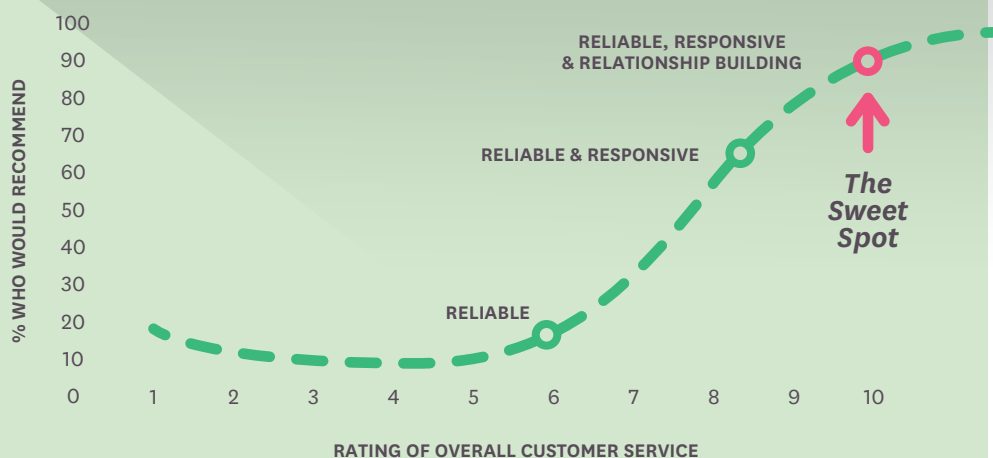
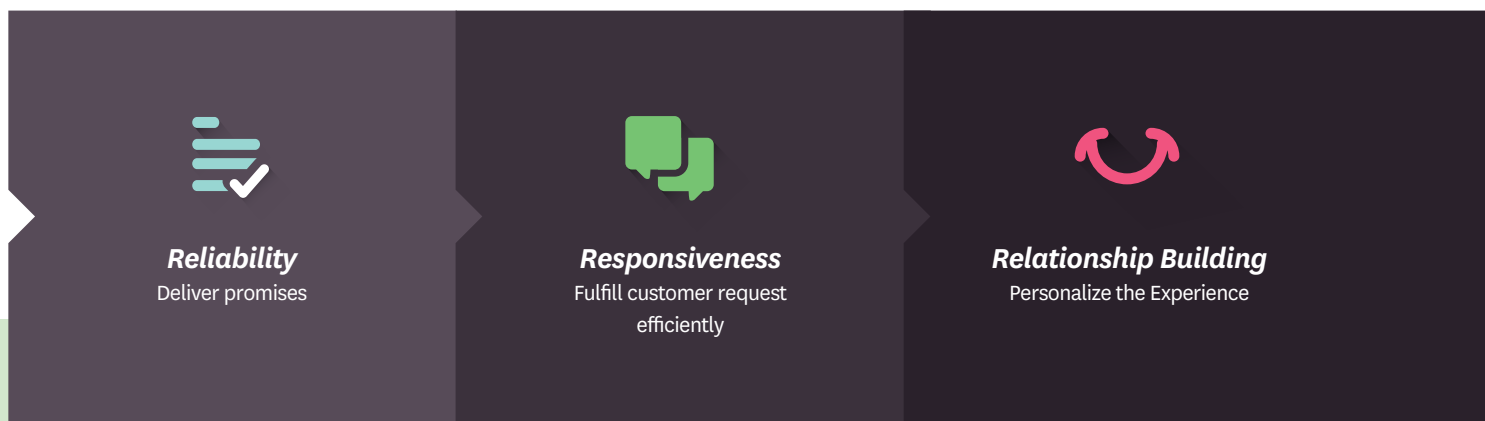


Whistler's Service Values - the 3Rs

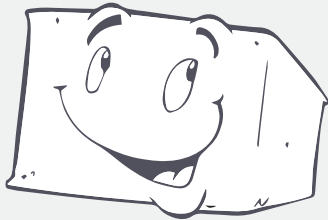
Learn about the 3Rs and how customers rank service quality
Get all 3 right and customers keep coming back



Why acing the 3R's is so important:

To receive positive word-of-mouth the service has to be reliable, responsive and focused on building relationships. Only high scores get people to recommend a business.

Use TOFU as a tool



**Always use TOFU
...(especially if there
are challenges) by
“taking ownership and
following up”**

- Confidently lead the conversation
 - Get answers to customer questions you don't know
- Don't pass customers off to other employees unnecessarily
- Effectively deal with complaints

1

Reliability

- Perform as promised
- Know your products & services
- Give advice and educate
- Know how to perform the transaction
- Communicate clearly
- Avoid errors
- Dress and groom appropriately
- Be proactive
- Be able to solve problems

2

Responsiveness

- Demonstrate willingness to help
- Ask the right questions and listen
- Provide efficient service
- Inform the customer of process & delays as required
- Minimize customer effort
- Respond efficiently to customer questions
- Use clear and concise communication

3

Relationship Building

- By being reliable and responsive we build relationships
- Be in the right mindset and exhibit a positive attitude
- Greet immediately
- Personalize the interaction
- Discover similarities through great conversations
- Make genuine compliments when appropriate
- Close the interaction

The Whistler
Experience

Whistler
Chamber

Gibbons
WHISTLER SINCE 1979

WHISTLER

The Whistler Experience™ is
made possible with fee for
service funding from the
Resort Municipality of Whistler

and in partnership with

WHISTLER BLACKCOMB

TOURISM
WHISTLER