Customer Magic: The Art of Service

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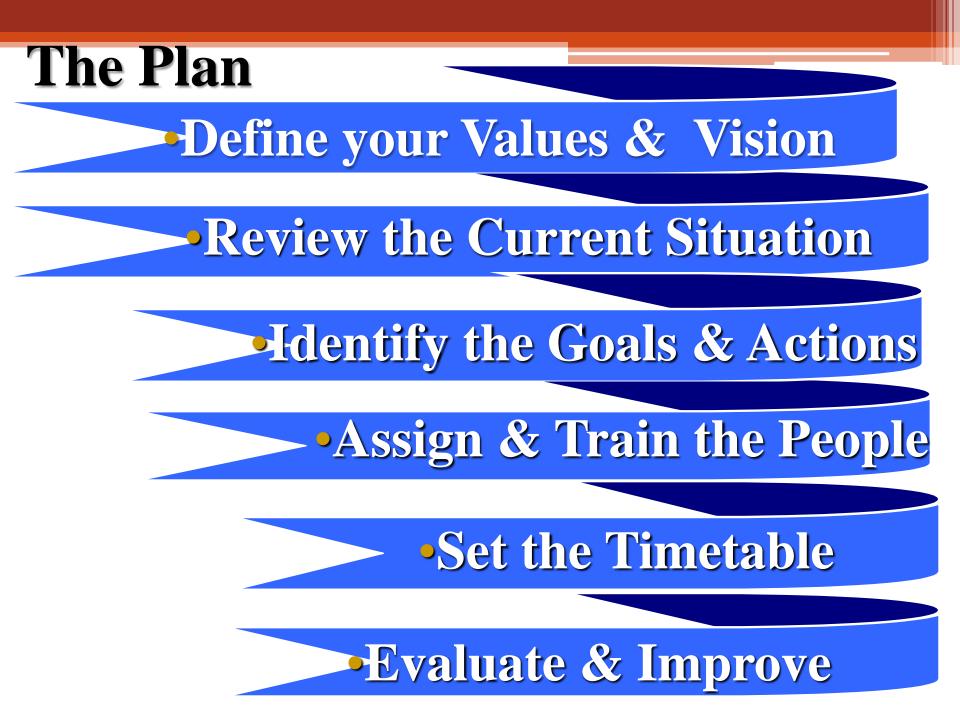


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Quality customer service needs a Plan and a well-trained Team!





Session Goals

Define your customers and the service they expect. Compare the service your company provides to the customers' expectations.

Design strategies for implementing a continuous improvement plan for Customer Service. Quality Customer service occurs when we *identify* and exceed our customer's expectations on a continuous basis.

The Rules . . .

- Treat other people with respect.
- Produce quality work.
- Do more than the minimum.
- Communicate.

Lesson One: The Competition is anyone the customer compares you with!

If your service to customers were perfect, what would it look like?



First Impressions -- Critical

One Bad Experience Can Cost You

82% of respondents have stopped doing business with an organization due to a poor customer experience



How you Look
How you Speak
How you Act

l just work here dude!



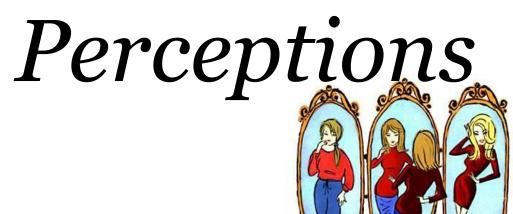
What stops this from happening?

What difference does it make?

Role of









Goal



Match Customer's Experience to Customer's Expectations

The difference between mediocrity and excellence is attention to detail. SEBASTIAN J. BARBARITO

Lesson Two:

Pay fantastic attention to detail!



Evaluate Improve Evaluate





How...6 Steps

1 – Know what you *value* and establish *partnerships/rapport with customers*.

