

### WEEK TWO: ACT IN THE MOMENT JULY 22, 2013 SERVICE PRINCIPLES NEWSLETTER

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



<b>6. I Respond Positively When Speaking with Others</b>  <b>I respond positively and show I care by:</b> <ul style="list-style-type: none"> <li>-Concentrating on the customer</li> <li>-Attentively listening while making eye contact</li> <li>-Responding with sincerity and, when appropriate saying “I’m happy to take care of that for you”</li> <li>-Using the customer’s name if I know it</li> <li>-Ensuring complete satisfaction</li> </ul>	<b>7. I L.E.A.R.N. to wow the Customer</b>  <b>I show I care when presented with a customer issue by:</b> <ul style="list-style-type: none"> <li>-Owning the problem</li> <li>-I use the L.E.A.R.N. process of listening, empathizing, apologizing, reacting and notifying to resolve, wow and build trust</li> </ul>	<b>8. I know our Library System</b>  <b>I can answer customers’ questions because I know about the Library’s:</b> <ul style="list-style-type: none"> <li>-Facilities</li> <li>-Materials</li> <li>-Services</li> <li>-Procedures and processes</li> <li>-Monthly events, activities, training classes and/or meetings</li> </ul>	<b>9. I Anticipate Needs</b>  <b>I anticipate our customers’ needs by:</b> <ul style="list-style-type: none"> <li>-Watching for cues</li> <li>-Listening thoroughly</li> <li>-Acting before being asked</li> </ul>	<b>10. I Act on Knowledge</b>  <b>I ensure the success of the system each day by:</b> <ul style="list-style-type: none"> <li>-Knowing our regular customers by name</li> <li>-Proactively accommodating our customers’ needs</li> <li>-Keeping myself up to date and knowledgeable about sources of information</li> </ul>
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### DISCUSSION STARTERS:

#### Stay Positive Checkup Questions:

- How can one person increase the positive attitude in the workplace?
- What specific things can someone do to tap into the energy of others?
- How can you maintain a more energetic and positive attitude in the workplace?

## *Something to think about...*

# *The Ten Commandments of Great Customer Service*

From Susan A. Friedmann

Customer service is an integral part of our job and should not be seen as an extension of it. A company's most vital asset is its customers. Without them, we would not and could not exist in business. When you satisfy our customers, they not only help us grow by continuing to do business with you, but recommend you to friends and associates.

### **The Ten Commandments of Customer Service**

Know who is boss. You are in business to service customer needs, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide good service. Never forget that the customer pays our salary and makes your job possible.

Be a good listener. Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer?

Identify and anticipate needs. Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.

Make customers feel important and appreciated. Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance.

Help customers understand your systems. Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.

Appreciate the power of "Yes". Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterwards. Look for ways to make doing business with you easy. Always do what you say you are going to do.

Know how to apologize. When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win. Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.

Give more than expected. Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:

What can you give customers that they cannot get elsewhere?

What can you do to follow-up and thank people.

What can you give customers that is totally unexpected?

Get regular feedback. Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your services.

Listen carefully to what they say.

Check back regularly to see how things are going.

Provide a method that invites constructive criticism, comments and suggestions.

Treat your co-workers well. Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your co-workers with respect and chances are they will have a higher regard for customers. Appreciation stems from the top. Treating customers and employees well is equally important.

### **DISCUSSION STARTERS:**

When service is provided from the heart, there's great word of mouth from the customer to others and it's not surprising if the business gets busier than previously. Have you ever gone into a restaurant and wondered why it was pretty empty? That's a sign from the guests that either the food is better somewhere else, the prices, or the service are not worthy of them standing in line, needing reservations to get in, or of being unable to find a parking space in the restaurant parking lot because the place is phenomenal.

Here's the good news, we can exceed guest expectations every day without fail, no exceptions if that's what we set out to do and set the examples with all employees and customers. Please don't leave the customers scratching their heads trying to figure out our business and unattended. Pay attention to your customers and serve them and be wildly delighted to have them. Your customers could easily go somewhere else, without you. You need them. Love them.

## 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*

Bringing more energy to work can seem draining. But everyone who tries it finds that they get more energy in return.

**Be enthusiastic.** Enthusiasm is infectious. If you're going to spend eight hours a day at work, why not make it more than just tolerable. Make an effort to smile, laugh, and enjoy your job. If you work to create a more positive attitude in the workplace, others will follow.

**Practice random acts of kindness.** Each day try to do something kind and helpful. Offer to cover for a coworker so they can attend their kid's soccer game, bring a busy colleague a cup of coffee, or volunteer for a project. You don't have to create elaborate situations, just keep your eyes out for opportunities to do a good deed.

**Look for opportunities to have fun.** We all know someone who can make anything fun--and make time fly. Be that person. It's amazing how a joke here and a silly celebration there can breathe life into a stale office. Before you know it, other people will start coming to work with more bounce in their step.