

Swapping the Sandwich

Customer service is the foundation of all that we do in Life Care, Century Park and Life Care at Home. Its practice is an art form, and those who master it are both sensitive and creative.

Here is an example:

A passenger in a dining car looked over the luncheon menu. The list included both chicken salad sandwiches and chicken sandwiches. He decided on the chicken salad sandwich, but absentmindedly wrote chicken sandwich on the order slip.

When the waiter brought the chicken sandwich, the customer angrily protested. Most waiters would immediately point to the order slip and show the customer that the mistake was his. This waiter didn't.

Instead, expressing regret at the error, he picked up the chicken sandwich, returned to the kitchen, and a moment later placed the chicken salad sandwich in front of the customer.

While eating his sandwich, the customer looked at the order slip and saw that the mistake was his. When it came time to pay the check, the man apologized to the waiter and offered to pay for both sandwiches.

The waiter's response was, "No, sir. That's perfectly all right. I'm happy you've forgiven me for being right."

Perhaps a good watchword for all of us would be: Aim for service, not success, and success will follow.

– Beecher Hunter