

WEEK THREE: USE A PERSONAL TOUCH OCTOBER 28, 2013 SERVICE PRINCIPLES NEWSLETTER

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

The secret to delivering great customer service isn’t really a secret at all; just make sure our customers feel welcomed and well cared for.



11. I Welcome Every Customer I greet every customer with sincere enthusiasm using the 15/5 Rule: <ul style="list-style-type: none"> • At 15 feet, make eye contact and SMILE • 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) 	12. I Use Telephone Etiquette I answer the telephone professionally: <ul style="list-style-type: none"> -Within three rings and with a smile in my voice • Using the customer’s name, when appropriate • Asking the caller, “May I please place you on hold?” • Allowing the caller to end the call 	13. I Focus on Individual Needs I offer information and services relevant to each customer’s specific needs by: <ul style="list-style-type: none"> • Proactively offering options & suggestions • Asking the right questions • Demonstrating warmth, compassion, and empathy 	14. I Personalize the Visit I watch and listen in order to: <ul style="list-style-type: none"> • Learn customer’s preferences • Remember them • Offer assistance at every level • And acting upon them when possible 	15. I make Every Customer Feel Valued I am friendly to every customer in my presence by: <ul style="list-style-type: none"> • Stopping all other work and conversations • Making eye contact and smiling • When appropriate, asking if I can help • Using their name • Saying thank you
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DISCUSSION STARTERS:

Taking the time to acknowledge people with a smile and sincere greeting lets them know that you’re glad they are here. This applies to face-to-face contact as well as telephone and online communication. Other than face-to-face, what other interactions do we have with customers and how can we make everyone feel welcome?

Something to think about...

Customers, Welcome to the Happiest Company on Earth!

By James A. Baker

The secret to delivering great customer service isn't really a secret at all; just make sure your customers feel welcomed and well cared for, and you will keep their business for a long time. That shouldn't be hard, but most companies still blow it by making the customer service process opaque, complicated and unpleasant. When dealing with some companies, it is easy for customers to get the impression that they are a nuisance, instead of the life-blood of the organization.

That is why a handful of companies stand head and shoulders above the rest when it comes to legendary customer service. The one that comes to mind at the moment is the customer experience at Walt Disney World (WDW). Of course, a great deal has already been written about the WDW customer service model, but a friend of mine has just returned from a week there with his family, and his enthusiasm for the experience (remember that word) is sticking with me. Here is what great customer service looks like, WDW style.

Provide a great product.

No big secret here, I guess. It is hard to be a highly successful company if you have a crummy product. WDW certainly has a great product, as do many other theme parks and resort destinations around the country. However, at WDW, their legendary customer service is actually part of their product line, i.e., it is part of the experience they are selling.

Make sure customers feel welcome from their very first interaction with you.

From the moment you log onto the WDW website or call their customer service line to make reservations, the focus is all on the customer. You are treated like a guest even before any money changes hands. Cheerful, personable CSRs (also known as "cast members" – every WDW employee is referred to as a cast member), chat with you, answer all your questions, offer tips and suggestions, and generally make you feel like they were thrilled to talk to you. These people are either great actors or great people. I am guessing they are a little bit of both.

Make certain that customers are fully informed of what to expect during every step of their interaction with you.

After you have made reservations for a stay at a WDW resort, the customer service experience only intensifies. Within a few days of receiving the reservation, WDW sends guests a variety of information packets covering every detail of the trip from how to handle your luggage at the airport, how to find the WDW resort shuttle location in the airport (where they literally roll out a red carpet) to what to expect at check in to an update of schedules and attractions for each day you are on the property. Customers are never left guessing about any detail of their stay.

Treat every customer question, request, issue or problem as a privilege to serve and meet needs, and make sure the customer recognizes and understands that this is your attitude.

WDW employs approximately 60,000 "cast members" at its 40 square mile entertainment complex in Lake Buena Vista, Florida. The term "cast member" reflects the mission of every single WDW employee -- from the people who sweep the streets to the people who take your tickets to the people who work in the shops and restaurants to the executives who operate the entire enterprise: Make certain every guest has the most pleasant and entertaining experience

possible (there's that word again). Every customer request is taken seriously and addressed with a gracious, positive attitude that says, "No problem. No matter what the issue is, it is my pleasure to serve you!"

Don't forget: Your company may be selling a product, but customer service is selling an experience.

So, it really comes down to this: Your company may be focused on producing a technically superior widget, but for your customer it is ultimately always about the experience. If your product performs **as promised and meets the customer's need, the customer perceives that to be a positive experience** and develops a good feeling about your company, and that is a good thing. However, the customer has numerous opportunities to interact with your company. From the moment he walks into your store, contacts your call center or logs onto your website, the customer is involved in a variety of experiences that can either be positive or negative – pleasing or frustrating. The goal of customer service at all levels in your company is to make sure the customer always has the best experience possible.

