SIMPLE AND POWERFUL CUSTOMER SERVICE TIPS

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LET’S TALK ABOUT IT

• A GOOD customer service experience
• A BAD customer service experience

• Which do you remember?
• Why?
WHAT IT IS:

• An attitude
• Responsibility of every single member of team
• Before, during and after the “transaction”
• Personal touch & engagement

WHAT IT IS NOT:

• Vague or generic
• More options or features
• More staff
WHY

• Creates patron loyalty
• Creates repeat business
• Creates advocates on your behalf
• More efficient to make an existing patron happy than go out and find a new one

DID YOU KNOW?

It is 6-7 times more expensive to acquire a new customer than it is to keep a current one?

7 out of 10 Americans said they were willing to spend more with companies or organizations they believe provide excellent customer service.
WHO

• Those closest to the customer
  – Lowest pay grade
  – Least training

QUOTE:

“Your customer doesn’t care how much you know until they know how much you care.”
INTERESTING STATS

1. ____ % of consumers have bailed on a transaction because of poor customer service.
2. A typical organization hears from ____ % of its dissatisfied patrons.
3. It takes ____ positive experiences to make up for one unresolved negative one.
4. For every customer who bothers to complain, ____ others remain silent.
5. ____ % of Americans would try a new organization for better customer service.
6. ____ % of Americans agree that small companies place a greater emphasis on customer service than their large counterparts.
7. ____ % of consumers base their overall experience solely on how they feel they are being treated.
INTERESTING STATS

1. **78%** of consumers have bailed on a transaction because of poor customer service.

2. A typical business hears from **4%** of its dissatisfied patrons.

3. It takes **12** positive experiences to make up for one unresolved negative one.

4. For every customer who bothers to complain, **26** others remain silent.

5. **60%** of Americans would try a new organization for better customer service.

6. **80%** of Americans agree that small companies place a greater emphasis on customer service than their large counterparts.

7. **70%** of consumers base their overall experience solely on how they feel they are being treated.
CRITICAL CUSTOMER SERVICE SKILLS
PATIENCE

• Building a good customer relationship takes time and energy

• Customers want your time AND attention as much as they want anything else you can give
ATTENTIVENESS

• What are your customers telling you without saying it?
COMMUNICATION

• Be clear, simple and leave nothing to doubt on important points

• Intent is mostly irrelevant

• “Under Promise, Over Deliver”
KNOWLEDGE

• Be your own customer
• Work on this daily
• Know your “go-to”s”
POSITIVE LANGUAGE

- Language is instrumental in persuasion
- Perceptions are created about you and your company based off the language you use
Discussion: What are words to avoid?

- no
- can’t
- won’t
- uncertain/unsure

Anything “negative” relating to anything at all
Of course! (instead of yes)

Great! (instead of okay)

My pleasure! (instead of you’re welcome)

tone and body language matters

Little changes can go a long way

Discussion: What are good words to use?
“I can’t get you that product; it is back-ordered and unavailable at this time.”

Focus on what you CAN do…

POSITIVE LANGUAGE

…”Not what you CAN’T!

“That product has been very popular and will be available next month. I can place the order for you right now and make sure it is sent straight to your home as soon as it reaches our warehouse.”
ACTING

• Keeping a cheery persona in spite of people who don’t want you to be.
TIME MANAGEMENT

- Efficiency is also important
- Recognize when you cannot help
ABILITY TO “READ”

• Look and listen for subtle cues

• Remember basic principles of behavioral psychology and “read between the lines”
CALMING PRESENCE

• “Keeping your cool”

• You cannot allow a tense or heated situation cause you to “lose it”.

• Your JOB is to be the rock.

Rate Yourself 1-10?
GOAL-ORIENTED FOCUS

• Know what metrics matter at the end of the day, and stay focused on those

• Don’t get caught “going down the rabbit hole”
GOOD
“ON THE FLY”

• Preparation won’t always save you. Be prepared for a curveball!

• Think on your feet by knowing your
  • WHO?
  • WHAT?
  • HOW?
• When patrons share their story, they’re not just sharing pain points. They’re actually teaching you how to make your product, service and organization better.

• Your organization should be designed to efficiently communicate with the right people about those issues and prioritize resolving them.
TAKEAWAY:

• 80% of companies say they deliver “superior” customer service.

• 8% of people think these exact same companies deliver “superior” customer service.

Decide what metrics are critical to measuring customer satisfaction. Don’t just go with your gut; prove that you provide great service with data. Also, don’t hesitate to survey patrons for feedback and measure success that way.
• Amazon.com
• Chick-Fil-A
• Marriott
• Zappos

• Your own examples??
NO-ONE IS PERFECT AND MISTAKES STILL HAPPEN
TURNING A BAD EXPERIENCE INTO A “WOW” EXPERIENCE

REMEMBER THE 5 A’s:

• Appreciate
• Acknowledge
• Apologize
• Act
• Take Accountability
THANK YOU!