Customer Service AMA (Ask Me Anything) Expand Your Customer Service Skills

With Andrew Sanderbeck
About Andrew

Andrew has experienced life as a commercial disc jockey, retail manager, corporate training manager and an adjunct professor. Today, he thrives as an introverted entrepreneur, spouse, parent and grandparent who loves animals, people, books, music, spiritual conversation, quiet time and travel. (The order varies from day to day)

People tell Andrew that they love his inspirational online publication, *The Friday News Minute* – which like Andrew, does not go out every Friday.
Let’s Talk About…

- Specific verbiage to use with customers

“It takes months to find a customer... seconds to lose one.”

Vince Lombardi
Let’s Talk About…

- Specific verbiage to use with customers
- The “new and better ways” to ask ‘Can I Help You?’

Make every interaction count, even the small ones. They are all relevant.

– Shep Hyken

www.Hyken.com
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- Approaches to working with challenging customer situations
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- Ways to improve the customer experience

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou
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- Ways to improve the customer experience
- How to stay fresh and refresh in a customer service position
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- How to stay fresh and refresh in a customer service position
- Ways to build customer relationships
#1 Separate the Person from the Behavior

Separate Person from Behavior. People Are More Than Their Actions, Emotions, Roles, etc.
#2 Customer Service is Situational

- KNOW YOUR POLICY
- CONSISTENCY is the key to Success
- TRUST YOUR GUT
Important to Remember

Customers want to be heard

Customers want to be acknowledged

Customers want to be understood

* What you focus on is what you get more of…don’t encourage the customer to continue to be more difficult. **Acknowledge Without Encouraging.**
Specific verbiage to use with customers
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That Behavior is Not Allowed in the Library
Specific verbiage to use with customers

If you’d like to stay in the library, you’ll need to...

Our insurance does not allow you to…
Techniques to Use with Customer Behaviors

question

because

unfortunately

SORRY NOT SORRY
Have You Tried Using “Benefit Statements”?  

For the safety of all of our customers, we do not allow…(running/climbing/riding the staircase)

For the protection of your account we do not allow…(others to use your credit card)

To keep our business clean and our items from being damaged, we do not allow (food/open drink containers)
The “new and better ways” to ask ‘Can I Help You?’

What didn’t you find today that you were looking for?

Is this your first visit to our library?

What problem can we help you solve today?

Did You Know….
Approaches to working with challenging customer situations

Remember: Behind Every Behavior There is a Need – Ask Yourself, “What Does this Customer Need? (Attention/To Be Heard)

Try to See the Other Person’s Perspective, Even When You Don’t Agree With Them

Debrief the Confrontation / Forgive Yourself Instead of Beating Yourself Up
Ways to improve the customer experience

Be the customer

Understand their experience

Decide if that is the experience you/your library wants

Make changes/adjustments

Re-evaluate
How to stay fresh and refresh in a customer service position

Unique

Try different things

TRY
SOMETHING
NEW
Ways to build customer relationships

“The more you engage with customers the clearer things become and the easier it is to determine what you should be doing.”
John Russell

www.customerserviceskillsbook.com

The greatest technology in the world hasn’t replaced the ultimate relationship building tool between a customer and a business; the human touch.
~Shep Hyken

www.Hyken.com
What is one significant thing you learned today?

Acquiring knowledge doesn't bring power into your life, until you apply what you have learned.

Shannon L. Alder
Knowing is not enough, We must APPLY. 
Willing is not enough, We must DO.

-Bruce Lee
Contact Andrew

Email: Andrew@Peopleconnectinstitute.com

Phone Number: 727-409-2239

Website: www.Peopleconnectinstitute.com