Company Values

- Integrity
- Honesty
- Open communication
- Accuracy
- Promptness
- Reliability
- Loyalty
- Continue learning
- Creativity

How...

- 2 Clarify Customer's Needs/Expectations
 - Assess the (specific) service provided by your company?
 - What can we do better to satisfy the customer's needs?
 - What can we do to make certain the customer returns?

How . . .

3 - Stay alert to the changing needs of customers

Do what is necessary to meet those needs

4 - Tell the customers what you *CAN* do for them.

5 - Communicate ---Share with others the details of customer expectations.

6 - Plan -- Include customer feedback/suggestio ns into the organizational planning

Two Languages

Reactive	Proactive
There's nothing I can do.	Let's look at our alternatives.
That's just the way I am.	I can choose a different approach.
They won't allow that.	I can create an effective presentation.
I have to do that.	I will choose an appropriate response.
I can't. I must. Oh, I don't think that will work!	I choose. I will. Hey, that's a great idea! Let's do it!
If only.	I will.

Lesson-Fours

Everything walks the talk!

Lesson Five:

Customers are best heard through many ears!

Improve your Listening

- Use Active Listening skills.
- Maintain eye contact.
- Relax, keep an open mind.
- Listen to the words try to form a picture and hear what is not being said.
- Don't interrupt or offer solutions.

Ask questions to clarify what the customer expects

- Use open-ended questions
 - "How, Tell me, What, Describe"
- Take notes
- Encourage your customer to be honest

- Resist the temptation to disagree or justify
- Quantify customer expectations whenever possible
- May use survey tools such as a questionnaire or the interview

Summarize your understanding

- Ask questions and restate what you have heard.
- Check for unspoken expectations -- read between the lines.

- Allow customer to comment on your summary.
- Help your customer prioritize their expectations.

Discuss what you will do

- Keep the "Anything is possible attitude."
- Remain flexible; Look for alternatives.
- Avoid making unrealistic promises.

- Deal with every expectation.
- Set a time for implementation/completion.
- Work to meet a challenge.
- Delight your customer!

Agree on the next steps and set a follow-up date.

- Ask if all is going well.
- Allows you an opportunity to gather additional information.
- Informs the customer about the outcomes and progress.

What makes you complain?

Complaints are issued when . . .

- Did not get the service/product that was promised.
- Someone was rude.
- Believes no one listened to the request.
- No one accepted responsibility for correcting the problem.
- Company representatives presented a "can't do" or "negative" attitude.

IDENTIFYING DISSATISFIED CUSTOMERS IS IMPORTANT

- Average business doesn't hear from 96% of unhappy customers.
- For every one complaint received, there are 24 people with unvoiced problems, 6 of which are serious.
- 90% who are dissatisfied with service they receive will not buy again or come back unless you correct the problem



COSTS OF DISSATISFIED CUSTOMERS



- Costs 5 times as much to get a new customer as it does to keep an existing one.
- 50-70% of those who complain will do business again *if complaint is resolved*.
- 95% will return if resolved quickly.
- Those who have complained and had resolution tell 5 people.

Lost Revenue

What your average customer spends in a year

x Number of customers lost each year (25%)

Revenue lost from lost customers

x Lost revenue from people ex-customers talk to

Total revenue lost

Lost Revenue

Time redoing things not done right the first time

+ Time spent apologizing to the customer

x Hourly wage

Total labor cost

Words . . . Some make it worse . . . Some make it better . . .

"Orange" Words that trigger the Customer

- "No," "It's impossible,"
- "Never" --
- "Policy"
- "I can't"
- "No way"
- "The computer" --
- "But" -- Disregard everything that came before the "but."

- "Problem" -- see it as an opportunity
- "That's not my problem."
- "My department doesn't handle this."
- "They" --
 - Who is "they"? Use "I" and "we"

Blue Words that work . . .

- "I'm sorry" -- Take responsibility
- "What may I do to help you?"
- "I'll find out."
- "It was a mistake and we will take care of it by _____."
 "Thank you."

