

**Intro to
Great Customer Service
Essential Webinar Series**

**Presented
by Pat Wagner**

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August 10, 2014 2


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
**Introduction to
practical ideas
that support workplace
and career success**

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Interactive Icons





Time to take notes
and participate in
written exercises!

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Meet Pat

40 years of workplace education
Interdisciplinary approach

**Known for her practical
and good-humored programs**

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Agenda

The Place Customers Like To Come
Be The Expert Your Customers Trust
Face-To-Face: Interpersonal Skills
Online Customer Service
Polish Your Act

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Outcomes

Improve customer satisfaction and support.

Design better systems for product and service delivery.

Create customer service job expectations.

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put yourself in

their shoes

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everyone is a customer

customer:
anyone with whom you have
a workplace-related transaction
(exchange of goods, services, money)
and/or interaction
(advice, support, helping hand)

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Customer Standards

I was treated well
I solved my problem
I will support you financially
and politically
I will return and recommend you
to others

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Exercise

You are an expert on customer service
Your mission is to share
great customer service stories
**What principles do they
share?**

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Customer Service Principles

hospitality kindness
listening fairness expertise
generosity
empathy curiosity awareness
calm conscientious
compassion anticipation
civility honesty energy
positive accountability
follow-through

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12

SECTION 1

The Place Customers Like To Come

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the environment

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Your Workplace Audit

How would a stranger rate your space?

- visually clean, from top to bottom
- smells clean
- legible, rational signs inside and out
- lighting

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convenience counts

It is easy to

- find park
- shop find a clerk
- custom order check out
- change one's mind

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the *wow* factor

comfort	kiosks
art	RFID chips
food	music

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Mistakes

- Used to shabby and smelly
- Forget what it's like to be a stranger
- Not relevant to the target audience
- False economies

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*customer
tip service*

Walk through
a customer transaction
as a customer,
from beginning to end.

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SECTION 2

Be The Expert
Your Customers Trust

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We Know It All

Know your products and services
Up-to-date
Provide choices

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the
Kris Kringle
factor

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Staff ←
Training

*Here's what I would do.
Let's look it up together.*

*I can find out.
I know who knows.*

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Mistakes

Smugness
contempt for customer opinions
correcting customers constantly
the one and only path

Only knowing your own products and
services

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*customer
tip service*

Hire people
who **love to learn.**

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SECTION 3

Face-To-Face:
Interpersonal Skills

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Do you naturally smile?
The first response counts the most.

*hello please
goodbye thank you*

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Staff Standards

Welcoming: Acknowledge

Fair: No privileges for friends, family

Consistent: Moods are self-indulgent

Competent: We know our workplace

Follow-through: We complete the job

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customer
tip *service*

Hire for
emotional maturity.

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Mistakes

Not taking interpersonal skills
seriously

Thinking it is just a training issue

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SECTION 4

Online Customer Service

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Online

No secrets: Can see what to do
Fast response
Simple directions with simple words

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Evolution

Customer input vital to online success
Test the details
Refresh: minimum two years

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Mistakes annoying
confusing self-indulgent
tedious fussy

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customer tip service

Keep it **simple** and **solid**.

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SECTION 5

Polish Your Act

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Environment

- Don't delay repairs.
- Beware false economies.
- Feedback from core target audiences.
- Do staff members "get" customers?

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Expertise

- Study your industry
- Be experts about your customers, institutions, and communities
- Immerse yourself in the lives of the people you serve

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Interpersonal Skills

- Everyone is a customer, inside and out
- Do job descriptions emphasize customer service?
- No one gets away with average customer service
- Remember the managers

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Assignments

Now do it!

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Resources

Why We Buy Paco Underhill
Instant Rapport Michael Brooks
Don't Make Me Think Steve Krug
librarything.com: patternresearch

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44

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45
