

WELCOME TO TODAY'S TRAINING!

WHY DON'T THEY

SHOW UP?

PRESENTED BY
LARRY ROBBIN
EXECUTIVE DIRECTOR
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WHY DON'T THEY SHOW UP?

- 1. There are similarities and differences in the reasons job seekers and business people do not show up and what we can do about it. There are some reasons that we cannot overcome.**
- 2. There are two types of not showing up.**

One type occurs when job seekers or businesses do not come to us for the first time.

The second type of not showing up occurs after they have used our services.
- 3. Showing up for job seekers refers to them not coming to our orientation, group sessions, individual sessions, showing up for training etc.**

Showing up for businesses refers to when they when they do not respond to our outreach and marketing to try and get them to use our services and when they do not come to events we hold for business people.

THE COMMON ELEMENT IN
THE NO SHOW PROBLEM FOR FIRST TIME
AND REPEAT USE OF OUR SERVICES BY
JOB SEEKERS AND BUSINESSES

- 1. The most powerful force for getting people into our doors for the first time and on an ongoing basis is the quality of our customer service.**

- 2. If you provide very high levels of customer service for your existing job seeker and business customers, they will recruit other job seekers and businesses to your organization.**

- 3. If even 50% of your current job seeker and business customers referred other businesses and job seekers to you, you would not have a job seeker or business recruitment or show up problem!**

- 4. The job seeker referred by a satisfied customer is much more likely to show up for their first appointment than people who find out about your program from other sources.**

- 5. Business people that are referred by other business people are also much more likely to use your services than businesses that you connect with through other means.**

- 6. These high follow through rates happen because job seekers and business people that have been extremely satisfied with the customer service they received from us will sell other people on the benefits of using your services and motivate them to work with you. These job seekers and business people will show up because they have been sold on working with you!**

- 7. To solve the no show issue, you have to understand the levels of customer service and its relationship to people showing up.**

JOB SEEKER AND BUSINESS
CUSTOMER SATISFACTION LEVELS
AND THEIR IMPACT ON THE SHOW RATE

1. **HORRIBLE** – I will definitely not come back. I will tell as many people as possible that that the program is horrible and to stay away from it. I will do this for a long time.
2. **POOR** – I will not come back. I will tell some people that the program is not good. I will do this for a while.
3. **FAIR** – It is unlikely that I will come back. I will tell some people about my fair experience.
The job seekers and businesses that have the above levels of customer service will not come back to use your services. They are also the anti-recruiters and will tell other people not to go to your program.
4. **OK** – I may or may not come back. I am not motivated talk about the program to other people one way or the other.
The people that experience the OK customer service category are relatively neutral in terms of their positive or negative influence on your show rate.

5. **GOOD** – I will come back, but I might stop coming. I might tell a few people to check it out.

The people in this above category have a very limited positive impact on the show rate.

6. **VERY GOOD** – I will definitely come back. I will certainly tell other people to check out the program.

7. **EXCELLENT** – I can't wait to come back. This is a much better experience than I thought it would be. I will consistently tell other people to go to the program.

8. **WOW!!!** – *THIS IS A MIND BLOWING EXPERIENCE!!!*

I love this program. I will put out the word on social media. I will keep coming back and not miss an opportunity to work with the program. I will recruit other people to the program as much as possible and on an ongoing basis for a long time!!

CUSTOMER SERVICE AND THE SHOW RATE

1. **Horrible customer service**
2. **Poor customer service**
3. **Fair customer service**
4. **Ok customer service**
5. **Good customer service**
6. **Very good customer service**
7. **Excellent customer service**
8. **WOW LEVEL !!!!!!! of customer service**

Job seekers referred by people who have received customer service at levels 6, 7 and 8 will show up the first time, keep coming back and recruit other people to your program.

Businesses that experience customer service levels at 6, 7 or 8 will give you repeat and expanded business and refer other businesses to you.

THE HIGHER THE LEVEL OF CUSTOMER SATISFACTION, THE HIGHER THE SHOW RATE!

WHAT THIS INFORMATION MEANS FOR IMPROVING YOUR SHOW RATES

- 1. You have to continuously monitor and improve job seeker and business satisfaction with your services.**
 - A. Focus groups**
 - B. Surveys**
 - C. Interviews**
 - D. Use an active suggestion box**
 - E. Watch and respond to online comments**
 - F. Ask partner agencies for job seeker feedback**
 - G. Ask businesses and job seekers that are using your services what they hear about you from other businesses and job seekers.**
 - H. Use meaningful performance standards with job seekers and businesses to see how you are doing and change to improve your show rate.**

STRATEGIES FOR IMPROVING THE SHOW RATE WITH JOB SEEKERS

- 1. Use upbeat motivational counseling session reminders in the formats that work for them.**
- 2. In the beginning, find out what their expectations are of you and the program. Clarify and reframe expectations if necessary.**
- 3. Propose an agenda for the session and see if it meets what they want. Give them what they want and not what you think they need.**
- 4. Check in at some point and ask, “Is this what you wanted to cover?” Don’t assume it is!**
- 5. Have a brief check-in customer satisfaction summary at the end of the session. Use a teaser of coming attractions to generate interest in the next session.**
- 6. If possible keep counseling sessions on the same time and same day.**

STRATEGIES FOR IMPROVING THE SHOW RATE OF BUSINESS PEOPLE

- 1. Always keep in your mind what they keep in their mind – TIME IS MONEY! Ask for less time and you will get a better take up rate.**
- 2. Think about the return on investment they get from meeting with you or using your services. Is the return great enough to warrant them using your services or coming back as a repeat customer?**
- 3. Find ways besides using your services to add to their profit margin. Help them get customers!**
- 4. Provide them with value on an ongoing basis whether or not they use your services.**
- 5. Make sure you are driven by the voice of your real business customer and not businesses that already know you.**
- 6. Work to win back the dissatisfied business customer.**

THINGS I WANT TO REMEMBER
FROM THIS WORKSHOP