

**BACK TO BASICS:
CREATING A CULTURE OF CARE
IN THE WORLD OF COVID-19
- CUSTOMER SERVICE -
2021**

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TRAINING GOALS

Culture of Care

Customer Service Standard

Guest Guidelines

Guest Registration

FOOD BANK'S SERVICE TO OUR AGENCIES

Food Bank

- * Safe food
- * Stability to support members
- * Public affiliation (Member stickers, FAL, etc.)
- * Beyond food – free programs (HH, CR), trainings, conference, networking opportunities, coaching and support
- * Keep costs minimal (No SM, Free deliveries, No annual fee for recertification)
- * Excellent customer service
- * Communicative
- * Timely and responsive to both our partners and the community

COVID-19 NETWORK RESPONSES

- Drive thru
- Contactless
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CREATING A CULTURE OF CARE

S.E.R.V.E. Hospitality

Sincere – Genuine and Authentic

Empathetic – demonstrate compassion for other people's thoughts and feelings

Respectful – show respect by valuing others through your actions

Visible – it should be seen through your actions, gestures and words

Engaging – everyone, every time. Treat everyone with equal service while also making an effort to get to know them individually. How do you do this in emergency response mode?

All of these combined create a “culture of care” within an organization.

BASIC PRINCIPLES OF GOOD CUSTOMER SERVICE

- **The Greeting** – sets the tone for the rest of the visit, meeting or interaction. Smile and greet using the participant's name. If you don't already know the person, introduce yourself.
- **Anticipate Needs** – do you see someone who uses a cane and needs an extra hand or can use a translator? Do the best you can to anticipate your participant's needs and then accommodate those needs as best you can.
- **Be Present** – put on your “listening ears” and make sure your body language, responses and actions match up to illustrate that you are genuinely listening. LISTEN/SILENT
- Focus on what you **CAN** do, as opposed to what you can't do.


Hospitality is more than simply doing what is required. It's about making people feel welcomed, secure and comfortable. It's about seeing people as their own individual selves with their own special stories, experiences and needs.

- Why is it important to see people as individuals and not as a group?
- Anticipate Needs

Through our work, we have an opportunity to contribute to people's lives and stories in a positive way.

- Take 2 minutes each to share a positive personal story about one of your program guests and how your program responded to the person's individual needs?

HOW DO WE PUT HOSPITALITY INTO ACTION?

- Customer Service Standard
 - Transparency & Clarity with Guest Guidelines
 - Simple Registration Process
 - Referrals for supportive resources
 - Other?
- 

CUSTOMER SERVICE STANDARD


Your agency's service to the community

- a. What does service mean to your agency?
- b. What actions does your agency take to ensure great service?
- c. What does great service look and sound like to you?

Your agency's commitment to great service

- a. What else could or should your agency be doing to offer great service?

Guest Expectations

- a. How do guests know what to expect from your agency?
 - b. What do you tell them?
 - c. How do you tell them?
- 

CUSTOMER SERVICE STANDARD EXAMPLE



OUR EXAMPLE



TEMPLATE



Build a Guest Service Standard & Guidelines

1. Your Agency's Service to the Community

- a. What does service mean to your agency?
- b. What actions does your agency take to ensure great service?
- c. What does great service look and sound like to you?

2. Guest Expectations

- a. How do guests know what to expect from your agency?
- b. What do you tell them?
- c. How do you tell them?

3. Skills Needed

- a. What skills are needed to provide great service?
- b. What expectations do you have of your food program staff and/or volunteers?
- c. What skills do they need to employ while at the food pantry?
- d. How do you ensure that all food program staff and/or volunteers are on the same page?

4. Your agency's commitment to great service.

- a. What else could or should your agency be doing to offer great service?
- b. Will you commit to doing these things?
- c. How?

Sample 1: To post publicly at the food program

NAME OF FOOD PROGRAM _____

DAY/S OF WEEK _____

HOURS _____

We serve residents of the _____ neighborhood.

All guests can use the food pantry _____.
(list frequency, weekly, every other week, etc.)

Guest Service Standard

We:

- Practice confidentiality.
- Discuss issues or concerns in private.
- Treat one another with respect.
- Only ask you for basic, essential, household information that is required to help us supply food for this program.
- Help anyone who comes to our door.
 - If you are visiting us from outside of our service area, we will provide you with food today and a referral to a food pantry in your home area.
- What else do you want to add that is unique to your service?

If you have any questions or concerns, please ask to speak to:

NAME _____

TITLE _____

PHONE NUMBER _____

Thank you!

