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We exist to serve others so they may better serve the world. <sup>SM</sup>

## EngageMe Ideas

EngageMe...the voice of your customer is intended to supplement your existing customer service training program(s). Here are some ideas to get the most out of the EngageMe resources that are currently available.

- Show the EngageMe video at an all-employee general session, and follow it up with a group discussion on customer engagement.
- Show the EngageMe video during New Employee Orientation and follow it up with a discussion on the importance of engaging all customers.
- Display the EngageMe posters throughout the organization to reinforce your commitment to customer engagement.
- Display the EngageMe posters in training classrooms to keep the topic of customer engagement fresh on everyone's mind.
- Download the worksheets for 7 Principles of EngageMe, and focus on one principle per week. Then repeat the 7-week cycle as necessary.  
( <http://www.bwenterprise.net/EngageMe.html> )
- Each worksheet contains questions that can help the manager lead a brief discussion on customer engagement. Feel free to add questions and exercises as you see fit to make it fit your organizational culture.
- In training workshops, divide the attendees into seven mini-groups, and have each group brainstorm ways to energize one of the 7 Principles.
- Assemble seven cross-functional teams (one for each principle), and empower each team to develop support materials for their specific principle (activities, contests, service standards, recognition, etc.)





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### **Ideas to Generate Awareness for EngageMe Campaign**

- Job swap
- Invite senior management to listen to and/or take calls
- Run a series of lunch & learn forums - i.e. 10 tips for handling a complaint
- 'Mystery shopper' exercises
- Display service improvement initiatives for staff and customers to view
- Communicate without email for a day - walk and talk
- Staff/Guest nominations for those they feel are customer engagement champions
- Rewards for those that 'go the extra mile'
- Put up banners, posters, balloons
- Distribute badges, pens and other promotional material
- Promote on intranet, emails, website, newsletters, screensavers and stationery
- Put a display table in the foyer and/or employee entrance
- Issue press releases to local newspapers/magazines and radio/TV stations
- Publish an agenda describing all activities planned for the campaign
- Take over the in-house magazine - issue a special "EngageMe" edition
- Have an Open Day - invite valued external customers to visit 'behind the scenes'
- Hold a 'ribbon cutting ceremony' to launch the campaign
- Nominate the best received 'Letter of Engagement' from a guest.



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### **Engage Me...the voice of your customer™**

Engage me,  
Make me feel special,  
Make me feel included,  
Make me feel valued,  
Make me feel appreciated

Engage me,  
Tell me that you're happy to see me,  
Tell me that you're happy to serve me,  
Tell me that you're happy I chose you,  
instead of your competitors

Engage me,  
Welcome me, as if I were a guest in your own home,  
Tell me about the service I am about to receive

Engage me,  
Thank me for choosing you,  
Tell me it was a pleasure to serve me,  
Invite me back,  
Tell me that you look forward to serving me again...  
and mean it genuinely

Engage me,  
And I will return the favor by being an engaged customer  
(and your biggest ambassador)

Engage me,  
Engage every part of me,  
Engage my emotions, my laughter, my curiosity, my anticipation

Engage me,  
I want to be your customer...that's why I'm here,  
And I will reward you with my patronage, my referrals,  
and my loyalty,

Engage me.