

# SERVICE PRINCIPLES

## METROPOLITAN LIBRARY SYSTEM

### WEEK FOUR: GO THE EXTRA MILE JULY 9, 2013

Our goal is to make our customers feel special. Every day this week, we will focus on a Service Principle that will help us care for our customers in a special way.



<b>16. I Make Great First Impressions</b>  <b>I ensure a great first impression every time through</b> <ul style="list-style-type: none"> <li>• My appearance</li> <li>• The appearance of my area</li> <li>• Following "clean as you go" throughout the building</li> </ul>	<b>17. I Stay Flexible</b>  <b>When responding to customer requests, I ensure each customer is satisfied by:</b> <ul style="list-style-type: none"> <li>• Asking questions to learn more</li> <li>• Determining the customer's needs</li> <li>• Thinking of creative ways to help them</li> </ul>	<b>18. I provide service graciously</b>  <b>I am more than my job. I care for every customer by:</b> <ul style="list-style-type: none"> <li>• Being prepared to assist</li> <li>• Showing that I am genuinely glad to help them</li> <li>• Demonstrating that I genuinely care about them accomplishing their goals</li> </ul>	<b>19. I Do More</b>  <b>I am empowered to serve our customers by:</b> <ul style="list-style-type: none"> <li>• Acting upon opportunities to do more than is asked</li> <li>• Going the extra mile whenever possible—to make the customer feel special</li> <li>• Being a capable problem solver</li> </ul>	<b>20. I show Genuine Appreciation</b>  <b>I show genuine appreciation by thanking each customer for:</b> <ul style="list-style-type: none"> <li>• Using the library</li> <li>• Sharing feedback with us</li> </ul>
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### DISCUSSION STARTERS:

Our goal is to help our customers get what they want, within our ability. So we always need to look for alternatives. We need to be creative. We need to be flexible. Being flexible means offering customers more than one solution. By offering choices we're making it more likely they'll get what they want. There are few things worse than being a customer and someone says "that's the only way you can do it".

Being flexible also means being willing to try new things and go the extra mile for customers. It means being a problem solver rather than an order taker. Customers know the difference. (So do managers.)

*Take an honest look at how you do things. Are there rules or habits that get in the way of your customers getting what they want? If so, could those rules or habits be changed so you are able to serve your customers better?*

## ***Something to think about...***

### **Making The Most of First Impressions**

Can you establish a lasting business relationship in just seven seconds? You can if you make a great first impression. Seven seconds is the average length of time you have to do it, and everyone knows that you won't get a second opportunity. A positive first impression can turn a chance encounter into a long term association. .

Whether that initial meeting is face-to-face, over the phone or online, you do not have time to waste. It pays for you to understand how people make their first judgment and what you can do to be in control of the results.

#### **1. Learn What People Use To Form Their First Opinion.**

When you meet someone face-to-face, 93% of how you are judged is based on nonverbal data---your appearance and your body language. Only 7% is influenced by the words that you speak. Whoever said that you can't judge a book by its cover failed to note that people do. When your initial encounter is over the phone, 70% of how you are perceived is based on your tone of voice and 30% on your words. Clearly, it's not what you say---it's the way that you say it.

#### **2. Choose Your First Twelve Words Carefully.**

Although research shows that your words make up a mere 7% of what people think of you in a one-on-one encounter, don't leave what you say to chance. Express some form of thank you when you meet a potential connection. Perhaps it is "Thank you for taking your time to see me today" or "Thank you for joining me for lunch." People appreciate you when you appreciate them.

#### **3. Use The Other Person's Name Immediately.**

There is no sweeter sound than that of our own name. When you use a person's name in conversation within your first twelve words and the first seven seconds, you are sending a message that you value the other person.. Nothing gets other people's attention as effectively as calling them by name and giving them your full attention.

#### **4. Pay Attention To Your Grooming.**

Others will. In fact, they will notice your hair and face first. Putting off that much-needed haircut or color job may cost you the relationship. Very few people want to do business with someone who is unkempt or whose hairstyle does not look professional. Don't let a bad hair day cost you the connection.

#### **5. Keep Your Shoes In Mint Condition.**

People will look from your face to your feet. If your shoes aren't well maintained, others will question whether you pay attention to detail. Shoes should be polished as well as appropriate for the business environment. They may be the last thing you put on before you walk out the door, but shoes are often the first thing other people see.

## **6. Walk Fast.**

Studies show that people who walk 10-20% faster than others are viewed as important and energetic---just the kind of person others want to do business with. Pick up the pace and walk with purpose if you want to impress. You never know who may be watching.

