

Lesson in a Garage

The managers of a garage decided to help customers gain a better understanding of their cars.

They began requiring the mechanics to meet their customers each day and explain the repairs that had been made. The customers were pleased and, surprisingly, so were some of the mechanics.

Previously, they had simply worked alone at their stations. Now they dealt directly with the people they served, talked about what they had accomplished, and received thanks straight from grateful car owners.



One mechanic who had been about to quit because of the isolation found new motivation. He is now recognized for his problem-solving ability by the people he's solving problems for. They are real people to him, and he is somebody important to them.

At Life Care, Century Park and Life Care at Home, we are in the people business. There is no substitute for personal, face-to-face interaction with our customers. They need to know us, and we must know them – their desires, their expectations, their pleasure at the service they are receiving.

We want to be important to them.

– Beecher Hunter