

Customer Service Excellence

Wednesday, February 23, 2011

8:00 AM – Registration

8:30 – NOON Workshop



Constant Training

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Customer Service Excellence

Our Agenda

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Your Agenda

What are your goals and expectations for this workshop?



“Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.” -Unknown

Why are We Here Today?

What business are we all in?

What do we sell?

Who is your customer?

What are your goals when it comes to customer service?

What is outstanding customer service? *Whatever the customer says it is!*

What are the benefits of providing outstanding customer service?

LOWER ADVERTISING COSTS
LOWER EMPLOYEE TURNOVER
LOWER EMPLOYEE STRESS
LOWER RISK OF JOB LOSS
LOWER...

HIGHER REPEAT BUSINESS
HIGHER CUSTOMER RETENTION
HIGHER PERSONAL PRIDE
HIGHER PROFITS/VOLUME
HIGHER...

Customer service is the ONLY way you can compete

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“Before you can sell something, the customer has to like you! Did you remember to lick his face?”



Service Customers Hate and Details They Love

Small Groups: *Poor Service* or *Great Service*

List as many examples as you can that demonstrate your group's assignment.

(Handout) The Top Ten Turn-offs and Turn-ons
(Constant Training's 60-second survey results)

Why do our customers fire us?

- 1% = _____
- 3% = Move
- 5% = Influenced by friends
- 9% = Lured away by other sources
- 14% = Dissatisfied with offerings or prices
- 68% = _____

- Forum Corporation Research

FISH Video (17 Minutes)

-PLAY - MAKE THEIR DAY - BE THERE - CHOOSE YOUR ATTITUDE-



*"Bad service happens all by itself-
good service has to be managed."* – Ken Blanchard

Communication Skills – Ten Critical Factors

What is our goal in communication? *Message Sent= Message Received*

1. WORDS How important? 7%= 38%= 55%=

Positive Words /Phrases

Negative Words/Phrases

I'll be happy to	Yes...	No	Our policy is...
That's very understandable		It's your mistake	You should have...
Please/thank-you	It would be my pleasure	We don't do that	Honey, lady, buddy...
Their name	I will do that right away	You'll have to...	That's not my job
I apologize for...	That's a great question	My computer won't	I don't know
Sorry for the wait	Is there anything else...	Techno/jargon	Short answers
We appreciate your business			

YOUR JOB IS TO FIND A WAY TO SAY YES TO A CUSTOMER!

2. EYE CONTACT _____

3. GESTURES _____

4. EXPRESSIONS _____

5. PHYSICAL TOUCH – Handshakes only!

6. POSTURE–Lean forward slightly, open uncrossed arms, same eye level

7. SMELL – Breath & body odor- be aware of your own. Perfumes & colognes should be used sparingly, if at all.

8. APPEARANCE – Personal & property. See things through customers' eyes.

9. SILENCE – Be proactive- speak first.

10. ACTIONS- Speak louder than words. Do what you say you are going to do.

“You cannot-not communicate” – Zig Ziglar



Communication Skills -Listening and Questioning

Why do we need to be good listeners? _____

Why don't we listen? _____

How do we show a customer we are listening? _____

Do customers ever have difficulty expressing what they really want/need?

Why would we want to ask a customer questions?

IDENTIFY/RESOLVE PROBLEMS
FEEDBACK ON HOW YOU ARE DOING
PUTS US IN CONTROL
GETS THEM TO THINK
LEARN FROM THEIR SUGGESTIONS

UNDERSTAND NEEDS BETTER
IDENTIFY ADDITIONAL NEEDS
GETS THEM INVOLVED
CLARIFY WHAT THEY ARE SAYING
GET TO KNOW THEM

NESTLE them in!	
N =	Name
E =	Employed where
S =	Significant others
T =	Town lives in
L =	Likes, interests, hobbies
E =	Excited about or current events



Exceeding Customer Expectations

The “golden rule” vs. the “platinum rule”

Policies:

- Red vs. Blue
- E T D B W

First & Last(ing) Impressions

Under Promise - Over Deliver

Relationships vs. Transactions

Empowered employees

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**"IF YOU'RE NOT ABSOLUTELY THRILLED AND DELIGHTED
WITH OUR PRODUCT, CALL US TOLL-FREE AND WE'LL BE HAPPY
TO HELP YOU ESTABLISH MORE REASONABLE EXPECTATIONS."**



Exceeding Expectations (1% Extra – No Charge!)

