

WEEK TWO: ACT IN THE MOMENT AUGUST 20, 2012 SERVICE PRINCIPLES NEWSLETTER

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



6. I Respond Positively When Speaking with Others	7. I L.E.A.R.N. to wow the Customer	8. I know our Library System	9. I Anticipate Needs	10. I Act on Knowledge
<p>I respond positively and show I care by:</p> <ul style="list-style-type: none"> -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 	<p>I show I care when presented with a customer issue by:</p> <ul style="list-style-type: none"> -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 	<p>I can answer customers’ questions because I know about the Library’s:</p> <ul style="list-style-type: none"> -Facilities -Materials -Services -Procedures and processes -Monthly events, activities, training classes and/or meetings 	<p>I anticipate our customers’ needs by:</p> <ul style="list-style-type: none"> -Watching for cues -Listening thoroughly -Acting before being asked 	<p>I ensure the success of the system each day by:</p> <ul style="list-style-type: none"> -Knowing our regular customers by name -Proactively accommodating our customers’ needs -Keeping myself up to date and knowledgeable about sources of information

DISCUSSION STARTERS:

Solving Problems - There are two types of problems to solve - business and non-business. Business problems include taking care of complaints and meeting a customer’s needs. These customers are coming to you to either satisfy a complaint or have you help them with a problem, and you need to be there to help them. Then there are non-business problems that have nothing to do with what you and your company do on a day-to-day basis. An example of a non-business problem might be a person whose car has a flat tire across the street from our place of business. They come to us for help. How do we react? Do we tell them there is a pay phone down the street, or do we help them by picking up the phone and calling for a tow truck? Solving non-business problems are a potential way of generating good public relations. And, you never know, but this person could turn out to be your next customer.

What are some of the non-business related problems we deal with daily? How do you apply the L.E.A.R.N. process to solving these types of problems?

Something to think about...

Enthusiasm - It Is Contagious

by Shep Hyken, CSP

Who would you rather be with at work? Someone who hates what they are doing, or someone who loves what they are doing?

The answer is obvious. People who love what they do seem to have a charisma or enthusiasm about them. Their attitudes are contagious, and for obvious reasons, they are simply more enjoyable to be around.

Remember different teachers you might have had in high school or college? I remember teachers that lectured - or should I say read from notes or a manuscript - to their classes. They never even looked up at their students. I also remember teachers who spoke from their hearts. They encouraged questions and classroom participation. They weren't necessarily funny, but somehow their classes were fun and exciting to be in.

What's the difference between the two? Well, part of the answer is enthusiasm. One teacher is simply doing the job, just going through the motions. The other teacher is immersed in his or her job, involved with the students and creating a learning experience. The first teachers educate the students by lecturing. All information is going one way, from teacher to student. Either the student gets it or doesn't. They try to take notes and listen, with every attempt not to fall asleep. The other teachers are encouraging two way learning. They interact and communicate with students.

Isn't it almost the same in the working environment? Some people just work for their paycheck. Others work for their company and personal fulfillment.

This reminds me of a story that I first heard Zig Ziglar tell at one of his seminars. There were some employees of a major railroad company standing around the tracks. A large limousine pulls up to the workers and out steps a well dressed man, the president of the railroad company. The president walks up to one of the workers and says, "Hello Bob, how are you?" Bob says, "I'm doing great, Gene. Thanks for asking."

When the president of the company walked away, the workers were impressed with Bob and asked him how he knew the president of the company on a first name basis. Bob told them that twenty years ago they started working together.

The workers asked Bob, "How come he's president and you still work out here in the yard?"

Bob replied, "Twenty years ago when we started together, I went to work for the paycheck. Gene went to work for the railroad company."

Gene obviously loved what he did and managed to work his way up to becoming president of the company. He didn't get there by not caring or not having a passion for what he did. To get to the top where Gene started took a lot of hard work and enthusiasm in his job and his life.

Enthusiastic people tend to be more successful. And people like to be around enthusiastic people. If you can't get excited about what you do, then you won't get anyone around you excited either.

It is also important to understand that enthusiasm doesn't mean you have to be physically excited about what you do. A friend of mine is a speaker. Technically speaking, he is a terrible speaker. He stands behind the lectern and speaks to the audience in a dull and monotone voice. When he starts a program his audience members immediately look at their watches to see when the next break will be.

What makes him different from the teachers we talked about above is that he really does have enthusiasm, he is just not capable of physically showing it. After just a few minutes the audience starts to pick up on it, and within fifteen to twenty minutes they are sitting on the edge of their seats, soaking up his information.

Every once in a while there is a twinkle in his eye. You can tell he loves what he is talking about. He is just not a good speaker. And, that is okay. The audience accepts that, and picks up on his passion for the subject on which he is presenting. While not physically evident, he does have the enthusiasm that it takes to get others excited.