Cruise lines, top rated hotels and major theme parks like WDW know that people won't come back if they didn't enjoy the experience. This is a lesson that needs to be learned and lived by every company in every industry in the country. It isn't hard to pull off; just make sure your customers always feel welcome, and make it clear that your greatest pleasure is to help them have a great experience whenever they do business with you.

DISCUSSION STARTERS:

We deliver a customer experience at the Library every day. Here are some of the ways we can be more customer-focused and deliver a better experience. What can you add to this list?

1. Open the door for your customer whenever possible.
2. Don't just hand the customer his book, "present" it to him.
3. Warmly welcome every customer
4. Give your customer your undivided attention when they are talking. Everything else can wait.
5. If you have to walk away from the customer to go to the backroom or counter tell him what you are doing.
6. If you can't fulfil a customer's need, suggest an alternative.
7. Never blame the organization for a policy or decision. You are the organization.
8. If you're busy and a customer is waiting for help, give him an estimate of how long he'll have to wait for someone to help him.
9. Always thank as many customers as you can for coming in and invite them back.
10. When a customer says "Thank you", say "You're Welcome". Add, "It's my pleasure" after you say "You're Welcome".

DISCUSSION STARTERS:

Take the Customer Service Quiz

You may not have a lifeline, the chance to phone a friend, or even take two wrong answers away, but you will enjoy taking this fun, simple quiz on customer service. As we all know, customer service is not rocket science and, of course, most of it is all common sense. However, we all know too that common sense is not that common. So have fun, enjoy the quiz, and good luck!

clients and their callers. Remember, we are customers to each other. We sure don't need any internal conflicts between co-workers and departments.

1. "How can I help you?" belongs:

- A. In the initial greeting.
- B. In the message taking scenario.
- C. Nowhere. I'm not able to help anyone.

2. When I'm not able to help a customer, I should:

- A. Tell them honestly, thank them for their business, and hang up.
- B. Give whatever information I can, right or wrong.
Wrong information is better than no information.
- C. Get help immediately and advise the customer help is on the way.

3. When I'm having a bad day, I should:

- A. Not bother coming into work.
- B. Leave my troubles at the doorstep like the song says.
- C. Tell all my co-workers my troubles to get it off my back.

4. Chewing gum at work is:

- A. Okay.
- B. A bad breath refresher.
- C. Downright rude and obnoxious.

5. A mirror at my desk will:

- A. Keep my ego in check.
- B. Remind me to smile before I pick up the phone.
- C. Give me bad luck if it breaks.

Customer Service Quiz

6. **Basic customer service skills are important to me because:**
- A. Everyone needs a refresher.
 - B. I need a lot of help.
 - C. I never learned any.
7. **Internal customer service means:**
- A. Be nice to others who come into my office.
 - B. The customer is giving me a stomachache.
 - C. Treating my co-workers as customers.
8. **When using voice mail and leaving a message I should:**
- A. Leave my phone number twice and slowly.
 - B. Leave a good clean joke to keep them smiling.
 - C. Not leave a message, just call back until I reach them.
9. **Irate callers and clients are important to our company because:**
- A. It's fun to handle those kinds of calls.
 - B. At least we get a second chance to make it right.
 - C. I finally get to yell back.
10. **Asking questions of the customer will:**
- A. Aggravate them.
 - B. Show I'm interested in helping.
 - C. Be considered being too nosy.



Did you Know?

Quiz Answers

1. **Correct answer is B.** Anything *after* your name *erases* your name. On initial greetings, your name is very important. You have answered the phone to help them. It's a given. Those words are best used in a message-taking scenario.
2. **Correct answer is C.** Be sure you let the customer know that help is on the way. That's the most important part.
3. **Correct answer is B.** We need to leave our troubles at the door. Arguments with a spouse or a bad hair day is *your* problem. That's called "*emotional leakage*." That's getting angry with Peter and taking it out on Paul, which is not fair, not right, and no fun.
4. **Correct answer is C.** No gum at work -- ever. End of subject. If you have bad breath, use mouthwash.
5. **Correct answer is B.** "Smile *before* you pick up the phone," is the way to make every phone call a great one. Remember, it's hard to be rude when you're smiling.
6. **Correct answer is A.** Everyone can use a brush up course. There's a great saying: "When you're through learning, you're through." Never stop taking those little basic skill lessons you're offered. Even if you do know it all, consider how good you'll feel about that!
7. **Correct answer is C.** We need to treat our co-workers as well as we're going to treat our customers and their callers. Remember, we are customers to each other. We sure don't need any internal conflicts between co-workers and departments.
8. **Correct answer is A.** Voice mail was meant to take an effective message. Give details and speak conversationally so the person receiving the message will enjoy it. Effective messages have concrete information -- dates, times, names, situations. Leave your phone number -- twice and slowly. Make voice mail work for you, not against you.
9. **Correct answer is B.** Getting a second chance is golden. And irate callers, while certainly not pleasant, can be the challenge of the day. They *can* be satisfied.
10. **Correct answer is B.** Listening and questioning skills are critical to excellent customer service.