

SERVICE PRINCIPLES

LIBRARY SYSTEM

METROPOLITAN

WEEK THREE: USE A PERSONAL TOUCH MAY 12, 2014

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

When we talk to people and find out what brings them to our library, it helps us determine what might be useful to them. Using this information to offer individual service is another way to let people know they are welcome and appreciated.



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
---	--	--	---	---

DISCUSSION STARTERS:

Using a personal touch means doing special things to make people feel cared for. Who would like to share some examples of things you have done or seen others do recently to make people feel welcome?

Something to think about...

Customer Satisfaction - It's All About the Personal Touch - 5 Easy, But Powerful Steps

By Kristina Evey

In order to increase customer satisfaction, it's important to remember this - Customers are not buying your product or service. They are buying a relationship with you. Train your staff toward excellent customer service and customer satisfaction. Enhancing the customer relationship by adding whatever personal touches results in increased customer loyalty and your customers will go out of their way to do business with you.

The most important and obvious is learning and using your customer's names. Everyone likes to be recognized and the use of the customers name without having to be reminded shows effort and interest on your part.

Learn how your customer uses your product or service. By finding out how your customer uses your product or service, you can tailor it to their needs. You will also be viewed as an invaluable resource by suggesting other products or services that will enhance their purchase.

Discover their preferences. When you discover the preferences of your customer and incorporate them into the process, your customer will feel valued. Whether it be day of the week for deliveries, straw or no straw in the drink at your restaurant, the type of folder they prefer their reports bound in, just paying attention to their preferences displays that you value their business and go out of your way to have things just as they prefer them. As an example, an exclusive hotel chain puts out a questionnaire to all of their new hires asking for their food, beverage and snack preferences. When they show up for their first day of training, the stated preferences are ready and waiting for each individual. This sends the message that if the hotel is so concerned about the preferences of their staff, then they will be equally, if not more so, concerned about the preferences of their guests.

Touch base and follow up on individual requests. By accommodating individual requests, customers realize that you will go out of your way to meet their needs. This displays the value you are placing on them and their business.

Continued...

Follow up and say Thank You. A personal note of Thanks speaks volumes. Sending a personal handwritten note is a tried and true favorite that has fallen by the wayside with new technology. Email is better than nothing, but a professional thank you card with a short handwritten note gives that personal touch.

To give an example that ties in all of these points - I do most of my professional clothing shopping at particular national chain which has a retail outlet in our local mall. Any time I walk in, the manager comes over to me and asks how I am and my business. She asks if I have any big presentations coming up and if she can help me get a new outfit. She pulls out the card with my sizes and color preferences and says that she will start getting some outfits together for me while I browse. She checks in with me while I try them on and gives helpful suggestion on accessories. She leaves the clothes on hangers automatically for me because she knows I like to just take the clothes out of the garment holder and just hang them up. And the next day comes the finishing touch - a handwritten Thank You note written on the company stationary.



DISCUSSION STARTERS:

Customers really appreciate when personal attention is paid to them. They enjoy being treated politely and courteously. The first thing that most people notice today is that so many businesses don't train their staff to greet customers warmly, to make eye contact with them, or even to smile at them.

What are some of the simplest ways to show your customers that you value them?

Encouraging Words...

Hospitality

Cheerfully sharing food, shelter or conversation to benefit others.

Gratefulness

Letting others know by my words and actions how they have benefited my life.

A Thought...

Because appreciation is an action, that means it is a skill you can actually practice to improve. We can improve our attention and our expression of thanks

Did you Know?

What Customers Want From Customer Service

- *To be greeted promptly—whether in person, on the phone or via a quick-loading web site.*
- *To have concerns addressed with sensitivity and efficiency—with eye contact if the exchange is person-to-person.*
- *Clear communication from people who know what they're talking about.*
- *Individualized solutions rather than cookie-cutter responses that apply to one and all regardless of unique needs or circumstances*

Bottom line: Customer want to be treated like they're important and valued.

Staff Recognition— Our Service Principles at Work

Do you want to know a way to get **better service, more loyal customers, and stronger relationships** at work and at home?

Consciously recognize things you appreciate, then express genuine thanks.

It sounds easy and simple. **So why do so few do it regularly.** Oh, they may mindlessly say the words “*thank you*” as a matter of courtesy and social habits. But that is not the same. That is **polite but not really appreciative.**

The challenge of genuine appreciation is it **requires regular attention** to all that we should appreciate but often take for granted. Appreciation **requires consideration and understanding** of the effort, perspective, intention and value of others.

You cannot accidentally appreciate. It is a deliberate action.

It requires recognition.

It requires thought.

It requires perspective.

It is rewarding to all.

