



*EVERYONE SERVES THE
CUSTOMER TELECONFERENCE*

Presented by

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"There is only one boss, the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

- Sam Walton

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Customer Service

In the customer's mind, what constitutes great service?

	<u>GS</u>	<u>ME</u>		<u>GS</u>	<u>ME</u>
1.			6.		
2.			7.		
3.			8.		
4.			9.		
5.			10.		

What are the organizational benefits of giving high quality service?

- 1.
- 2.
- 3.

What are the personal benefits of giving high quality service?

- 1.
- 2.
- 3.

Building Customer Loyalty!

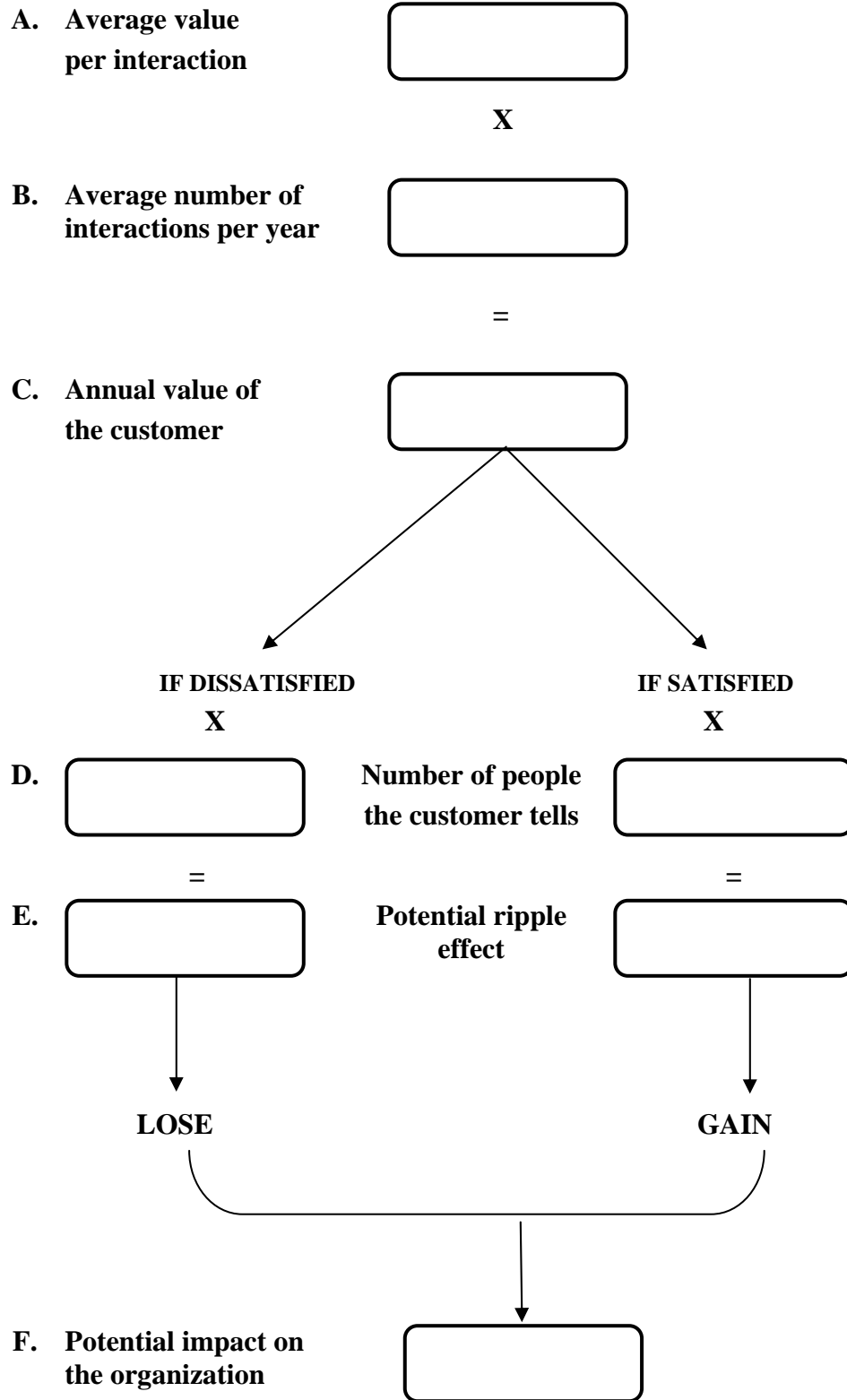
PURPOSE: A typical company hears from only 4 percent of its dissatisfied customers. The other 96 percent just quietly go away, and most of them never come back. In this session, participants will learn why great customer service is so rare and what the most successful organizations do to make them stand out from the competition.

