

### WEEK THREE: USE A PERSONAL TOUCH AUGUST 1, 2011 SERVICE PRINCIPLES NEWSLETTER

This week our focus is on the Service Principle “Use A Personal Touch”.

The key to having the knowledge of what delights our customers and co-workers is **ACTING ON IT**— making it happen! When we do this, we create loyal customers and employees and lifetime friends.



<b>11. I Welcome Every Customer</b>  I greet every customer with sincere enthusiasm using the 15/5 Rule: <ul style="list-style-type: none"> <li>At 15 feet, make eye contact and SMILE</li> <li>At 5 feet, maintaining eye contact, greet the customer by name, if known, and the time of day greeting (Good morning, good afternoon, good evening)</li> </ul>	<b>12. I Use Telephone Etiquette</b>  I answer the telephone professionally: <ul style="list-style-type: none"> <li>-Within three rings and with a smile in my voice</li> <li>Using the customer's name, when appropriate</li> <li>Asking the caller, "May I please place you on hold?"</li> <li>Allowing the caller to end the call</li> </ul>	<b>13. I Focus on Individual Needs</b>  I offer information and services relevant to each customer's specific needs by: <ul style="list-style-type: none"> <li>Proactively offering options &amp; suggestions</li> <li>Asking the right questions</li> <li>Demonstrating warmth, compassion, and empathy</li> </ul>	<b>14. I Personalize the Visit</b>  I watch and listen in order to: <ul style="list-style-type: none"> <li>Learn customer's preferences</li> <li>Remember them</li> <li>Offer assistance at every level</li> <li>And acting upon them when possible</li> </ul>	<b>15. I make Every Customer Feel Valued</b>  I am friendly to every customer in my presence by: <ul style="list-style-type: none"> <li>Stopping all other work and conversations</li> <li>Making eye contact and smiling</li> <li>When appropriate, asking if I can help</li> <li>Using their name</li> <li>Saying thank you</li> </ul>
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#### DISCUSSION STARTERS:

When you consistently provide excellent service, how do you exceed customer expectations?

What do your customers expect when they come into the library? Courteous, helpful staff? Materials in good condition? List other expectations our customers have. How

*Something to think about. . .*

## **Impeccable Customer Service**

by Bill Hogg

**Bill Hogg presents his top ten tips for providing outstanding customer service..**

If you want to be able to stand out from the crowd and offer truly great customer service instead of just empty promises, here are ten great tips that will help.

There are two ways to fix every problem. The immediate solution is to take care of the customer, leave him or her happy, and go on with your day.

However, there's a reason this problem happened. You need to consider how to prevent it from happening again. Your business will be more efficient and you'll have happier customers overall.

Treat your customers like human beings. That means treating them with dignity and not being annoyed at them for interrupting your day. This also means expecting them to act like responsible adults. Too many businesses believe that good customer service means bowing to the whims of every customer with a complaint. That solves the immediate problem of an angry customer, but sometimes it's not for the best. Know when there's a real problem that needs fixing and fix it well, but don't let people walk all over you.

Go beyond the minimum to make your customers love you. If there's a real problem, and you can do just a little more to make a customer's day, he or she is going to remember it. You'll get a lot more repeat business and word of mouth advertising if you over deliver.

Don't make excuses. If it's your fault, say so. Don't try to blame it on the customer, the circumstances, another vendor, or the position of the moon in the sky. It's amazing what a difference it can make if you just say "An error has been made, but I will make it right". Your customer will see you a lot differently if you don't make excuses.

Don't take it personally! This one's easy to forget because the customer is directing their frustration at you. However, the customer is angry about the situation, not angry at you, specifically. Taking things personally just introduces anger into the situation and makes it harder to fix the problem.

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Allow the customer to feel like a priority. Don't answer the phone while filling out a spreadsheet - you'll sound distracted. Spend the few minutes it takes to really pay attention. Your customers will know the difference and the results will be worth it.

Get to problems right away. No one wants to deal with something unpleasant, but if you let a complaint sit, it's not going to get any better on its own.

Follow up! Call after a problem's been dealt with, or after a customer has received a particularly big order, to find out how things went. Don't try to sell anything during this call or email. Just find out what you need to know and wish your customer a good day

Listen to your customers. Don't assume you know what they want. They may have some good things to say, even if they're not experts.

Think about what you're promising. It's easy to get carried away and offer more than you can easily deliver. If your business is racing from one project to the next, you can't offer true quality of service. Don't let this happen. Always pay close attention to what you're promising, and don't let a customer talk you into the impossible.

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# *Staff Recognition— Our Service Principles at Work*

Where Eagles Flock???

"Wait a minute", you are saying, "I don't think eagles flock". And you are right. The North American Bald Eagle does not flock and in fact is quite an independent loner (with the exception of his mate with whom he remains until one of them dies). So, why is this entrepreneur's only organization named, "Where Eagles Flock" ?

-Read On-

For over 6,000 years the bald eagle has been a symbol of not only power, courage, conquest, freedom and independence but also of truth, the soul or its bearer, and immortality. In mythology, this majestic bird was believed to have been the bearer of emperors to heaven on its wings.

When you consider the symbols stated above and the characteristics of an eagle; independent; keen vision; resilient; resourceful and protective of its nest, mate and young, what better icon for an entrepreneur could there possibly be?

While the eagle can survive on its own devices alone, as entrepreneurs in today's crowded, competitive marketplace it is tough to go it alone. We need the support of family, employees and compatible alliances to live out our vision and fulfill our "passion" to make a difference. Unlike eagles we need to "flock" with others who understand why we do what we do and help each other soar to new heights of success. My belief has and always will be *"When your true purpose is to help others succeed, you succeed"*.

## **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!

Let's end with a quote from James C. Penney, founder of J.C. Penny Stores. He said...

*"It is the service we are NOT OBLIGED to give that people VALUE the most!"*