

Supporting Employers Since 1940

Customer Service- Exceeding Expectations and Building Loyalty

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- Define elements of quality customer service
- Who are your Customers?
- 5 points of exceptional customer service
- Best Practice to Resolve conflicts

Use Your Experience as a Customer



Importance of Customer Service

- **90%** of Americans use **customer service** as a factor in deciding whether or not to do business with a company **Microsoft**
- **53%** of shoppers believe their feedback doesn't go to anyone who can actually act on it **Microsoft**
- **36%** of consumers overall will share their customer service experience, whether good or bad. **(CFI Group)**
- **70%** of the customer's journey is based on how the customer **feels they are being treated.** **(McKinsey)**

Customers used to tell **9 to 15 people** about their bad experience... Now they tell **EVERYONE** through Social Media!!!



We All Serve customers

- A customer is defined as anyone you serve
- This can include external groups such as customers, clients, or guests
- It also includes coworkers, people in other departments, and even contractors or vendors who deliver critical products and services



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Skills For Customer Service

What **skills** are needed to facilitate exceptional customer service?



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Exceptional Customer Service Skills

- Communication skills
- Decision making skills
- Patience
- Knowledge
- Adaptability
- Analytical
- Empathy



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Example of Excellent Customer Service



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Your Customers Notice Everything from the First Moment

- The energy in the environment
- Do I feel welcome?
- How do employees treat each other?
- Are employees happy to be there?
- Smiles-Laughter



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Five Points of Customer Service

- ★ Feel Positively about Customers
- ★ Encourage Customer Feedback
- ★ Respond to Customer Problems
- ★ Develop Repeat Relationships
- ★ Seek to Exceed Customer Expectations



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1. Feel Positively About Your Customers

Good customer service begins with a positive view of customers.

- Treat customers as guests
- Everything communicates your style (to your customers)

Welcome



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2. Encourage Customer Feedback



- Talk to people after they have been served
- Online Surveys
- Social Media
- Focus groups
- Respond to feedback



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Common Causes of Customer Complaints



- Excessive wait times
- Lack of knowledgeable staff
- Accessibility to customer service
- Poor follow up
- Indifferent customer service
- Poor quality of product/service
- Price

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3. Respond to Customer Problems

- A problem or complaint is an opportunity to restore confidence quickly
- Don't argue with customers
- Take ownership of problems and finding a solution



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Resolving Customer Conflicts

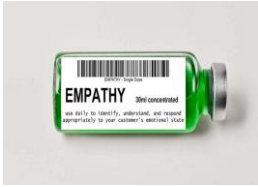
- Use highest acknowledgement level possible
- Ask assessment questions
- Clarify the needs
- Shift the discussion
- Take action
- Follow Up

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Display Empathy With Customers



- Listen carefully
- Acknowledge feelings
- Refocus on a solution

How to Respond Empathetically

Customer: I tried to get a refund on this, and your clerk was so rude to me! I am really upset right now.

Possible Responses

1. **Defensive:** *Well, we do have a no-refund policy.*
2. **Paraphrasing:** *So you weren't happy about the way you were treated.*
3. **Observation:** *This obviously bothered you.*
4. **Identification and validation:** *No one wants to feel disrespected, so I am really glad you are letting me know. Please tell me more about what happened.*

Customer Service Language

Avoidance-Deflective Language	Ownership – Proactive Language
That's not my job	This is who can help
I don't know	I'll find out
No, that's not our policy	I understand you're frustrated
Calm down	I'm sorry
You're right. This is horrible	Let me see how I can help



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How To Empower Your Employees

- Invest in resources, tools and equipment
- Define standard operating procedures
- Give employees the right authority



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Emphasize Customer Service Vision



- What is our customer service vision?
- What does it mean?
- How do I personally contribute?



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4. Develop Repeat Relationships



The most valuable customer is the one who has already been served



- The cost of recruiting new customers far exceeds the cost of retaining them
- Nourish the existing customer base
- Clientele takes time to build, but once it's built, it remains loyal

Develop Rapport



"Remember that a person's name is to that person the most sweetest and most important sound in any language". Dale Carnegie



- Warm greetings
- Personalized service
- Say thank you
- Learn and use customer names
- Tell customers your name
- Find something in common

5. Seek to Exceed Customer Expectations



- Be proactive, not reactive
- Do the unexpected
- Be accessible
- Personalize each interaction
- Be thoughtful

Be Like Disney

Hire for attitude, not aptitude



The company understands that **empathy, patience and positivity** are customer service skills that matter the most.



Disney's Seven Service Guidelines

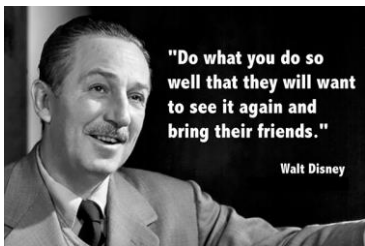
1. Make eye contact and smile,
2. Greet and welcome each and every Guest,
3. Seek out Guest contact,
4. Provide immediate service recovery,
5. Display appropriate body language at all times,
6. Preserve the 'magical' Guest Experience,
7. Thank each and every Guest.

And always remember:

- Never say "no"
- Put yourself in customer shoes



Our Goal = Customer's Goal



Moving Forward!

How can you be more proactive? How can you anticipate your customer's needs?



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Thank You