The Power of 1% - Every time you have a customer interaction, always try to do something a little extra – anything that shows you care and appreciate them!

A Customer Service Culture - Everything you do, everyday, at every level in the organization should be focused on the customer. Everybody needs to talk about and pay attention to it constantly. TOMA – Top of mind awareness

TCF – (Total Customer Focus) If every time there is a customer on your property (or on the phone) they should be the total focus of anybody and everybody to make sure they are taken care of properly

Enthusiasm – If employees are enthusiastic about the products or services or even their jobs, the customers are also much more likely to be enthusiastic!

Consistency – Great service is about providing consistently superior service every single day. This may be the hardest of all ways to exceed expectations.

Follow-up – Don't let their purchase be the last contact with you. Check back with them to see if they had any problems, questions or even suggestions.

Give them options – Customers love to have choices. Let them be in control

Show a sense of urgency – When a customer wants or needs something, make it a big deal. Show them they are important by doing it quickly.



Telephone Tips

Prepare _____

of Rings _____ Say when answering: _____

“Listen Loudly” means _____ Rate of speech _____

Putting someone on hold _____

Messages: First & Last name (spelled correctly), organization, number, date/time, message, your name. write legibly, deliver at right time and right place.

Transfers _____

- ✓ Call your company as well as your competitors to check “phone skills”
- ✓ Use customers name a few times during the conversation (not too much!)
- ✓ Return customer calls immediately or you WILL lose business
- ✓ Work toward first call resolutions –never tell them to call back later
- ✓ A few auto menu choices are OK, but provide customer with a live option
- ✓ Conclude all calls with “Is there anything else I ...”

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**Customer
Service
Department**



**“No, I’m not angry at you, sir.
I’m angry at the random act of fate
that directed your call to my extension.”**



Small Group Work - Eagles & Ducks

Eagles always leave customers better off than when they found them

Examples of Customer Service Eagles

Recognize and reward your eagles.

Attitudes

Are they contagious?

DILLIGAD

What are the benefits of a positive attitude?

How can we keep our attitudes positive?

Have a “can-do” attitude!

**National survey asking why people got fired
90% was related to attitude, behavior & relationships
10% was technical or job skill**

- Vocational Educational Journal

“Some people just have a better attitude than others.
Even their blood type is B+.” - Joe Constance



Teamwork

Do customers notice good teamwork? What would they see?

Support each other- take care of your internal customers.

One person makes a difference

Today's Stock Price Is
\$45.25
Tomorrow's Is Up To
YOU.

(Taken from a sign hanging in a Wal*Mart employee area)

Resolve Problems or Complaints

Best Practices

SEEK FIRST TO UNDERSTAND
LET THEM VENT
SHOW EMPATHY – FEEL THEIR PAIN
DISPLAY AN URGENCY TO RESOLVE
ASK WHAT THEY WOULD LIKE DONE
ASK THEM QUESTIONS
BE A PROFESSIONAL
BE THEIR ADVOCATE

DON'T INTERRUPT THEM
OWN IT
DON'T TAKE IT PERSONALLY
ISOLATE THEM IF POSSIBLE
BE FLEXIBLE
ELEVATE WHEN NECESSARY
LEARN FROM IT
DO SOMETHING EXTRA

Is the customer always right?

Why does a customer complain?

“A complaint is a gift.” -Janelle Barlow

*“Complaints are opportunities to cement relationships
and create customer loyalty.” – Paul R. Timm*



Facts about problem resolution:

1. Only one customer in 25 will tell you when they have a complaint. 96% of customers will not tell you but they will tell others!
2. 63% will not come back, 56 to 70% will if complaint is resolved to their satisfaction. 95% will if resolved immediately.
3. Customers cause 33% of the problems they complain about.
4. Every situation and every customer is unique.
5. Your customer will tell between 10 & 20 people about their experience and those people will, on average, tell another 5 people each.
6. 6% of all interactions will be negative.

