

SERVICE PRINCIPLES

METROPOLITAN LIBRARY SYSTEM

WEEK TWO: ACT IN THE MOMENT AUGUST 19, 2013

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...

10 Ways to Show Kindness at Work

No matter your business, the most important asset to any organization is its people. If you or your coworkers do not feel valued and respected, your customers will not feel valued either. As the saying goes, “People don’t care how much you know until they know how much you care”.

So here are ten things that can help our organization a great(er) place to work!

1. Smile.

This may sound simplistic, but a smile is contagious and can brighten one’s day in a moment. As Mother Teresa said, “Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing”.

2. Never begin a sentence with you.

When this happens, people automatically become defensive and completely shut down. Instead, think of ways to rephrase the statement or create a questions.

3. Encourage others.

It is easy to have a critical tongue, especially when on a tight deadline at work. But the truth is that we reap what we sow. It is important to continually encourage others as this breeds trust, loyalty, and teamwork. Plus, whatever is celebrated is usually repeated.

4. Focus on others and less on self.

Take a sincere interest in colleagues by knowing what they value. Enjoy small talk, and identify with their dreams.

5. Choose your words wisely.

Words are powerful as they can either build someone up or tear someone down. Take the time to think before your speak.

6. Ask Questions.

People love to talk about themselves. Provide that opportunity by asking questions.

7. Listen more; talk less.

There is a reason we have two ears and one mouth—we should listen twice as much as we speak! It is amazing what we can learn if we simply stop and listen.

8. Watch your tone of voice.

Be aware! If your tone is threatening, harsh, or combative, this will drive people away. Remember the saying: “You can attract more flies with honey than vinegar”.

9. Be intentional with your body language.

Actions speak louder than words. No matter what you “say”, if your body language tells a different story, then your words won’t matter. Make sure your words and body language give the same message.

10. Control your emotions instead of letting them control you.

Choosing to react out of love instead of fear creates a lasting investment in others. Reacting harshly leads to broken trust, reduced productivity, and disengagement. Decide ahead of time how you will react so you can keep your cool and not react in the heat of the moment.

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".