

Platinum Principles



Principle	Applied to Employee Excellence	Applied to Site Excellence	Applied to Service Excellence
Accessible	Employee takes breaks considering customer needs	Accessible to public transportation Signage is visible from street Parking is safe, sufficient, well lit & clean Business hours are posted Accessible via wheelchair and other ADA rules Reception is clean and clutter free Adequate space for stroller space is adequate Area is free from dangerous cords, electrical outlets, falling objects Exits are clearly marked Fire extinguishers are visible Security is provided where needed	Telephone access is simple, direct, timely Customers may contact the WIC program by email Business hours meet customer needs Customer service is not interrupted by the telephone in site Calls not answered by a person are returned within specific Timeframe shared with customer when they leave a message (ie we will return your call in 2 hours--no later than 24 hours on a weekday) Appointment reminders are used (mail, telephone, text, email) Referrals are seamless
Competent and Accurate	Information given is complete and accurate Seek help if a question is beyond scope Minimum qualification for paraprofessional or professional in WIC are met Use customer's preferred language Be grammatically correct Opportunities are provided for learning and growth Attend trainings for WIC nutrition or administrative updates Assume responsibility for obtaining information if absent Promotional opportunities in job classification series based on knowledge/performance Know when to give information and when to help customer determine own path	Educational messages and learning opportunities throughout site Instructional signage is stated positively (not "NO this; Don't that...") Breastfeeding support signage (ie "Breastfeeding Welcomed Here") Bulletin boards are fresh, relevant and frequently updated Community resources for self-referral are available	Informed staff share wait time with customers Informed staff share today's services for the customer Accurate information is given by competent staff Contact health care provider to retrieve medical information Perform height and weight measurements if information is not available Share nutrition information with health care provider when participant requests Local agency website provides customer information about WIC

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Cultural Competency	<p>Trained in cultures served by site</p> <p>Observe and are sensitive to customs of clients from different countries</p> <p>Speaks in customers' language of preference</p>	<p>Visuals/artwork reflect cultural diversity of clients served at site</p>	<p>Training is provided on cultural competence for all cultures served in WIC</p> <p>Handouts and materials available in different languages of clients served</p> <p>Staff speak in customers' language of preference</p>
Education and Listens	<p>Make your customer the priority</p> <p>Use positive body language</p> <p>Limit interruptions</p> <p>Ask more than advise—use open-ended questions</p> <p>Listen and respond to concerns</p> <p>Adult education principles understood and used</p> <p>Computer documentation and other "mandated procedures" do not interfere with counseling dialogue/listening</p> <p>Explain what is needed at next visit</p>	<p>Group education topics are posted</p> <p>Displays are maintained</p> <p>Seating is arranged to promote facilitated discussion</p> <p>Audio visual equipment in good working order</p>	<p>Education provided in learner-centered format</p> <p>Facilitator has good presentation and facilitation skills</p> <p>Facilitator is enthusiastic and shows genuine interest in topic</p> <p>Materials are available in participants' language.</p>
Efficient	<p>Keep workstation tidy</p> <p>Minimize waiting time in site or on telephone</p> <p>Anticipate customer or site needs</p> <p>Completes assignments by deadline</p> <p>Participate in continuous quality improvement</p>	<p>"Greeter" functions as triage</p> <p>Adequate, well-designed space</p> <p>Lighting is appropriate and adequate</p> <p>Restrooms are obvious</p> <p>Work stations are well marked</p> <p>Customer flow is clear (Signage for "Check-in")</p>	<p>Monitor site flow for efficiency</p> <p>Supervisor modifies staff assignments to remove bottlenecks</p> <p>Staff are trained in technology so technology challenges aren't a hindrance</p> <p>Appointments are scheduled appropriate for staffing</p>

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Empathetic and Compassionate	<p>Listen and acknowledge customer concern</p> <p>Make a difference to that customer</p> <p>Assist each other to provide service</p> <p>Assist participants who are illiterate</p> <p>Make a “solid” referral when necessary-- give specific information or make the call for them</p> <p>Never refuse checks until every avenue to issue has been explored</p> <p>Use empathetic language “This is what I CAN do for you”</p> <p>Puts customer and organization above personal needs</p> <p>Resolve conflicts without escalating the situation</p>	<p>Lack of barriers between staff and customer (ie high counters, glass separations)</p> <p>Seating is adequate, comfortable, clean</p> <p>Signage is positive and attractive</p> <p>Room temperature is adjustable and comfortable</p> <p>Child-sized seating</p> <p>Play area for children</p> <p>Children’s books are available</p> <p>Toys are clean, age-appropriate and safe</p> <p>Diaper-changing area is available</p>	<p>Policies allow for exceptions with protocols for documentation.</p>
Empowered	<p>“Own” complaints and resolve it</p> <p>Appropriately ask for assistance if needed</p> <p>Employee has input into job responsibilities</p>		<p>Customer has a choice of when to come to WIC</p> <p>Customer has a choice of education topic</p> <p>Education is offered in variety of formats: group, individual, text, online</p>
Ethical	<p>Speaks truthfully</p> <p>Does not have a conflict of interest nor advise clients in a way that benefits self or family members.</p> <p>Does not take time, supplies or incentives from the site</p> <p>Observes oath of confidentiality</p>	<p>Counseling and other areas where personal information is shared are designed to preserve privacy</p> <p>Protocols are in place for situation requiring maximum privacy for individuals</p> <p>Confidential information is not visible on desks or counters</p>	<p>Participants receive WIC services equally without discrimination</p> <p>Demographics are regularly reassessed</p>

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Polite and Friendly	<ul style="list-style-type: none"> Smile Acknowledge customer; use customer's name Speak in a soft voice Escort customer when possible or necessary Thank customer for coming to WIC 	<ul style="list-style-type: none"> Prominent "Welcome" sign Atmosphere is warm and inviting Visual "clutter" is at a minimum Restrooms and water are easily accessible Waiting areas have relevant information for adults and children 	<ul style="list-style-type: none"> Engage children Group topics are fun and topical
Flexible	<ul style="list-style-type: none"> Is cross trained; can work in a variety of WIC site stations Adapts to new requirements in policy and procedures Sites are staffed equitably relative to other sites in the agency Helps coworkers when asked 		<ul style="list-style-type: none"> Provide as much service as customer and time allow Know when and how to make exceptions Adapts to participants needs.
Respectful	<ul style="list-style-type: none"> Use eye contact Establish bond and relationship with the person who is the customer Respect customer's privacy, time and opinion Inform customer of approximate wait time Respect cultural differences in staff and customers Customer service is a priority Telephones do not interrupt counseling sessions Cell phones are off or on vibrate Treat coworkers with the same respect you treat customers Seek and give feedback Consider different opinions without judging 	<ul style="list-style-type: none"> Private areas for conversation Breastfeeding room is available Group sessions start and end on time Appointment times are honored 	<ul style="list-style-type: none"> Follow-up new families who do not attend orientation and arrange for them to participate Give them as many WIC services as possible if they come to the site Listen with empathy if they don't come when expected Give unpleasant news compassionately
Voice	<ul style="list-style-type: none"> Communicate ideas to make WIC better Communicate your needs to WIC leaders Listen to and give feedback Participate in employee satisfaction survey Participate in Continuous Quality Improvement 	<ul style="list-style-type: none"> Staff lounge is comfortable and large enough to accommodate staff Area is clean and maintained by all staff Pertinent information is posted Worksite wellness information is available 	<ul style="list-style-type: none"> Customer provides feedback about WIC services for CQI Complaint procedure is easy and clear to customers Supervisor is available to resolve conflicts