Enthusiasm is contagious. And, if enthusiasm is contagious, and what you have is not enthusiasm, that is also contagious!

DISCUSSION STARTERS:

In the game of life, enthusiasm can make the difference between winning or losing. Enthusiasm is contagious; it is an emotion that can be communicated more easily than words. It is a force that springs from person to person like an electrical spark. It is almost impossible to be exposed to enthusiasm for any length of time without acquiring some of it.

Almost all aspects of life requires some skill in persuading or motivating people, and there is no characteristic that will help you more than enthusiasm.

How is enthusiasm acquired?

Ralph Waldo Emerson once said, "Nothing great was ever achieved without enthusiasm."

Charles Schwab started out as a laborer and ended up as chairman of the board in the Bethlehem Steel Company has said, "A person can succeed at anything for which there is Enthusiasm."

If you're going to be enthusiastic you must first want to be! If you're mired in self pity, criticism and a lot of negative thinking about your job and your position in life, enthusiasm is not going to ascend from the heavens like a bolt of lightning and strike positive life into you.

You don't need to be loud or boisterous to emit enthusiasm. Just the quiet confidence that you have, the way you look people in the eye, the smile you have on your face, the way you shake hands, the way you take an order and even the way you walk can express enthusiasm and denote inner confidence. You can be very quiet and sincere and people will still pick up on your enthusiasm.

It's easier than you think to become a natural wellspring of enthusiasm that energizes and motivates everyone you contact. Just focus on integrating these four basic principles into your daily life; Love what you do, believe in your product, like yourself and spend time with other enthusiastic people on a regular basis. When you do, your life and achievements will change dramatically, even within the first month! Start today.

DISCUSSION STARTERS:

Service must be a total commitment not just for the front line, but for every employee of any business, from the mail room attendant to the janitor to the president to the CEO. Everyone has a customer. If it is not the outside customer, then it is the internal customer.

So who is an internal customer? A simple definition of an internal customer is anyone within an organization who at any time is dependent on anyone else within the organization.

This internal customer can be someone you work for as well as someone who works for you. At first you might think that because she works for me that I would always be her internal customer. After all, I'm the boss! WRONG! Of course I am dependent on her to help me with my responsibilities, but she is just as dependent on me to get her the right information and training so that she can do the best job possible. It goes both ways.

The concept is sound and strong. Customer service has to be a total company effort. It just can't be the front line who deals with the outside customers, the ones that buy our products and services. The front line needs the support of everyone within the organization.

This is the root of internal service. It is the understanding that everybody supports everybody else in the organization.

A company who has an excellent service reputation didn't get it without everyone in the company being a part of the service strategy. Someone once said that if you are not working directly with the outside customer, you are probably working with someone who is. Everyone within your organization has an affect on the outside customer.

Companies that practice outstanding customer service find it is easier to attract and keep customers. Companies that practice outstanding internal service find it easier to attract and keep good employees. Employees who practice outstanding internal service find it easier to keep and enhance their careers.

So, take care of your internal customers and create MOMENTS OF MAGIC!



Did you Know?

Speed has become a differentiator between great service and even greater service. Speed and quick response need to somehow be integrated into virtually every business. People want things fast.

One way to incorporate speed into your business is to learn to anticipate what your customers needs will be. Be proactive versus reactive. For example, a waiter at a restaurant will watch a table to make sure the customers are being taken care of. Rather than wait for the customer to ask for another glass of water, the waiter is pouring a new glass before the customer has a chance to ask.

Think of the many ways you might be able to use speed in your daily business activities. It might be as simple as returning calls quickly. Turning around an order for a customer more promptly. Getting a report out quicker than expected. There are lots of ways!

Speed or quick response is a powerful differentiator. Not too many years ago the big differentiator was customer service. Customers looked for and found companies that provided good customer service. Now that many companies are effectively using service to their advantage, you need to find other things to take you and your organization beyond just good service. In other words, customers are not just looking for companies who give good service compared to their competition. They are looking for companies who give better service than the competition.

Faxing, e-mail, courier services and overnight mail have created a sometimes challenging expectation of fast service. Find different ways to incorporate speed into already great service and you will raise yourself to the next level, exceeding your customer's expectations, and when you do that, you will be creating a MOMENT OF MAGIC.

Staff Recognition

Our service Principles at Work

Every day our customers ask us about what is going on in the area or about services in the library. It doesn't matter to the customer if we work at the reference desk, the mail room, maintenance or the business office; they simply want to get the information. That means each of us should become a "local concierge." We become a "local concierge" by making it our responsibility to educate ourselves.

As a group, identify some of the local attractions, businesses and library services that customers may ask about. Develop the answers and resources to share with your co-workers so that we all can become a "local concierge".