RESULTS OF THE TARP STUDY

In 1985, the Federal Government commissioned a study carried out by the Technical Assistance Research Programs for the White House Office of Consumer Affairs. The purpose of this study was to find out why customers quit doing business with a company. The following are the results:

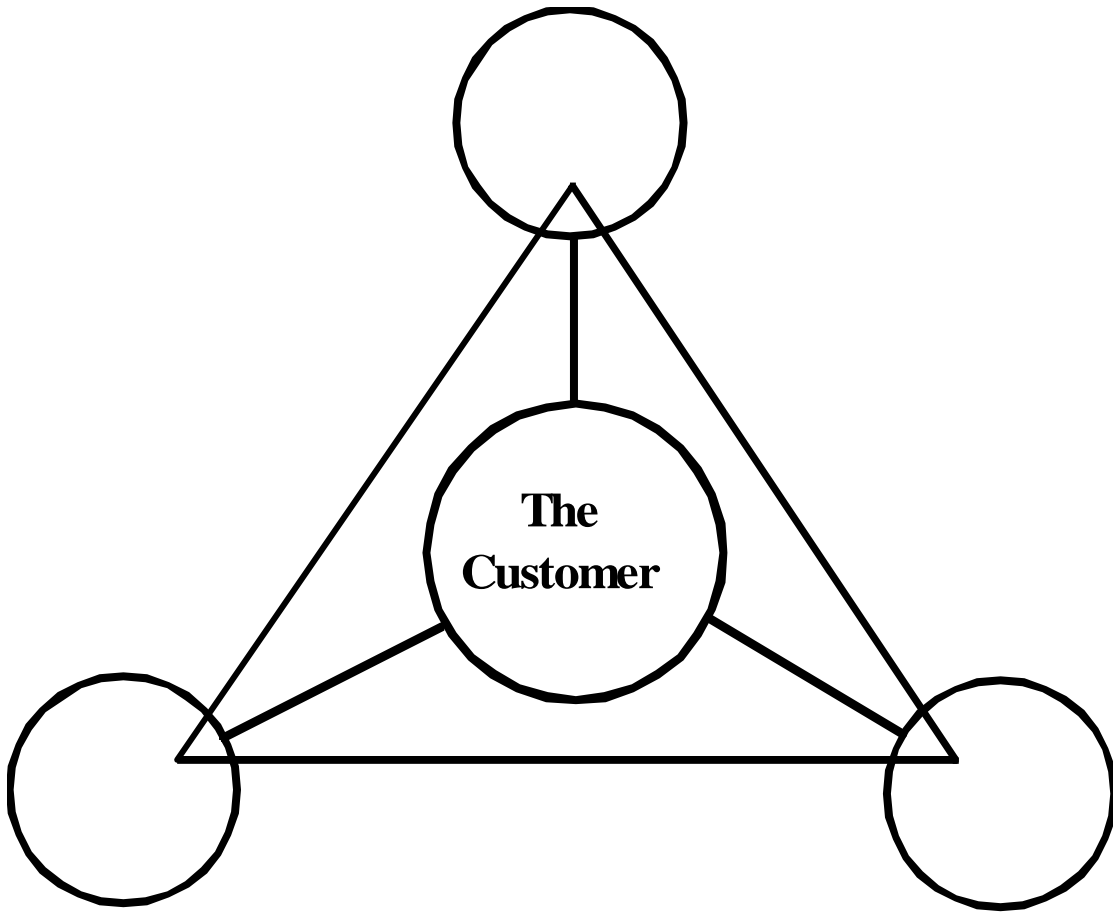
1. The average business never hears from 96 percent of their unhappy customers and 91 percent will never come back.
2. Results from the question: Why do our customers stop doing business with us?
3% _____
5% _____
9% _____
14% _____
68% _____
3. A typical dissatisfied customer will tell eight to ten people about his or her problem with your company.
4. Seven out of ten complaining customers will do business with you again if you resolve the problem in their favor.
5. The average business spends six times more to attract new customers than to retain old customers.
6. Organizations with poor customer service have a lower return on sales.

The Value of a Customer



Developing a Customer Service Strategy

THE TRIANGLE OF CUSTOMER SERVICE



Adapted from Karl Albrecht 1984

What is my vision for the customer service we provide?

Managing Your "Moments of Truth"

A "MOMENT OF TRUTH" is anytime that an employee touches a customer in some way that the customer is left with a ...**POSITIVE**...**NEUTRAL**...**NEGATIVE** feeling.

Your department's/team's "Moments of Truth" are...

