

# Surprise of the Scarves

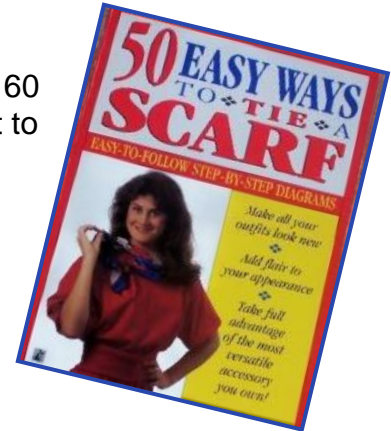
An Oregon schoolteacher went to a department store to buy a \$1 booklet on how to tie scarves. A store employee told the teacher that the store was sold out of that item.

Four weeks later, the teacher checked her mail and, to her surprise, found that two of the booklets had been sent to her at no charge. That gesture made her a faithful customer.

But that's not the whole story.

The schoolteacher now lives in another town, but she drives 160 miles *round trip* to shop at a store that took the time and effort to compensate her for being out of an inexpensive booklet.

The lesson? In Life Care, Century Park or Life Care at Home, you may not always be able to give customers – residents, family members, visitors, or fellow associates – what they want. But the way you make up for an oversight, mistake or shortage of some item can build a greater sense of loyalty and satisfaction than merely meeting the initial request.



What will people remember about you when you are not able to meet a request? Would it be the mere fact that you couldn't provide what they wanted? Or, the creative, service-minded way you responded to the situation?

The difference between ordinary and extraordinary is that little extra.

*But you, keep your head in all situations (2 Timothy 4:5).*

– Beecher Hunter