

WEEK TWO: ACT IN THE MOMENT JUNE 27, 2011 SERVICE PRINCIPLES NEWSLETTER

This week our focus is on the Service Principle “Act In The Moment”

The point of delivering great service is paying attention. Be proactive. You shouldn't wait until a customer asks for something. If possible, do it before they ask



6. I Respond Positively When Speaking with Others I respond positively and show I care by: -Concentrating on the customer -Attentively listening while making eye contact -Responding with sincerity and, when appropriate saying “I’m happy to take care of that for you” -Using the customer’s name if I know it -Ensuring complete satisfaction	7. I L.E.A.R.N. to wow the Customer I show I care when presented with a customer issue by: -Owning the problem -I use the L.E.A.R.N. process of listening, empathizing, apologizing, reacting and notifying to resolve, wow and build trust	8. I know our Library System I can answer customers’ questions because I know about the Library’s: -Facilities -Materials -Services -Procedures and processes -Monthly events, activities, training classes and/or meetings	9. I Anticipate Needs I anticipate our customers’ needs by: -Watching for cues -Listening thoroughly -Acting before being asked	10. I Act on Knowledge I ensure the success of the system each day by: -Knowing our regular customers by name -Proactively accommodating our customers’ needs -Keeping myself up to date and knowledgeable about sources of information
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Many times people won't tell you if there is a problem. Which brings us to the point of being proactive. You have to know. The way to know is to listen to peoples' comments and ask them questions.

Some people have the ability to head off problems before they happen - best. Some people have the ability to deal with problems after they happen - good. And unfortunately some people just don't have a clue .

Something to think about. . .

Do What's Required, Not Just Desired

I was staying at a boutique hotel in London and brought a stack of books to the concierge. I asked the young man, 'How much it will cost to ship these books back to my home in Singapore?' He promised to have an answer for me by evening. I left for the day with a smile.

When I returned that afternoon, the concierge handed my books back and said, 'Thirty-two pounds fifty pence'.

I was tired, said 'Thank you', and went up to my room. But I did not smile. And I did not give him a tip.

The next morning I returned to the concierge desk. I was greeted by a very different and somewhat older man. He asked, 'Is there anything I can do to assist you?'

I mentioned the previous day's conversation and asked for directions to the post office. He replied with a question: 'Mr. Kaufman, is this an urgent package?'

'No', I answered. 'I'll be travelling for eight more days in Europe before returning to Singapore.'

'In that case,' he said, 'I'd like to do a bit more research for you. May I do so and give you the results later today?'

I agreed, but I did not smile. And I did not leave a tip.

When I returned in the evening, a two-page letter from the older concierge was waiting in my room. Printed neatly on hotel stationery, it read:

Dear Mr. Kaufman,

Welcome back. I hope you had a good day.

Your books may indeed be sent via the post office for thirty-two pounds fifty pence and will arrive in seven to ten days. The post office is on my way home from the hotel and I would be glad to post them for you tomorrow, if you wish.

Insurance is available at five pounds per hundred valuation and a registered receipt is three pounds. If your books are valuable, I would recommend both.

Should you prefer a more economical route, you may send your package home by sea. The cost is eight pounds twenty-five pence, and delivery takes four to six weeks. However, shipment by sea does not allow for insurance or registered receipt, and if your books are of value, I could not recommend this in good faith.

The post office will make one attempt to deliver your package in Singapore. If you are not home they will leave you a note. You must then visit the post office personally to collect your package.

Given your frequent travel schedule, I understand this may not be convenient for you. Therefore, I have taken the liberty of contacting the international courier services. All feature competitive pricing and can deliver your books within three to four days.

If you are not home, the courier services will leave you a note but then (and here's the difference) they will bring the books *back to your home* at your convenience.

The rate for shipping via courier is forty-two pounds, including a signed receipt and insurance for up to one hundred pounds valuation.

Whichever manner of shipment you choose, your books must be properly packed. We will be glad to do this for you here at the concierge desk.

Mr. Kaufman, I trust this information is helpful to you when making a decision on how to ship your books back to Singapore.

We appreciate that you are staying with us and are grateful for this opportunity to serve you.

Yours faithfully,

The Concierge

PS: If you would like to have your books shipped three or four days hence, thereby assuring you are personally at home to receive them, I can hold the package for you at the concierge desk and ship it on a forward date of your choosing. I can then send you full details of your postal receipt or courier airway bill by e-mail and by fax.

In the morning, I visited the Concierge Desk and gave the older man my instructions. I also gave him a smile.

And a very big tip.

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DISCUSSION STARTERS:

There is a big difference between doing what's 'expected' and what's 'appreciated', between answering a question and solving a problem, between completing what's required and doing what's desired.

Look at the range of help, support, ideas and information you give other people during your day. Now find ways to give a little more. How can you be more helpful, proactive, robust, informative, considerate, educational or convenient? How can you make their lives a little easier, faster, smoother, more comfortable or productive? Listen to what other people ask for. Then give them what they want, plus a little more.

Encouraging Words. . .

Generosity

Carefully managing my resources so I can freely give to those in need

Joyfulness

Maintaining a good attitude even when faced with unpleasant conditions.

DISCUSSION STARTERS:

Opportunity

"If opportunity doesn't knock, build a door."

-- Milton Berle (A very funny and smart man!)

Speaking of opportunity, here is an idea that will give you the opportunity to look like a star. You've heard of a Customer Service department. How about a Proactive Service department?

This idea is not really new. Companies and people have been doing this all along. It may not be an official department. As a matter of fact, it is common sense. Here are several examples of what I am referring to:

The waiter who fills a customer's water glass before the customer has to ask.

The shipping department that follows up with a customer to insure the package arrived. If it didn't arrive, they start the tracking process or reship the package.

The sales person that sells a video player/recorder to a customer and calls the customer the next day to make sure he/she was able to connect it to the television. If the customer couldn't, the sales person walks the customer through the process, step by step.

As mentioned above, the idea of proactive service is not new. But a formal process to provide this type of "thinking ahead" is not usually the norm. It is usually an individual's effort, within a company, that provides this level of service.

Proactive service is an opportunity to show how good you are. A customer decides to do business with you because they trust you enough to deliver "the goods." Proactive service reinforces the decision the customer made. It helps to build respect and loyalty. Why leave this powerful concept to chance. Make it a normal procedure as part of the sales and follow-up process and watch your customers say, "Wow!"

Did you Know?

Do What Is Not Expected

Most people do what they are supposed to do - what is expected by the customer. When someone goes out of the way to help us, we are surprised. Our expectations are exceeded.

Doing a little something extra or special is not difficult. Sometimes it means just doing whatever you are supposed to do with a positive attitude. Other times it might mean going out of your way or making an extra effort to help a customer. Anybody can be okay - average. It is the excellent people and the excellent companies that are willing to do the extra things necessary to not have just satisfied customers, but LOYAL customers!

Staff Recognition

Our service Principles at Work

Think of something nice to do for someone else. It can be something as simple as smiling or greeting people you pass daily. Make a list of things you can do every day this week. Practicing random acts of kindness can bring you so many blessings. What you give out you will get back.