Customer Service Excellence

Wednesday, February 23, 2011
8:00 AM – Registration
8:30 – NOON Workshop

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Customer Service Excellence

Our Agenda

Why We Are Here Today ................................................................. 3
The Top Ten .................................................................................. 4
“Fish” For Ideas on Customer Service ........................................... 4
Communication Skills .................................................................. 5-6
Exceeding Customer Expectations ............................................. 7-8
Telephone Skills .......................................................................... 9
Eagles & Ducks ......................................................................... 10
Attitudes .................................................................................. 10
Teamwork ............................................................................... 11
Resolve Problems or Complaints .............................................. 11-12
Summary .................................................................................. 13
Words of Wisdom ...................................................................... 14
More About Constant Training .................................................. 15
Evaluation .................................................................................. 16

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**

“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

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

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

   **Positive Words /Phrases**
   - I’ll be happy to
   - That’s very understandable
   - Please/thank-you
   - Their name
   - I apologize for...
   - Sorry for the wait
   - We appreciate your business

   **Negative Words/Phrases**
   - Yes...
   - It would be my pleasure
   - I will do that right away
   - That’s a great question
   - Is there anything else...

   **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?

<table>
<thead>
<tr>
<th>IDENTIFY/RESOLVE PROBLEMS</th>
<th>UNDERSTAND NEEDS BETTER</th>
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<tr>
<td>FEEDBACK ON HOW YOU ARE DOING</td>
<td>IDENTIFY ADDITIONAL NEEDS</td>
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<td>PUTS US IN CONTROL</td>
<td>GETS THEM INVOLVED</td>
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<td>GETS THEM TO THINK</td>
<td>CLARIFY WHAT THEY ARE SAYING</td>
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<td>LEARN FROM THEIR SUGGESTIONS</td>
<td>GET TO KNOW THEM</td>
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<th>N = Name</th>
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<tr>
<td>E = Employed where</td>
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<td>S = Significant others</td>
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<tr>
<td>T = Town lives in</td>
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<tr>
<td>L = Likes, interests, hobbies</td>
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<td>E = Excited about or current events</td>
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NESTLE them in!

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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

"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 …

“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!
Words of Wisdom from the Wall:

The Key is EMPATHY!
Make the Connection
HARLEY = LOYALTY
“Seek first to Understand” - St. Francis
Kill a stupid rule!
Recognize people with a nod, a smile, or a greeting.
STEW LEONARDS = CUSTOMER IS ALWAYS RIGHT
Customers would rather switch than fight
Prices subject to change according to customer’s attitude
I'm all ears.

The FISH Philosophy
Attitudes are contagious
SEWELLS = LIFETIME CUSTOMERS
FIX THE PROBLEM- NOT THE BLAME
A smile increases your face value
Laser FOCUS
“The customer comes second” – Hal Rosenbluth
Learners- Vacationers- Hostages

This is not BURGER KING – you get it my way!
SYNERGY
Over-communicate
DWYSYWD
“The customer experience – own it” – Dell Computer
Mickeys is Picky
Create Urgency
USE THEIR NAMES.

SOUTHWEST = FUN
SOUTHWEST =LIFETIME CUSTOMERS
“The difficult we do at once – the impossible takes a bit longer” – Motto of the SEABEES
Good enough never is!
Be flexible- like Gumby!

NORDSTROM = EMPOWERMENT
Our dress code REQUIRES that you wear a smile
Perfection is our goal – excellence will be tolerated

LITTLE DIFFERENCES MEAN A LOT!
The power of 1%.

A complaint is a gift!
DISNEY = DETAILS
DON’T SWEAT THE SMALL STUFF- and it’s all small stuff!
Under Promise Over Deliver
BUILD A BRIDGE

MITCHELLS = RELATIONSHIPS
A Customer Service Culture
If we don’t take care of our customers – someone else will!
Practice uncommon courtesy!
I can only please one customer per day – today is not your day – tomorrow doesn’t look good either!
PIKE PLACE FISH = BE THERE!

EAGLES VS. DUCKS
An Attitude of Gratitude
“First Things First.”

Watch Your NON-VERBAL Communication.
Attitudes Determine Altitudes
KIRISPY KREME = HOT FRESH MEMORIES
Listen Louder!
Children who do not remain seated – will be eaten!

Think: WIN-WIN
You don’t get to be #1, by treating the customer like #2

Practice P.M.A.
GUARANTEED PERIOD! – LANDS END
N.E.S.T.L.E them in!

“Great customer service begins with you smiling as they walk in – and ends with them smiling as they walk out.”

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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

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

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

1. Overall, the information presented was:  Poor  Average  Excellent
   1  2  3  4  5

2. Overall, the presenter was:  Poor  Average  Excellent
   1  2  3  4  5

3. Overall, the meeting location was:  Poor  Average  Excellent
   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