding” questions
- ◆ Explain what happened and why
- ◆ Ask member how they want this resolved
- ◆ Explain options with Pros (+) and Cons (-)

Thank

- ◆ Accurately process the request
- ◆ Thank member for bringing this to our attention
“Thank you for this Coachable moment of Learning.”

