

Catch Them Doing Something Good!

By Karel Murray, CSP

Often, people love to complain about poor service or lament silently to themselves the lack of professional behavior exhibited by another person. Valasie August has decided that it is time to take action. With co-creator, Drew Burks, they have launched <http://www.ServiceShoutOut.com> with the intention of recognizing, in a direct and highly public way, those individuals who provide superior service. In her words:

If you are like most consumers you know what Over the Top Service looks like but you get it so infrequently that if a service provider just smiles at you, you think you are moving closer to that awesome service experience and even get lulled into believing you received it!

This is the place for you to recognize your truly superior service providers by name. A Service SHOUT Out! In this way, anyone providing this rare kind of service can be recognized anywhere in the world and even more importantly, this kind of excellence can be reinforced.

This type of energy directed towards recognizing the great things that happen around us should be rewarded with your participation on this website or at the moment of the service delivery. Taking that rare moment to compliment a waiter and ask for the manager to repeat the compliment not only puts that service provider on an emotional high, you help reinforce that manager's training efforts as they work to perfect their service to the consumer. Everyone wins.

Over the years I've had horrifying customer service experiences. Most memorable:

- A coffee barista embarrassed me publically for just commenting on how hard it must be for her to be on her feet all day. She had to have been having a bad day and took it out on me.
- I had purchased a large screen high definition television and VCR. At the check-out counter, the cashier never once looked up at me...just held his hand out, snapped his fingers for the card to swipe and once the transaction was done, snapped his fingers for the next person to move forward. I stood still, refusing to move. My husband murmured "oh no..." and backed up. Finally, irritated, the cashier looked up at me - I announced clearly and quietly, "There you are. The least you can do is look at me and acknowledge me after I have just spent a significant amount of money in your store. I always have a choice where I shop and my experience with you needs to improve right away if I'm to return." At least he had the good grace to blush.

But in the spirit of Val and Drew, I am making the commitment to go out of my way to recognize and compliment excellent service. I've taken the time to write a note to my local Staples store and thanked them for how they make me feel like I'm with friends when I shop there. When I come in that store, the clerks and managers alike call out "Hi Kare!" each and every time and leap to help me find what I need. That attention may feel like something small, but it makes me feel like Norm from the television series Cheers!

Catch someone doing something exceptional - go to <http://www.ServiceShoutOut.com>. Let the world know specifically who provided you with that wonderful service and follow it up by acknowledging it in a local, personal way. To learn more about this web site, contact:

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It's a movement that has been a long time coming. Be part of something big.

Karel Murray is a Certified Speaking Professional, author of "Hitting Our Stride: Women, Work and What Matters" and business trainer who helps entrepreneurs and executives resolve interpersonal issues and balance their work/personal lives. Now, you can listen to her exciting, free interviews that will help you maintain and sustain a healthy business and lifestyle at <http://www.JustForAMomentPodcast.com>. To learn more about Karel Murray, please go to her website <http://www.Karel.com> or her blog at <http://www.HittingOurStride.net>