

WEEK THREE: USE A PERSONAL TOUCH MARCH 12, 2012 SERVICE PRINCIPLES NEWSLETTER

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

When we talk to people and find out what brings them to the library, it helps us determine what might be useful to them. Using this information to offer individual service is another way to let people know they are welcome and appreciated.



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

Every customer wants fast results, easy procedures and personal attention. Most won't ask for these benefits. But they won't buy from you unless they get them.

What are three special benefits we offer our customers? What ways can we improve the quality of each benefit?

Something to think about...

Memorable Encounters - Every Time!

by Kimberly J. McCloskey

In this article Kimberly J. McCloskey looks at five ways we can leave our customers with a positive lasting impression..

Think about how many people you come into contact with on a daily basis.

Now think about how many of them will remember you later in a favorable light. A few? Lots? All? This may be something you don't think about often, but wouldn't you like for everyone you encounter every single day to have positive thoughts about you later? I sure do! For those of us in business our interactions with people can lead to good or bad publicity, so remember these four simple steps to make each encounter an enjoyable one.

Smile!

When we meet someone for the first time or the fiftieth time - smile. A smile conveys that we're happy to see them. A smile is an unspoken form of encouragement (which we all crave) and smiles are contagious. They help people relax from whatever stresses they might be experiencing, at least for a few moments, and that by itself will make you memorable.

Learn a persons name and remember it

Our names are valuable and unique to each of us, so it stands to reason it makes people feel important when we address them by name, whether it's from memory or just reading it from their name badge. Don't mispronounce a person's name because on some level they will take it as a personal insult. Ask them to repeat it (or spell it) if it's unusual. The more difficult the name is, the more reason we should say it correctly.

Compliment people

Be sincere and make a positive statement about something they are wearing or working on or proud of or interested in. It makes people smile and feel good about themselves. Doing this also shows that you have taken notice of them and are interested in them and this too makes people feel important.

Listen

Paying attention to someone as they speak is akin to giving them a high compliment. It says we are interested in them and what they are saying. Ask questions that they will enjoy answering. If we show a genuine interest in a person they will automatically like us on some level.

DID YOU KNOW?:

What Customers Really Want: Five Steps to Customer Loyalty

by Judi Hess

Sales managers take note: when it comes to the sales experience, customers aren't comparing you to your competition alone. They're holding you up against the most outstanding service they've received anywhere. Whether they get wowed at a bank, a restaurant, or by a cell phone service provider, customers set their expectations by these pockets of excellence and will judge their experience with you by them.

Figuring out how to attract and retain loyal customers is no simple task. However, there are five loyalty drivers that fit most customers most of the time. Here's a look at each of those five:

1. Include me. When you include customers in the sales and service experience, loyalty soars. Help your customers feel like partners.
2. Protect me. Customers expect the basics. Just as customers take it for granted they'll have enough air to breathe, they assume your product is quality they can trust at a fair price with a painless buying experience. If the plane lands in the right city, we do not cheer. But if it lands in the wrong city, we're upset." Get the basics right every time and you'll build a solid foundation of loyal supporters.
3. Understand me. Great service providers are great listeners. They know that unearthing the essence of a problem will point to a solution that goes beyond the superficial transaction. Make every customer contact person in your company a scout. Put a system in place that enables them to gather and capture customer intelligence so you can see trends, spot problems, and get early warning about concerns.
4. Surprise me. Remember opening a box of Cracker Jacks when you were a kid? You were probably more excited about the prize inside than the popcorn itself. Think about your own product or service - what can you do to create your own "free prize inside?" In other words, what can you do to wow your customers with something unexpected? These unforeseen moments of "wow" create lifelong customers who will tell others about their great experience with your organization.
5. Inspire me. When employees exhibit the highest qualities of character, customers get inspired, and become loyal to your company. These qualities include taking pride in their work, putting the needs of the customer ahead of their own need to reach quota, and acting at all times in a manner that is fair, honest, and ethical. Customers respect and admire people and companies who exhibit these traits, and they will keep coming back for more.

DISCUSSION STARTERS:

We hear all the time that we must be customer focused, but what does that mean? First, you have to know who your customers are. Second, you need to know the needs and desires of your customers. And third, you need to have a plan to meet those needs and desires.

A customer is anyone to whom you provide a product or service. Basically, customers come in two flavors. Internal and external. We typically know who our external customers are, because that is the orientation of our thinking. At the same time, though, we typically lose site of who our internal customers are. Internal customers are those we work with. The person in the next cubicle or another department.

To start the process of becoming customer focused, create a list of who you think your customers are (include your family and significant others). Do not worry about being wrong, just base it upon your opinion. Next to each customer, list what product or service you provide them.

Once this is done, answer the following questions.

If taking care of my customer's needs (instead of my own), in a timely and appropriate manner, became the focus of my work, what would change about my work (what would I do differently)?

If this happened, how would you measure how successful your day was?

How would your perception of "what is a good day" and "what is a bad day" change?

Encouraging Words...

Hospitality

*Cheerfully sharing food, shelter, or conversation
to benefit others*

Attentiveness

*Showing the worth of a person or task by giving
my undivided attention*