

## Exercise #2

### Plan for Providing Great Multicultural Customer Service

This exercise is to explore how you currently provide excellent customer service to members of diverse communities, and to plan ways to improve and enhance the effectiveness of that service.

How I Help the Customer	What I Do Now	New Ways I Can Do This	Resources I Need to Do This
Feel welcome			
Feel understood			
Feel important and respected			
Feel comfortable and cared for			
Feel that their problem(s) has been solved			

**OVER**

How I Demonstrate:	What I Do Now	New Ways I Can Do This	Resources I Need to Do This
Reliability			
Assurance			
Credibility			
Empathy			
Responsiveness			
Providing tangibles			