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Customer Service Notes for WIC

Going Above and Beyond

When it comes to stellar customer service to WIC participants, look for opportunities to go "above and beyond." This high level of service is sometimes also referred to as "Wow" or "value-added" service.

We recognize that there are times when other factors may prevent WIC staff from going above and beyond. For example, if you are short-handed and backed up with appointments, you probably will not be able to spend some extra time advising a participant.

Nevertheless, there are many other times when you can go above and beyond. Below are some examples.

- Not only referring a participant to another suitable State agency, but also calling someone at that agency you know and telling him or her about the person.
- Bringing in some toys your own children no longer play with and adding them to your waiting area.
- Listening to a participant who is having difficulties talk about their situation.
- Helping a participant for whom English is not their first language complete the necessary paperwork.
- Providing clothes that no longer fit your grandchildren to a participant who has children who can use them.

Going above and beyond also applies to your co-workers, or internal customers. Assist a co-worker who is running behind and she will remember and do the same for you.

So, look for ways to go above and beyond in your WIC office; your participants and co-workers will appreciate it!

Questions for Reflection:

1. What have you done in the last 30 days to go above and beyond with your service to a participant?
2. How can you go above and beyond to help a co-worker who could use your assistance?

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