- Technical Assistance Research Corporation (TARP)
Office of Consumer Affairs – US Government

Being a Fantastic Fixer

1. LISTEN _____
2. APOLOGIZE _____
3. FIX IT _____
4. FOLLOW UP & FOLLOW THROUGH _____
5. EXCEED BY 1% _____
6. SAY “THANK YOU” _____

“Companies can boost profits by almost 100% by retaining just 5% more of their customers.” - Frederick Reicheld, Harvard Business Review



Summary

What did we cover today that you found important?

*Play- Make Their Day - Be There - Choose Your Attitude - Communicating
Word Choice - Listening - Questioning - Building Relationships - Policies
NESTLE Them In - Telephone Skills - Customer Service Eagles - Teamwork
Under Promise - First & Last(ing) Impressions - Problems & Complaints
Take care of your internal customers just as well as external ones!*

One specific thing I will do differently to improve my customer service is:

One way I can see that we as an organization could improve would be:

How to get your organization more focused on customer service?

1. Live it yourself – be a great example for people to learn from
2. Teach it – be a mentor or a coach
3. Talk about it at employee meetings – if you don't have them – start!
4. Post goals, reminders, success stories, complaints, etc...
5. Make sure great service gets recognized and rewarded – make it a big deal!



Constant Training

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Mission Statement: To provide skills development training; which will result in measurable improvement in targeted areas and consistently exceed our client expectations.

Customized Training: We focus on areas of specific concern to you and your organization. when it comes to training, "one size does not fit all!" Needs assessment and a customized design ensure you get the results you want.

Guarantee: Our policy is simple. If you and your organization rate our training as average (or lower), it's FREE!

Client Satisfaction Rate: In 2008, it was 99.3% based on a random sample of 1,000 participants

Facilitator: Our facilitators have consistently been rated as outstanding trainers in over 300 workshops in the past two years. Our philosophy is to provide a lively, participation oriented and fun training experience.

Sample Topics

<u><i>Customer Service Eagles</i></u>	<u><i>Time & Life Management</i></u>	<u><i>Building Positive Attitudes</i></u>
<u><i>Managing Stress</i></u>	<u><i>7 Keys to Survive & THRIVE</i></u>	<u><i>Managing Conflict</i></u>
<u><i>Dealing with Difficult People</i></u>	<u><i>Communicating Effectively</i></u>	21 st Century Leadership*
Managing Cust. Serv. Excell.	Teambuilding Skills*	Rewarding Employees
Negotiation Skills**	Problems/ Complaints	Building a Better Memory
Selling Skills**	Coaching/Mentoring	Thinking Creatively
Running Successful Meetings	Building Trust	Being More Assertive
Managing Change	Reducing Turnover	Constructive Discipline
Powerful Presentations**	Networking Skills	Delegating & Empowering
Tuning Up Your Downtown	Taking Risks	Telephone Skills
<u><i>Bold = Most Frequent</i></u>	* Usually multiple sessions	**Full day program



Participant Evaluation

By completing this evaluation, you will help us improve future sessions.

- | | Poor | | Average | | Excellent |
|--|---------|---|---------|---|-----------|
| 1. Overall, the information presented was: | 1 | 2 | 3 | 4 | 5 |
| 2. Overall, the presenter was: | 1 | 2 | 3 | 4 | 5 |
| 3. Overall, the meeting location was: | 1 | 2 | 3 | 4 | 5 |
| 4. Overall, your expectations were: | Not met | | Met | | Exceeded |
| 5. What did you like best about this workshop? | | | | | |

6. What is one thing we could do to improve it?

7. General comments or suggestions (please use reverse side if you need more space)

8. What other topics would interest you for future seminars or workshops?

If we may use your comments in our promotional literature, please fill in below

Name: _____ Organization: _____

Title _____

Thank you for your input!

If you would like more information about our programs, please visit our website at
www.constanttraining.com