

Week 1 – Introduce the 3Rs

The 3Rs are Whistler's Service Values! Research has determined what customers expect from their interactions with businesses and their employees. Listen to Mark Colgate, Professor at UVic's Gustavson School of Business, how he explains the 3Rs. Discuss what the service values mean for your organization.

Who: all employees

Time: 10-15 minutes

Required: computer with access to internet (possibly projector)
handout "[3Rs of Whistler's Service Solution](#)"

Exercise:

- [Watch the video.](#)
- Discuss with your employees the order of importance of the 3Rs. You can use the worksheet to facilitate the discussion.
- Research has shown that the 3Rs have a particular order of importance. What is the order?
 - A. Relationship building, responsiveness, reliability
 - B. Responsiveness, relationship building, reliability
 - C. Reliability, responsiveness, relationship building
 - D. Relationship building, reliability, responsiveness
- Watch [Mark's response](#)
- Distribute handout (ask team members to bring handout to future meetings)

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

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