Sample 2: Guidelines to provide guests upon registration

NAME OF FOOD PROGRAM _____

PHONE NUMBER _____

DAY/S OF WEEK _____

HOURS _____

We serve residents of the _____ neighborhood.

All guests can use the food pantry _____.
(list frequency, weekly, every other week, etc.)

1. All guests may shop at the pantry _____ each _____
on any day that we are open. (# of times) _____ (week or month)
2. Our doors open at _____.
(list time)
In order avoid confusion, guests may not hold spots or seats for anyone else.
3. Street parking only.
4. Food is re-stocked throughout the day. Arriving early does not guarantee better or more food. Guests are expected to respect our posted *suggested* limits while shopping.
5. We treat one another with respect.
6. If the weather is bad, please call us at _____ to check if we are open.
7. Smoking is not permitted on the premises.
8. Please limit your cell phone use while at the food pantry and do not use it while shopping.
9. Guests are required re-enroll every _____.
(list month of year that your guests re-register)
10. What else do you want to add that is unique to your program?

Thank you!

If you have any questions or concerns, please ask to speak to:

NAME _____

TITLE _____

PHONE NUMBER _____

Guest Name (Print) _____

Signature _____

Date _____

GUEST GUIDELINES

Think through how your food assistance program is viewed through the eyes of your guests.

Pre-visit | Arrival | Wait | Service | Departure

- How do guests know what to expect from your agency?
- What do you tell them and how?

GUEST GUIDELINES EXAMPLE



OUR EXAMPLE



TEMPLATE

Dear Food Pantry Guests,

Name of Agency is open:

Tuesdays and Fridays from 9:00 - 10:45 am

Wednesdays from 5:00 - 6:30 pm

We serve residents of the **XXX** neighborhood.

All guests can use the food pantry **weekly**.

Please Note:

Volunteers help us unload orders and help stock our shelves.
Volunteers may also be guests of the food closet - however they shall not receive any special treatment and will only get the same amount and choices as all other guests.

**5 Guiding Principles of
Agency:**

1. We do our best to ensure a fair food distribution program by using a Choice Shopping system and providing limits based on household size.
2. We nurture a safe environment for both our guests and volunteers.
3. Our guests and volunteers may not arrive under the influence of drugs or alcohol. If there is suspicion of this, guests or volunteers may be asked to come back another time.
4. We treat one another with respect. We use respectful language and respect the hard work of our staff and volunteers. We respect the cultural diversity of our neighborhood.
5. We respect the physical building both outside and inside by keeping it clean.

We are open to questions and feedback from our guests about how this program is working.

Please speak to **WHOM at **PHONE NUMBER** if you have suggestions, are interested in volunteering or have any feedback to provide.**

*Thank you for helping to make the **Agency Name** Food Pantry
a welcoming place and a safe haven for our neighbors.*

Welcome!
Provide an introduction to your pantry and some background to your agency.

Registration
*What is your registration process?
What do guests need for the first time?*

"Where does the food come from?"
Like shopping at the Food Bank, Retail, Donations, etc...

Food Safety
How can guests make sure the food is safe? What should they do after shopping at the pantry? Are you inspected?

What can guests do to have a great experience?
Best time to visit, Bring a reusable bag, other services and programs

How do I shop?:
Consider shopping limits, family size, pantry size, TEFAP,

What are your rules and expectations?
Remember the Customer Service Standards

Frequently Asked Questions:
*Ex: Do you allow proxy shoppers?
Ex: What is the inclement Weather Policy?
Ex: Who are the workers/volunteers?
Ex: Are there any other services offered?
Ex: Who can I contact if I have more questions or comments?*

Agency Name:

Contact Information
Address:

Phone #:
Email:



When are you open?

What areas do you serve?

Phrase... Award... other...

REGISTRATION FORMS

BA 2021

Maintain accurate guest records. Emergency providers will maintain accurate records of all individuals, families, and how often a family visits the program each month by a system established to provide accountability for product distribution and RICFB monthly statistic reports, as applicable to the program.

Agencies should not request or house highly personal documents from guests, unless required by a federal or state regulatory agency.

What does this mean?

- **Why are you asking specific questions?**
 - **Which ones are optional?**
- **Assurances that the info will be kept confidential.**

REGISTRATION FORM EXAMPLE



EXAMPLE OF FORMS RAISING
UP BARRIERS TO SERVICE



EXAMPLE OF FB'S
SUGGESTED FORM



TEMPLATE



QUESTIONS?