

Your Customer Care Commitment Story



To tell a really good story, your Customer Care story, or explain its concept, a person must be fully aware of all the parts that combine to create the whole and understand all the interrelationships and dynamics. And so it goes for planning an event with customer care. It requires knowing all the components that are needed to make the event successful.

Examples: Grocery shopping, street closing, camping trip, electronic water billing, vacation trip, and even skydiving – One would benefit from a checklist in preparation for the event. The list would exhaust every possible contingency.

Once again, Customer Care is the same. It requires a checklist too. It is an essential component to any event. Communication is a part of customer care thus a component of your story.

Who doesn't know you have a Customer Care story?

People need to be contacted, permissions requested and

received, announcements need to be made, collaboration must occur, etc.

Communication... To fully appreciate Customer Care's role in an event, one must look at all the pieces that combine to make the whole. If Customer Care is neglected, then an event can be damaged or even ruined to the point it becomes a negative to your reputation.

In order to plan successfully for events, you need to know what the big picture should look like and then analyze it to make sure all the components are identified. One method of achieving this goal is webbing. The terms story webbing and concept mapping are interchangeable with only a slight variance in focus.

Story webbing, a brainstorming technique, allows for free associations and serves as a means to order and visually map out one's ideas. Begin with a theme; create threads or links to topics which relate to the theme. Connect them with lines to show the interrelationships. All ideas should be entertained. The web will show areas that require more thought, as well as illuminate strengths and interests. (Bowser, Rachele)

Research shows the use of mapping increases planners "on task" behaviors, it uses the language of the participants, provides a graphic representation

which shows major ideas and their interrelationships, and the product can easily be shared with others outside the group. This process increases group cohesiveness and morale because everyone has a stake and is valued for their contributions. (Trochim, William M.K.)

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