



MONDAYS

with Mike

Customer Service, signage, and negative cues!

In his book, *The Customer Service Revolution*, John Dijulius, devotes a chapter to the concept of negative cues that are sent to customers and potential customers. One particular section of this chapter is dedicated to signage and the negative cues that can result from such signage. He offers alternatives to some of the most often-used signs.

Enjoy his suggestions and while doing so, take a look at signage that you can control in your environments and consider alternatives!

Employees must wash hands before returning to work. This freaked me out and I thought, "You mean they might not?" Here is an alternative: Cleanliness is important to us. We wash our hands before leaving.

Please wait to be seated. Just the right tweaking of the message can have a dramatic impact on the hospitable mood your business is setting. Here is an alternative: It would be our pleasure to seat you.

The dreaded "no's" on the door of a restaurant or food service area. Instead of listing all of the "not allowed to wear" (conditions of entry) on the door, list what you would like your guests to wear. Here is an alternative to listing all of the not-allowed-to-wear: Business casual or business attire is suggested. Tweak it for your desired outcome, depending upon the scale of your environment.

Sales guy. While title is important, it can send a hidden agenda message, such as trying to sell us, or to make a commission. John suggests alternatives such as account executive, service specialist, product consultant, or service advisor.

A local non-profit here in Canton named TomTod Ideas uses the name Adventure Curator instead of Camp Counselor. How clever AND how energizing!

This week, let's observe signage and look for any negative cueing. Where permissible, let's consider alternatives.

Have a great week!