

Introduce yourself!

- At work, are you good at analytical reading? How do you know?

Customer's email

Dear ABC Waste Disposal,

I have a small, broken bookcase that I need picked up. I was also wondering if there was any way that we could get the larger recycling container? I have one of the small open boxes, but we fill it up too fast.

Thank you!
Karen Blume

Analytical reading

- What is the customer asking?
- List the customer's questions. (How many questions did you list?)

1. _____

2. _____

3. _____

4. _____

5. _____

For teams: Training ideas for building analytical reading skills

1. Customer email read-around

- Weekly training activity, 20 minutes
- Group practice: What is this customer asking?

2. Reverse-engineer the customer's email

- Weekly training activity, 20 minutes
- Group practice: Here's the response we sent to the customer. What was the customer asking?

For individuals who struggle with analytical reading: Training and coaching ideas

1. Rank sample responses: weak, better, best

- One-time screening activity, 20 minutes
- Individual assessment: Which of these three separate email responses shows the agent was reading between the lines? Which is the best example of great customer service?

2. One-on-one talk-through with peer mentor

- Weekly training activity, 20 minutes
- Individual practice before writing a real response: What is this customer asking?