## **7. Fine Tune Your Handshake.**

The first move you should make when meeting someone is to put out your hand. There isn't a businessperson anywhere who can't tell you that the good business handshake should be a firm one. Yet time and again people offer up a limp hand. You'll be assured of giving an impressive grip and getting off to a good start if you position your hand to make contact web-to-web with the other person's. Once you've connected, close your thumb over the back of the hand and give a slight squeeze. You'll have an impressive handshake and the beginning of a good business relationship.

## **8. Make Introductions With Style.**

It does matter whose name you say first and what words you use when making introductions in business. Because business etiquette is based on rank and hierarchy, you want to honor the senior or highest ranking person by saying his name first. When the client is present, he is always the most important person. Say the client's name first and introduce other people to the client. The correct words to use are "I'd like to introduce..." or "I'd like to introduce to you..." followed by the name of the other person.

## **9. Never Leave The Office Without Your Business Cards.**

Your business cards and how you handle them contribute to your total image. Have a good supply of them with you at all times since you never know when and where you will encounter a potential client. How unimpressive is it to ask for a person's card and hear the words, "Oh, I'm sorry. I think I just gave away my last one." You get the feeling that this person has either already met everyone he wants to know or maybe didn't come prepared to do business.

Keep your cards in a card case or holder where they are protected from wear and tear. That way you will be able to find them without a lot of fumbling around, and they will always be in pristine condition.

## **10. Match Your Body Language To Your Verbal Message.**

A smile or pleasant expression tells people that you are glad to be with them. Eye contact says you are paying attention. Leaning in toward the other person engages you in the conversation. Use as many signals as you can to look interested and interesting.

In the business environment, you plan your every move with clients. You arrange for the appointment, you prepare for the meeting, you rehearse for the presentation, but in spite of your best efforts, potential contacts pop up in the most unexpected places and at the most bizarre times. For that reason, leave nothing to chance. Every time you walk out of your office, be ready to make a powerful first impression.

## DISCUSSION STARTERS:

What is great service? Who defines it? How do you know it when you deliver it?

Good service is solving a problem -- delivering what people expect to receive. Great service is getting below the surface of the problem -- delivering what no one expects to receive. It's listening, learning, assessing, refining.

### *Encouraging Words...*

#### **Thoroughness**

**Knowing what factors will diminish the effectiveness of my work or words if neglected.**

#### **Truthfulness**

**Earning future trust by accurately reporting past facts**

### *A Thought...*

**No one ever attains very eminent success by simply doing what is required of him; it is the amount and excellence of what is over and above the required, that determines the greatness of ultimate distinction.**

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

Great service isn't easy to achieve. Every customer is different. Every problem is different. Every call is different. The company can't prepare scripts to cover every situation, let alone every personality on the other end of the line. Ultimately, great service requires sound judgments by the people on the front lines. So the only way to keep getting better at serving customers is to keep getting better at making judgment calls.

Good judgment starts with deep knowledge.

## ***Staff Recognition***

### ***Our service Principles at Work***

Make no mistake. Your teammates are as important to your success as the people walking through your door. And the better you serve your team mates, the more they will help you succeed. What's great about this system is: if everyone on a team is committed to helping every other member of the team, everyone succeeds, achieving their greatest potential. If everyone helps everyone else, nobody loses, and everybody wins.

#### **Be On Time**

This is the most basic of all services you can offer. Get to work on time! If necessary, set your clocks early by ten or fifteen minutes. Mentally add time for slow traffic. Set multiple alarm clocks if you're a slow riser. Just get to work on time, and be ready to work. How hard can this be? And yet, your team will appreciate it. A lot.

#### **Do Your Best**

Always do your best at any given moment, no matter what you're doing. Working with a difficult customer? Do the best you can. No matter what's going on in your life - at home or at work - always do your best. You'll always know you did everything you could, and so will everyone else.

#### **Say "Please" and "Thank You" Often And "You're Welcome"**

Think about it: if you're asking someone to do something to help you, doesn't it just makes sense to say "please" first? And "thank you" second? And thank them again when they've completed your request. Conversely, when someone else thanks you for helping, use any of the following: You're welcome. Sure, anytime. Glad to help.

#### **Show Respect for Everyone**

I saved the best - and most important - for last. Always show respect for each and every member of your team. Regardless of your opinions about them, everyone deserves basic respect. The cornerstone of behavior, showing respect is the greatest service you can do for yourself or for another.

This is just a scattershot list of ways we can serve our internal customers, but it should be enough to get you thinking. Try this strategy for a month. Don't base your own actions on what others do; don't make a big deal out of it, either. Just find new ways to serve your team mates, and see if you don't improve your workplace - for others and for yourself.