

SERVING THE CUSTOMER IN TODAY'S WORLD



LEARNING SUMMARY

THE IMPORTANCE OF VALUES

Organizational culture = the values employees hold which directly impact the service provided.

Organizational service vision = the expressed values of an organization for guiding interactions with customers.

RECRUIT GREAT EMPLOYEES

- Identify the traits you want.
- Encourage staff referrals and participation.
- Create opportunities for candidates to experience your service vision.
- Ask questions to identify candidates' values.

BE COURTEOUS

- Acknowledge customers promptly.
- Use courteous language, tone of voice, and body language.
- Be pleasant (no matter the response) and considerate (e.g. offer pleasant distractions).

PAY ATTENTION

- Make a personal connection.
- Listen carefully.

SHOW RESPECT

- Do not demean customers.
- Be sincere and honest.
- Respect temperament, opinions, time, and privacy.

DEMONSTRATE UNDERSTANDING

- Put yourself in the customer's place.
- Eliminate words and behaviors that discourage empathy.

MAKE IT MEMORABLE

- Surprise your customers.
- Delight your customers.
- Support a cause.

HANDLING DIFFICULT SITUATIONS

- Manage your physical response by deep breathing and/or using an anchor.
- Manage your emotional response by putting the situation in context and changing your self-talk.
- De-escalate the interaction by allowing customers to vent, acknowledging their feelings, and restating the issue.

TAKE OWNERSHIP OF PROBLEMS

- Set a confident tone. Apologize sincerely—once, accept responsibility, and gather necessary information.
- Tell customers what you CAN do, instead of what you CAN'T do.
- Resolve without escalating the issue. Agree on the problem, offer options (if possible), offer a partial solution if a complete resolution isn't possible, and always follow up with the customer.

SHOW YOU VALUE CUSTOMERS

- Use words of appreciation.
- Make a small gesture, such as offering an extra product or service.
- Take a personal approach, such as offering your time.

BUILDING EFFECTIVE SELF-SERVICE SYSTEMS

- Personalize the experience.
- Minimize customers' efforts.
- Make it easy to connect to a live person.
- Give customers a place to voice concerns.
- Anticipate future needs.
- Manage mishaps by aligning metrics with desired outcomes and collecting feedback.

CONTACT US TO LEARN MORE!

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