



Customer Service Notes for *Does Your WIC Office “Walk the Talk?”*

If you have been to one of the Disney Parks, then you have experienced their excellent service. One of the Disney principles is that “Everything Walks the Talk,” meaning that anything or anyone that a guest comes in contact with should exemplify outstanding service.

So, does everything “walk the talk” in your WIC office? Consider the following 12 questions:

1. Are your doors clean and not smudged with fingerprints? Is your entranceway clean?
2. Are any magazines in your waiting area current and not from 3 years ago?
3. Are any toys or children’s books in your waiting area in good shape?
4. Is your front desk neat and uncluttered?
5. Are signage and posters within view of participants? Are they available in other languages?
6. Is the temperature in your office comfortable and not too hot or cold?
7. Are any plants in your office kept trimmed and watered, or are they unkempt and wilting?
8. Are your copies clear and readable and not full of blotches?
9. Are your waste baskets emptied as needed so that they are not overflowing?
10. Are your offices and work stations tidy and not jam packed with boxes and supplies?
11. Are your restrooms clean and stocked with bathroom supplies?
12. Are employees’ personal photos or items in good taste? If unsure, it’s a sign that they may be inappropriate for the workplace.

From the moment a participant enters the WIC office until she leaves, be sure to project a professional image that coincides with your stellar service. Walk through your office and check to see that your office is “walking the talk.” Your participants will appreciate it!

Question for Reflection:

1. What can you do to enhance the look of your office so that it “walks the talk?”

