

What is the GEODE model of customer service?

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Geodes are rocks that are plain on the outside but have beautiful crystals on the inside. The GEODE model of customer service is similar to the geode rock. It is quite simple and plain in its nature, but it produces amazing, beautiful results with your customers.

When I was an assistant golf professional at the Inverness Club in Toledo, Ohio, I was tasked with organizing a staff training program focused on customer service. Each employee in the golf operation, from the Head Golf Professional to the assistant professionals, counter employees, starters, and outside services positions all attended the training sessions. Our main focus was to get each employee on the GEODE method of service.

G – Greet

E – Enquire

O – Offer

D – Deliver

E – Evaluate

GREET – Each employee had three tasks when greeting a customer. 1) Smile! 2) Use their name if you knew their name 3) Introduce yourself if they do not already know you.

ENQUIRE – Ask if you can assist that person in any way. “Can I help you with your clubs?” “Would you like to see our catalog for those shoes?”

- Ask how they or their family are doing? “How are you today?” “Did your son win his game last night?”

OFFER – Based on their answer to the enquiry, offer them something. “It is really hot out today, would you like a cold towel on your bag?” “I would be happy to order you a pair of shoes if you don’t see a pair that fits you in our inventory.”

DELIVER – Never make promises that you can’t keep! If you have offered them something, then you need to fulfill that offer in a timely manner. Order the shoes immediately. Sign them up for the tournament with the group he requested. Be sure to fulfill your promises!

EVALUATE – Did the entire interaction go well? Was the customer happy? Ask them for their opinion. “Did you enjoy the cold towel today?” “Are your new shoes comfortable?”

Each and every employee was well versed in the GEODE method. All the employees would rehearse and role play some of the most common difficult scenarios and how we would handle those scenarios. For example: The irate golfer who encountered slow play or the customer who was convinced that he had signed up for the tournament but was not listed in the field. We would have a clear game plan for how to interact with those difficult situations. One of the keys to successful customer service is having all employees on the same game plan. The GEODE method is a great start!

