



# Oregon WIC Listens

## Participant Centered Services For Clerical Staff

### The important role of a WIC Clerk...

- Clerical staff set the stage for participant centered services
- A participant's experience in WIC often begins and ends with clerical staff
- If a participant feels heard and respected,..
  - They will have a more positive experience
  - They will feel more comfortable as they move through WIC processes
  - They will be more open to sharing information and accepting suggestions
  - They will return for future appointments
  - They will tell others about WIC

### Active Listening is the key to participant centered services:

#### Listen with:

- Presence and undivided attention
- All of your senses; eyes, ears, and heart
- Acceptance and non-judgment
- Curiosity
- Delight
- Without interruption
- Silence

#### Respond With:

- Encouragers (mm-hmm, I see, go on, oh, really, right, no way, what else, wow, tell me more)
- Affirmations
- Reflections
- Summaries

Trainer: Dana Sturtevant, MS, RD  
503.288.4104

[www.motivatingchange.org](http://www.motivatingchange.org)  
[dana@benourished.org](mailto:dana@benourished.org)

# Customer Service

## Ranking of Service Skills by Customers

Thirteen hundred customers ranked nine customer service skills according to importance. How do you think these skills ranked, from 1 being most important to 9 being least important?

- \_\_\_ \_\_\_ Meets or exceeds customer needs.
- \_\_\_ \_\_\_ Makes customers feel important.
- \_\_\_ \_\_\_ Clarifies details.
- \_\_\_ \_\_\_ Listens and responds to customer feelings.
- \_\_\_ \_\_\_ Is prepared.
- \_\_\_ \_\_\_ Follows through.
- \_\_\_ \_\_\_ Makes sure customer is satisfied.
- \_\_\_ \_\_\_ Asks for ideas and offers suggestions.
- \_\_\_ \_\_\_ Acknowledges the customer.

## Customers want...

- To feel welcome
- To be understood
- To feel important
- To feel comfortable

*What can you do to make this happen?*