Resolving Customer Dissatisfaction

People handle complaints/criticism by:

- defending the situation;
- retaliating; or running away (avoiding the discussion) or
- accepting the comments.

Goals for Resolving Customer Dissatisfaction

- Defuse the angry feelings.
- Do something about the complaint.
- Use the customer's feedback to improve quality for all your customers.
- Remain courteous.

Acknowledge the customer's dissatisfaction . . .

- Give the person your undivided, active attention.
- Get on the same level physically.
- Pace your response.
- Listen carefully with understanding.
- Use appropriate body language.
- Do not blame or make excuses.
- Avoid agreeing or disagreeing with complaint.
- Simply recognize the customer's feelings.
- Show that reaction is important to you.
- Allow customer to blow off enough steam to be able to discuss the facts of the case.
- Consider taking the person to a private place.

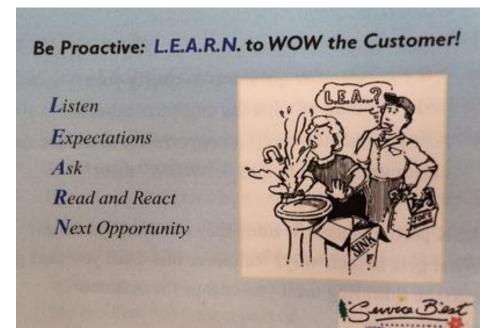


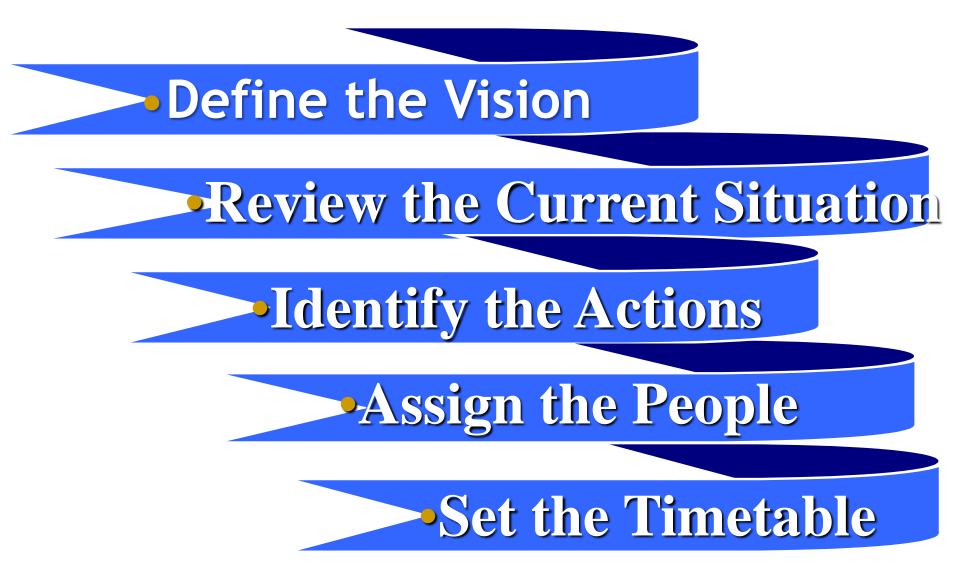
Lesson Six:

Reward cognize, and celebrate!

Lesson Seven:

Xvxryonx makxs a diffxrxncx!





Strategies . . . Implementation . . . Continuous Improvement . . .

- What are the strategies for your company?
- How would you put the ideas into action?
- Evaluate / Improve / Evaluate

What about you?

- "You cannot serve others until you have taken care of yourself."
- You cannot give what you do not have."
- You can't come back from somewhere you ain't been."
 - Dr. William Purkey, University of North Carolina

Know your customers

Exceed expectations

Take care of yourself

Enjoy the Ride

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