

Memo

November 14, 2016

To: Warranty Service Staff

From: Crystal Marini, Communications Manager

Re: Making Angry Customers Happy and the Warranty Department Fun Again

The Problem

Our warranty service department is experiencing a surge in negative reviews and angry customers. Getting yelled at makes it tough to look forward to work every day! We are not meeting customer expectations because we are not communicating the warranty process clearly. Customers expect their new RV to be free of defects, and repairs to be rapid when warranty claims arise. We need to educate customers that all new motorhomes have warranty issues and acquiring parts and completing repairs can often take months.

The Answer

I spoke to three other RV stores in our network, and creating warranty handouts not only reduced misunderstandings by 80% but also increased employee morale. We have hired expert communications consultant Jay Conger, who has given us guidelines to help us create effective handouts:

- 1) Establish credibility: Create a working relationship with the customer and establish ourselves as the local experts for their warranty repairs
- 2) Frame for common ground: By educating customers to be on the lookout for warranty issues, we can make sure all issues are addressed before their warranty expires. We provide great service and the customer gets all repairs completed.
- 3) Provide evidence: Handouts will have examples of previous warranty repair timelines
- 4) Connect emotionally: Empathize with the customers and reassure that the warranty process is a normal part of RV ownership.

Additionally, we will have a warranty handout for sales staff to review during the customer walkthrough. This handout will help to manage customer expectations before they ever arrive at warranty. Educated customers will make your job easier. Fewer surprises for customers will result in fewer confrontations.

We Need Your Help

Nobody knows our customers and the problems they face better than our warranty service staff. I know I can count on your expertise to help fine tune the handouts. I am committed to addressing your concerns, incorporating your feedback, and supporting you to begin using the handouts with customers. Together we will resolve this problem and make our business a place where customers love to return, and where you love to work.

Crystal Marini

November 22, 2056

Universal Child Care to Replace Alberta Child Benefit and Canada Child Benefit

Starting January 1, 2058, universal child care will be provided in Alberta in an effort to eradicate child poverty. Universal child care will allow low-income parents to afford to go to work by eliminating the cost of childcare and increasing disposable income. This joint initiative between the Government of Canada and the Government of Alberta replaces child benefit payments with universal child care. All persons currently receiving Alberta Child Benefits and Canada Child Benefits will be eligible.

On November 25, 2056, Shelley Black, Minister of Human Services, will host a press conference at the Legislative Assembly in Edmonton. “Alberta Human Services’ goal,” said Black, “is to become a world leader in eradicating child poverty by providing universal childcare to lower income families.” The Honourable Jean-Yves Duclos, federal Minister of Families, Children and Social Development, will also be present. “It is time we emulated countries that have had success eliminating child poverty,” said Duclos.

Universal child care includes day care for infants and pre-school children from 7:30 am to 5:30 pm. Before and after school care will be provided in public schools from 7:30 am to 5:30 pm. Holistic extra-curricular care programs include creative and physical activities as well as healthy snacks.

The University of Calgary worked with Alberta Human Services to complete A 5-year study of Alberta’s child care system. Completed in 2055, the study identified funds for Universal child care by:

1. Reallocating funds from the Alberta and Canada Child Benefit programs,
2. Reducing health care system costs by significantly lowering poverty and stress related illness in both children and parents in low-income families, and
3. Accessing royalties from renewable resources.

The new system is modeled after Swedish and Portuguese child care programs. These systems took ten years to achieve zero child care wait-lists. Existing daycares will be offered the opportunity to become regulated, fully-funded service providers of Alberta Human Services. The program goal is to achieve zero wait-lists by 2068.

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