

WEEK TWO: ACT IN THE MOMENT DECEMBER 10, 2012 SERVICE PRINCIPLES NEWSLETTER

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

Unanticipated Service: The service that surprises and delights your customer.



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

In the service industry, as opposed to manufacturing or retail, the essence of the total value depends completely on the customer’s mental and emotional state, resulting from the experience. Service quality is all about feelings. So who is responsible for developing this in our organization? Using this week’s Service Principles, how will we achieve this goal?

Something to think about...

Moment of Truth in Customer Service

Googling “Customer Care” you will find the following definition at Wikipedia. According to Turban et al. (2002), “Customer Service is a series of activities designed to enhance the level of customer satisfaction—that is, the feeling that a product or service has met the customer expectation.”

Think about it... is Customer Service and Customer Care the same thing?

And so reading this statement again, I would say that Customer Service is just delivering the minimum, “Customer service is a series of activities...has met customer expectation.” I would argue that customer service is just getting by, meeting the customer expectations, nothing more. However, Customer Care is more than this; it is about genuinely caring about the customer, the service and products that we provide, not only wanting to meet the customer expectation; having a true desire to exceed those expectations.

Jan Carlzon, former President of Scandinavian Airlines System, SAS, coined the phrase “Moment of Truth” (MOT). Carlzon became the President of SAS in the early ‘80’s after the company had reported severe losses. Carlzon focused his attention on Customer Satisfaction to turn the ailing business around into a success within 12 months. There are numerous mentions of the measurements of the success; however the ones that are relevant to this are the examples of customer care...the objective was to exceed the customers’ expectation every time!

So, what is MOT? A MOT is when there is an interaction between a person and the business. The MOT may take place with another person face to face or by phone, the website, and advertisement. A MOT is anytime, anywhere there is an interaction. And this interaction can be deemed as a positive or negative.

If you Google “Moment of Truth” you will find the definition as follows: A critical or decisive time on which much depends; a crucial moment.

A MOT is a crucial moment on which much depends. With our current economic climate I would say that our livelihood depends on the positive MOT our customers and co-workers receive from ourselves and our organization. It is the difference between an “it’s an ok service” and I’ll be using them again” service. It is more than paying lip service to the customer and let’s be honest there are times when we are under so much pressure that is all we have time for! It is more than being nice. It’s more than being helpful. It’s more...than they expect!

So knowing what we know, Customer Care must be our primary objective, get Customer Care right and the great Customer Service will follow!

DISCUSSION STARTERS:

Look at the different MOT interactions we have every day and possible ways of measuring success of these. What interactions have a lasting impact on our customers?

Encouraging Words...

Diligence

Investing my time and energy to complete each task assigned to me.

Virtue

The moral excellence evident in my life as I consistently do what is right.

A Thought...

Always do it right. This will gratify some and astonish the rest

~ Mark Twain

Did you Know?

Understanding the customer's mind and how it operates is the key to great customer service. When you say yes to a request, the requestor becomes your customer and you are providing a service. Regardless of whom the requestor is.

Staff Recognition

Our service Principles at Work

Make no mistake. Your teammates are as important to your success as the people walking through the door. The better you serve your teammates, the more they will help you succeed.