Lesson Title: What a Customer Needs

Objective: Interns will demonstrate the ability to identify customers’ needs

Description: The instructor teaches/ reviews component skills and facilitates role-playing activities conducted in pairs. Encourage interns to elaborate upon the basic schema as familiarity grows. Once interns are comfortable with the general structure of these interactions, pairs can demonstrate their skills in front of the group and have their performance evaluated.

Materials: Cell phone, a product for sale, facility map, directory, computer

Component Skills:
1. Kindly greet the customer
2. Listen to what the customer says
3. Ask clarifying questions
4. Present choices
5. Check for understanding

Activities:
1. Teacher and job coach model a worker/ consumer interaction for the class.

2. Retail Role Play – Intern A is assigned the role of the worker and intern B is assigned the role of the customer. Before the interaction begins, the customer writes down the desired product on a sheet of paper (a shopping list). Intern B is responsible for managing the interaction using component skills taught by the instructor. Switch roles and repeat.

3. Customer Service Role Play - Intern A is assigned the role of the worker and intern B is assigned the role of the consumer. Before the interaction begins, the consumer writes down the person or place they would like to go within the facility on a sheet of paper (e.g., hospital room number). Intern B is responsible for managing the interaction using component skills taught by the instructor. Switch roles and repeat.

4. Interns elaborate (i.e., make more complicated) on schemes as they become more comfortable.

5. Paired intern groups role play interactions in front of the group and receive constructive feedback from peers and instructors.

6. Video self-reflections are collected at the end of the session and again at the end of the week.