

SERVICE PRINCIPLES

METROPOLITAN LIBRARY SYSTEM

WEEK THREE: USE A PERSONAL TOUCH FEBRUARY 17, 2014

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

Anyone can provide a product or service. But only those with a passion to serve will offer an experience of pleasure.



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 action 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:

Customers interact with our organization in many different points and places. Find a small area where customers interact with our business. Polish it, fine-tune it, improve it until it shines. What will you do to add a personal touch?

Something to think about...

Create Your Own 'Godiva Moment'

One of the nice things about flying First or Business Class is the little ‘extras’ in the passenger experience: wider seats, soft slippers, interesting magazines, comfortable headphones, etc.

On a recent flight, a member of the cabin crew appeared after dinner with an elegant box of Godiva chocolates. She invited me to make a selection from the small but expensive temptations. I replied spontaneously, ‘Oh, thank you!’

Some of the chocolates were dark and round, others were light and square. One had a tasty looking nut on top. Two were wrapped in gold foil. I was flustered for choice. They all looked so good! I asked the smiling crew member, ‘Which is your favorite?’

She knelt down in the aisle next to my seat and looked over the selection. Pointing gently to a dark chocolate square with the Godiva logo on top she said, ‘That one.’ And then, ‘But I like this one, too, and that one, also.’

I mentioned my preference for light chocolate over dark, which she followed with two more recommendations.

We looked at each other and laughed. We had chosen every piece in the box! It was a unique ‘Godiva moment’.

‘Let me get you a plate,’ she said standing up, ‘then you can try one of each.’

When she returned, we selected four Godiva chocolates for me to sample. The whole process was a treat. The sweets, and the service, were delicious.

Two weeks later I was flying on a completely different airline, also in an upper class of travel.

After dinner a member of the cabin crew came by offering...Godiva chocolates!

The elegant box was exactly the same. But the service could not be more different.

As the crew member moved through the aisle, she made no eye contact whatsoever. There was no pleasure or invitation in her voice. She thrust the box first in one direction, then the other. Her voice was barely a mumble: ‘Chocolate? Chocolate? Chocolate?’ By the time she came to my seat, she had given up asking altogether and simply pushed the box towards my face. I saw the same range of chocolates as before, but had no appetite whatsoever for tasting.

My reply was as hollow as her invitation, ‘No thanks’.

Now study your presentation, people and procedures. Could they be smoother, more pleasant or friendlier? How can you polish your service, give your customers a special treat, and create your own unique ‘Godiva moment’?

...Continued

Key Learning Point

Anyone can provide a product or service. But only those with a passion to serve will offer an experience of pleasure. Quality service is about making the connection, not handing out the chocolate. It's about leveraging the contact, not just pouring the coffee. It's about being the person that people remember, not simply doing a procedure, pushing a policy or wrapping up a purchase.

Action Steps

Look carefully at your products. How can you make them more attractive? What can you do to enhance their appeal? Can you make them a bit more 'Godiva'?

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DISCUSSION STARTERS:

Every word and phrase you choose conveys mood, tone and meaning. Remember, customers and colleagues come in every possible stage of enthusiasm, anxiety, understanding and confusion. Pay attention! When you are offering, asking, responding, explaining, invoicing, installing or advising, choose the words you use with care.

From your customers' point of view, which words and phrases sound positive and helpful, appreciative and respectful, inviting and secure? Which words sound cold and confusing, overly technical or even condescending?

Make a list. Read everything aloud. Listen to the words as they are spoken. Do you hear what your customers love to hear or do you hear internal conversations and company jargon?

Encouraging Words...

Benevolence

Giving to others' basic needs without having as my motive personal reward

Gentleness

Showing consideration and personal concern for others

A Thought...

Customer service is awareness of needs, problems, fears and aspirations.

Unknown~

Did you Know?

We choose words every day. When speaking, writing, requesting and deciding. The words we choose create meaning and mission in our lives. Listen to the difference in these few words:

“What do you want? Or “How may I help you?”

“I didn’t mean it” Or “Please accept my apology”

“It’s in the instruction manual” Or “Let me answer that for you”

“We don’t have any more” Or “I can order that for you”

What a difference a few words can make!

Staff Recognition— Our Service Principles at Work

Use a Personal Touch means doing special things to make people feel cared for. When we personalize our service for each customer and co-worker, it makes them feel welcome and appreciated.

What will you do this week to make at least one person feel special?