

Canity Project Plan

- Project Title: Growing Your Customer Experience skill set
- Project Objective: County Extension Directors shall utilize Customer Experience modules in Canity to use as the discussion centerpiece in monthly County Team Meetings
- Project Goals: Through discussions at monthly County Team meetings, employees will grow their customer experience skill set in accordance with the current N.C. Cooperative Extension focus
- Project Duration: 12 Months

Canity Project Plan

Month	Module	Videos	Person Responsible
1	Phone Skills - Part 1	1 to 6 and 8 to 10	County Extension Director
2	Phone Skills - Part 2	2 to 11	County Extension Director
3	Phone Skills - Part 3	3, 4, 7 to 10, 12	County Extension Director
4	Difficult Customers - Part 1	1 to 9	County Extension Director
5	Difficult Customers - Part 2	2 to 7	County Extension Director
6	Rude Customers	1 to 10	County Extension Director
7	Disappointed Customers	1 to 9	County Extension Director
8	Customer Personality Types	1 to 5	County Extension Director
9	Happy Customers	1 to 4 and 6 to 8	County Extension Director
10	Email Skills - Part 1	1 to 10	County Extension Director
11	Email Skills - Part 2	2 to 9	County Extension Director
12	Email Skills - Part 3	2, 3, 5, 7, 9	County Extension Director

Month 8

Customer Personality Types

Video	Video Title	Video Length
1	Introduction to Customer Personality Types	1:12
2	Driver Personality Types	3:53
3	Expressive Personality Types	2:39
4	Amiable Personality Types	2:21
5	Analytical Personality Types	3:35



CUSTOMER PERSONALITY TYPES

QUESTIONS & ANSWERS

1. The personality type of your customer will affect what?

- a. The way you respond to a particular situation.
- b. Nothing; all customers should be treated the same.
- c. Whether or not a customer is worth serving.
- d. The possibility of actually satisfying them.

2. The four main customer personality types are:

- a. Excited, Emotional, Agreeable, Investigative.
- b. Driver, Emotional, Amiable, Investigative.
- c. Driver, Expressive, Amiable, Analytical.
- d. Excited, Expressive, Agreeable, Analytical.

3. Driver personality types like what?

- a. Being called Sir/Madam.
- b. You to get straight to the point.
- c. Slow, methodical service.
- d. Nothing; they cannot be pleased.

4. Expressive personality types appreciate a personal approach.

TRUE

FALSE

5. What should you NOT do to an amiable customer?

- a. Reassure them that their feedback is important.
- b. Act considerate and friendly.
- c. Mirror their language.
- d. Make a fuss about them being dissatisfied.

6. Why do analytical customers tend to ask a lot of questions?

- a. To be difficult.
- b. To be thorough about making a decision.
- c. To test whether you're lying.
- d. To prove how clever they are.

7. Why is recognising an amiable customer so important?

- a. Because they're most likely to post a bad review on social media even if you don't lose their business.
- b. To avoid them making a large commotion in public.
- c. Because they tend to be high spenders.
- d. Because you're likely to lose their business if their main concern is not addressed.

8. When faced with a driver customer, who should you put in control?

- a. No one; the playing field should be equal.
- b. Yourself; you are the service provider.
- c. The customer.
- d. You should alternate control based on who is talking at the time.

9. Expressive customers like to hear _____ and _____ in customer service responses.

- a. Facts and figures.
- b. Stories and opinions.
- c. Jokes and impersonations.
- d. All of the above.

10. When you've finished dealing with an analytical customer, what is the appropriate thing to do?

- a. Thank them for their diligence and attention to detail.
- b. Begin asking them an equal number of questions.
- c. Politely ask them to leave.
- d. There is nothing appropriate left to do.



Discussion Questions

- Regarding the videos, what stood out to you and elaborate on why?
- How are you going to incorporate what we have just watched and discussed into our daily work lives?
- What are we going to do to hold each other accountable for growing and displaying excellent customer service behaviors?
- How will we recognize those that have awesome customer service skills?