

CULTURE POWER

"No wrong door."

By Ron Kaufman

A common complaint among citizens is trying to find the right government office to get help. A common complaint among civil servants is citizens who call the wrong numbers.

To remove complaints for citizens, the entire government of Singapore has gone on-line with Directories, Site Maps and easy to follow FAQs.

To remove complaints for civil servants, the government changed their point of view by launching a policy called "No wrong door."

"No wrong door" means ANY citizen contact is to be welcomed and assisted, regardless of whether the citizen called the "right" number in the first place. "No wrong door" means whoever answers the call is the "right person" to greet the caller, listen to their needs, and guide them to the most appropriate person for assistance.

"No wrong door." Three simple words that changed the point of view for every civil servant, and opened up the government to welcome, appreciate and kindly assist their customers.

Key Learning Point:

Rephrasing the way you look at service situations can help you make subtle but powerful improvements. Is that a difficult customer? Or a customer with a difficult situation? It depends upon your point of view.

Action Steps:

Find an area in your business or your life that frustrates, confuses or confounds you. Notice how your upset is connected to your point of view about the situation, not from the situation itself.

Now choose a different way to think about what's going on. Change the difficulty into a challenge, and embrace it. Convert the hassle into an opportunity, and achieve it. Turn your upset and anger into sparks and fuel for making things so much better.

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