

Week 2 – Why it is important to ace the 3Rs

The 3Rs and Positive word of mouth: To receive positive word of mouth service has to be reliable, responsive and focused on building relationships. Only high scores (9 or 10) get people to recommend a business.

Who: all employees
Time: 10 minutes
Required: computer with access to internet (possibly projector)
handout “[3Rs of Whistler’s Service Solution](#)”
“[The Milkshake Moment](#)” by Steven Little

Exercise:

- [Watch this video](#) with your team! Mark Colgate explains how research connects the 3Rs with creating world class experiences.
- Read over “[The Milkshake Moment](#)” by Steven Little with your team and discuss how each of the 3Rs could apply to this story.
- Review Mark’s message and discuss what it means for your business. Use examples.

Tip:

To help incorporate the language into your organization use the 3Rs as action verbs. *We are reliable, we are responsive, and we build relationships.*

To view other weekly steps [click here](#)

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