

**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



Rate
Yourself-
1-10?

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

Rate
Yourself-
1-10?

ATTENTIVENESS

- What are your customers telling you without saying it?

Rate
Yourself-
1-10?

COMMUNICATION

- Be clear, simple and leave nothing to doubt on important points
- Intent is mostly irrelevant
- “Under Promise, Over Deliver”



KNOWLEDGE

Rate
Yourself-
1-10?

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

Rate
Yourself-
1-10?

POSITIVE LANGUAGE

- Language is instrumental in persuasion

- Perceptions are created about you and your company based off the language you use

(-) WORDS

Discussion:
What are words
to avoid?

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

- Anything “negative” relating to anything at all

(+) WORDS

Discussion: What are good words to use?

- 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

“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

Rate
Yourself-
1-10?

- 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

Rate
Yourself-
1-10?



ABILITY TO “READ”

Rate
Yourself-
1-10?

- Look and listen for subtle cues
- Remember basic principles of behavioral psychology and “read between the lines”

CALMING PRESENCE

Rate
Yourself-
1-10?

- “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"

- Preparation won't always save you. Be prepared for a curveball!

**GOOD
“ON THE FLY”**

Rate
Yourself-
1-10?

- Think on your feet by knowing your
- **WHO?**
- **WHAT?**
- **HOW?**

APPRECIATE WHAT???

- 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.

- 80% of companies say they deliver “superior” customer service.
- 8% of people think these exact same companies deliver “superior” customer service.

TAKEAWAY:

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??

CUSTOMER SERVICE HALL OF FAME

**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

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THANK YOU!