

### WEEK THREE: USE A PERSONAL TOUCH JANUARY 14, 2013 SERVICE PRINCIPLES NEWSLETTER

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

It’s important to learn about the special touches that each individual prefers, but when we act on our knowledge and “make it happen” we show our spirit to serve and make each customer feel welcome and appreciated.



<b>11. I Welcome Every Customer</b>  <b>I greet every customer with sincere enthusiasm using the 15/5 Rule:</b> <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>  <b>I answer the telephone professionally:</b> <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>  <b>I offer information and services relevant to each customer’s specific needs by:</b> <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>  <b>I watch and listen in order to:</b> <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 action upon them when possible</li> </ul>	<b>15. I make Every Customer Feel Valued</b>  <b>I am friendly to every customer in my presence by:</b> <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:

We should be taking full advantage the opportunity to customize our service. Discuss some ways we can make our service more personalized for our library customers.

## *Something to think about...*

### **Today's savvy customers yearn for service that meets personal needs**

Personalize benefits for me  
No one wants to be a faceless number,  
Sell to me personally  
Mass marketing is a bummer,  
If you want to succeed  
Personalize it ...that's the key,  
Fill my specialized need. - (Your Customer)

The days of the cookie cutter, one size fits all products and services are slowly fading away. The products and services of the future will enrich companies determined to cater to their customers individual needs. People are so used to being a number or seen as a group, the business who is able to cater to the personalized needs will stand out.

One of your goals as an entrepreneur should be to find ways to meet the personal needs of your customers more and more. Doing this makes people feel special, especially if your competitors are still in the mass market, one - size fits all mode of doing business.

Finding little ways to customize areas of your product or service is a quick, easy, and economical way to create a market niche.

If your competitors offer 1 color, you try offering an assortment of colors. If your competitors offer 2 or 3 sizes like small, medium, and large. What if you offered extra large, extra wide, or slim, etc.

Now you can build your own burger, design your own car, and even pick your price for airline tickets or home loans. The trend is more personal service and products that fill more personal needs.

Can you think of ways to customize your product or service for your customers? In this faceless age where every one's a number, you'll instantly stand out like Shaquille O'Neal at a Jockey convention.

People are willing to pay for a product or service that meets their individual needs. In years gone by, customized products and services was something people expected to pay extra for. But as we move into the future, customized products and services is the key to increased sales, despite heavy competition.

Yes, before today's savvy and educated consumers will part with their hard earned money - they'll expect customized products and services in the future.

Shame on the business or person who ignore individual needs of customers. They'll have to step aside and make room for the business, product, or service that fill more personal needs the market will demand.

The bar is raising daily. Whatever business, product, and service can best meet the personal needs of the people they serve will win. If you're a small business your instant advantage over your larger competitors is your ability to customize your product or service more.

Continued...

You should be taking full advantage the opportunity to customize your product or service quicker, before your larger competitors can.

### Examples Of The Principle Of Customization

1. Customized computer software.
2. Petite clothing.
3. Big and Tall Clothing and other products.
4. Customized learning tools.
5. Customized sporting equipment.
6. Customized products for the handicapped.
7. Customized beauty aids.

And More!

Can you think of more ways you can personalize your own product or service? Look how other businesses are customizing their product or service. Can you adapt any to your own business, product, or service.

Customization will be a service that will separate one similar product or service from another. It can literally mean success or failure to you. The better you can provide personalized individual service the more customers you will attract.

The more you can make your product or service less cookie-cutter and more personal the more it will stand out in customers minds.

With the glut of products and services flooding the marketplace each day, find ways to individualize your products and services. Otherwise you run the risk of losing your customers to the businesses who give more personal service.



## DISCUSSION STARTERS:

Think about it. Right now, a whole generation of young (customers) in the United States have been brought up to take computers for granted. Pointing with a mouse is no more mysterious to them than hitting the “on” button on the television is to their parents. How does that information help us focus on the needs of our customers?

### *Encouraging Words...*

#### **Orderliness**

**Arranging myself and my surroundings to achieve greater efficiency.**

#### **Tolerance**

**Realizing that everyone is at varying levels of character development**

### *A Thought...*

*The way to know how customers see your business is to look at it through their eyes.*

*~ Daniel R. Scroggin*



## DISCUSSION STARTER:

**These are words to live by.  
How do these affect our  
delivery of good customer  
service?**

1. Preferences
2. Value
3. Etiquette
4. Purpose

## ***Did you Know?***

*Giving great service means that we are always on the lookout for cues that tell us what a customer may need. The reason they are here with us is helpful to know. It enables us to personalize our service and offer them relevant information*

## ***Staff Recognition—***

### ***Our Service Principles at Work***

*The more we practice, the better we will become at Using A Personal Touch. Our goal is to make our customers and co-workers feel welcome and appreciated. Use every encounter as an opportunity to make someone feel valued. Never underestimate the impression you may make on others.*