1. _____

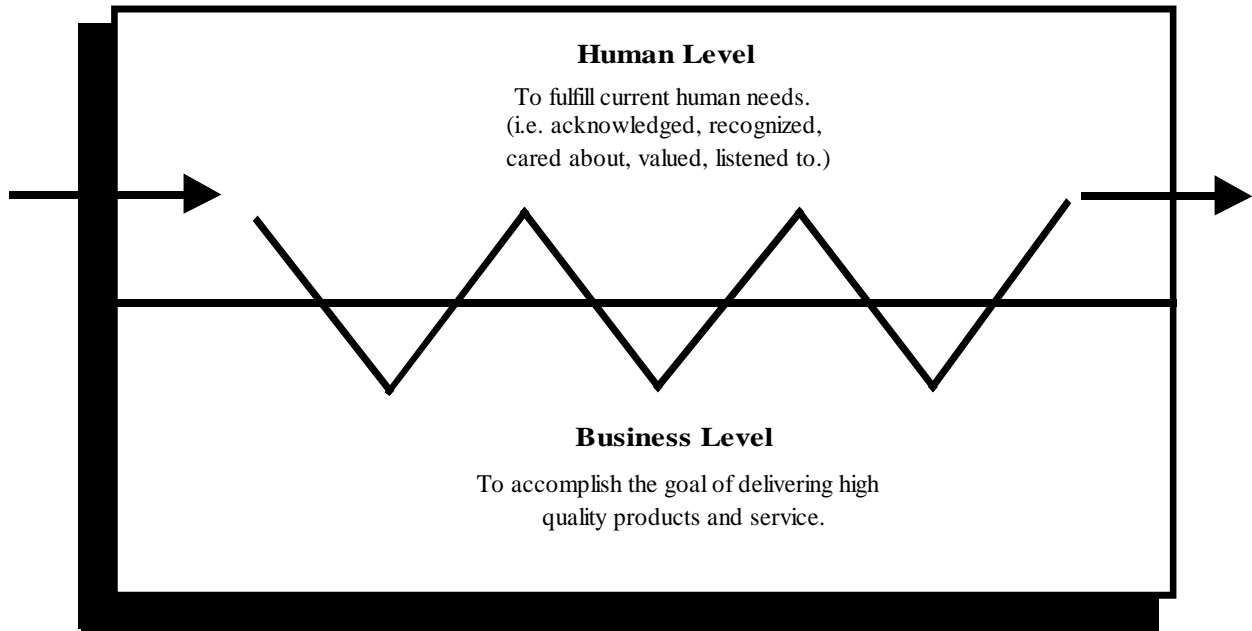
2. _____

3. _____

	POSITIVE ENHANCERS	NEUTRAL STANDARD	NEGATIVE DETRACTORS
Example:	Answer saying "Good morning, this is Jane. How may I help you?"	Answering the phone.	Just say "Hello."
	Give all information needed for customer to complete business. Ask if I can provide any additional information.	Answering client questions.	Say, "We don't do that here."

	POSITIVE ENHANCERS	NEUTRAL STANDARD	NEGATIVE DETRACTORS
1.			
2.			
3.			
4.			

The Human Interaction Model for Customer Service



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List some examples of *Human Level* needs our customers have.

1. _
2. _____
3. _____

What *Business Level* needs do our customers have?

1. _____
2. _____
3. _____

Customer Service Report Card

Experience	Reaction	Grade
Created a unique, memorable experience	 WOW!	A
Exceeds Expectations	 Delighted	B
As Expected	 Satisfied	C
Fails, customer has a choice	 Irritated	D
Fails, customer has no choice	 Feels Victimized	F

On the left side of the table, the word "CUSTOMER SERVICE" is written vertically with a downward arrow above it and an upward arrow below it. To the right of "CUSTOMER SERVICE", the word "CORE" is written vertically with a downward arrow above it and an upward arrow below it. On the right side of the table, there are five downward-pointing arrows, one for each row.

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Quality Core Service: The service or product your organization or work team provides to its customers - your "reason for being." Without this core service your organization or team has no purpose.

Caring Customer Service: The service delivery system, which includes the interactions you have with a customer while you are conducting business. Also included are your policies, procedures, and practices.

Customer Service Report Card

“What Makes Great Customer Service?”

1. Think of a memorable service experience when you received outstanding service. (An "A" or "B" on the report card.)

What made the service outstanding?

- a.
- b.
- c.
- d.
- e.

2. Think of a memorable service when you received poor service (A "D" or "F" on the report card.)

What made the service poor?

- a.
- b.
- c.
- d.
- e.

Caring Customer Responses

What does caring customer service really mean?

Acknowledge: This is what happens when you become aware that you have a customer...either by phone or in person. A second type of acknowledgment is responding to something that the customer says. This may or may not be about the current business transaction. If the customer said it, the intent was for you to hear it. If you hear it, it's a good idea to acknowledge it. What are some examples of how you might acknowledge a customer?

Appreciate: You can appreciate something about a customer any time during the interaction. It is important to end every conversation with a note of appreciation. What are some examples of how you might show appreciation?

Affirm: There are two types of affirmation...on the human interaction level and on the business level. Examples of these affirmations might include:

Assure: When a customer has a need that you or your organization can address, it is helpful to assure him or her that you will be responsible for taking care of it. An example of assuring the customer in your area might include:

Ten Steps For Dealing With Difficult or Angry Customers

Step One: Develop Your Positive Mental Attitude:

Step Two: Stay Objective...Do Not Get Hooked:

Step Three: Let The Customer Unwind:

Step Four: Reward The Customer:

Step Five: Respond First With a Human Level of Interaction:

Step Six: Keep Your Cool:

Step Seven: Offer Alternative Solutions:

Step Eight: Take Immediate Action:

Step Nine: Bring The Incident To A Polite Close:

Step Ten: Follow Up To Ensure Satisfaction:

Customer Service Action Plan

What are the six actions I can take to deal more effectively with difficult or angry customers?

ACTION #1

ACTION #2

ACTION #3

ACTION #4

ACTION #5

ACTION #6
