

Customer Service Training



Some succeed because they are destined to, but most succeed because they are determined to. – Henry Van Dyke

Are we focused on being relationships experts too?

Customer & Product Support



*Are you ready to face your customer's expectations?
Where do we start?*

Time to Focus



“Creating a portion of an organization that its only focus is to differentiate the brand is the ultimate goal of customer service.”

An evaluation of the organization, including its website will help guide us to our next steps.

Are we?

- Customer-centric
- Purposeful
- Analytical
- Focused on solutions

- Customer portal
- FAQ's
- Staff support in place
- Create a tool box

Tools

Welcome to Service



Did you know?

- It only takes 10 seconds to make an impression (good or bad) on a customer.
- 60+% of consumers will purchase again from an organization after a Positive Service Experience
- Only 33% of people will share positive experiences
- The average phone interaction is 4 minutes or less
- You are the face of your organization to your customers
- Sales will sell the first one, you WILL sell every unit after that.
- Customer Service is not a department, it is an attitude.

Measures of Success in Service

- **Great customer service** = Lasting relationships, true brand loyalty
- **Average customer service** = At risk relationships that could be lost
- **Poor customer service** = Lost Business!



What do customers desire

- Friendliness
- Honesty
- Timeliness
- Fairness (*Do the Right Thing*)
- Participation
- Alternatives (*Part of the Solution*)
- Information (*Over Communicate*)



We accomplish results like this by having a group of appropriately empowered, technically skilled people that recognize that relationships are their business!

*You can only
expect to get
out of
something,
what you are
willing to put
into it!*

Such as:

- Doing ordinary things in an extra ordinary way
- Going beyond what is expected
- Adding the value of integrity to every situation / interaction
- Being at your best with every situation / interaction (like a marriage)
- Discovering new ways to delight those you serve
- Surprising yourself with how much you can do!
- Taking care of your customers like you would take care of your grandmother

10 Rules for Great Customer Service

1. **Commit to *Doing the Right Thing***
 - Create a positive experience for the customer
 - Go above and beyond the customer expectations
2. ***Do what you say, say what you do (DWYSSYWD)***
 - Helps win a customer's trust and confidence
 - Be fact-based and opinion savvy
3. **Know your customers**
 - Demonstrate empathy and work to understand the root of the customer's complaint
4. **Treat people with courtesy and respect**
 - Every contact with a customer leaves an impression
 - Ask questions, don't interrogate
5. **Never argue with a customer**
 - Be solutions focused, rather than problem focused (spend more time on "***what we can do versus what we can't***")

10 Rules for Great Customer Service

6. **Don't leave customers hanging**
 - All communications with customers need to be handled with a sense of urgency
7. **Always provide what you promise**
 - Failure to this will result in the loss of organizational credibility
8. **Assume that the customers are telling the truth**
 - The majority of customers don't like to complain; in fact, they'll go out of their way to avoid it.
9. **Focus on making customers, not numbers**
 - Focus on the quality rather than the quantity
10. **Be *Easy to Do Business With***
 - Focus your energy on the 9 preceding points and just treat "your" customer as you would want to be treated. *The Golden Rule*

Friendly Alternatives

Inappropriate statements or phrases and their respective recommendations:

- **I DON'T KNOW** – I'LL FIND OUT.
- **NO** – WHAT I CAN DO IS...
- **THAT'S NOT MY JOB** – LET ME FIND THE RIGHT PERSON WHO CAN HELP YOU WITH...
- **YOU'RE RIGHT THIS IS BAD** – LET'S SEE WHAT WE CAN DO ABOUT THIS.
- **CALM DOWN** – I APOLOGIZE...
- **I WANT YOU TO** – HOW ABOUT WE...

Speaking tips

Refrain from words and/or sounds such as:

- But...
- Uh..., Um...
 - Sounds like you don't know and/or are working on making something up.
- I have never heard of that... - How about:
"I'm not familiar with that situation, let me see what I can find out."

REMEMBER: The customer can never know when you are having a bad day! *Smile though your voice.*

Who are our Customers?

They are:

- The most important person in any business
- Not dependent on us. We are dependent on them!
- Not an interruption of our work, but rather the purpose for it.
- Part of our business – not an outsider
- Does us a favor when they come in. We aren't doing them a favor by providing service for them.

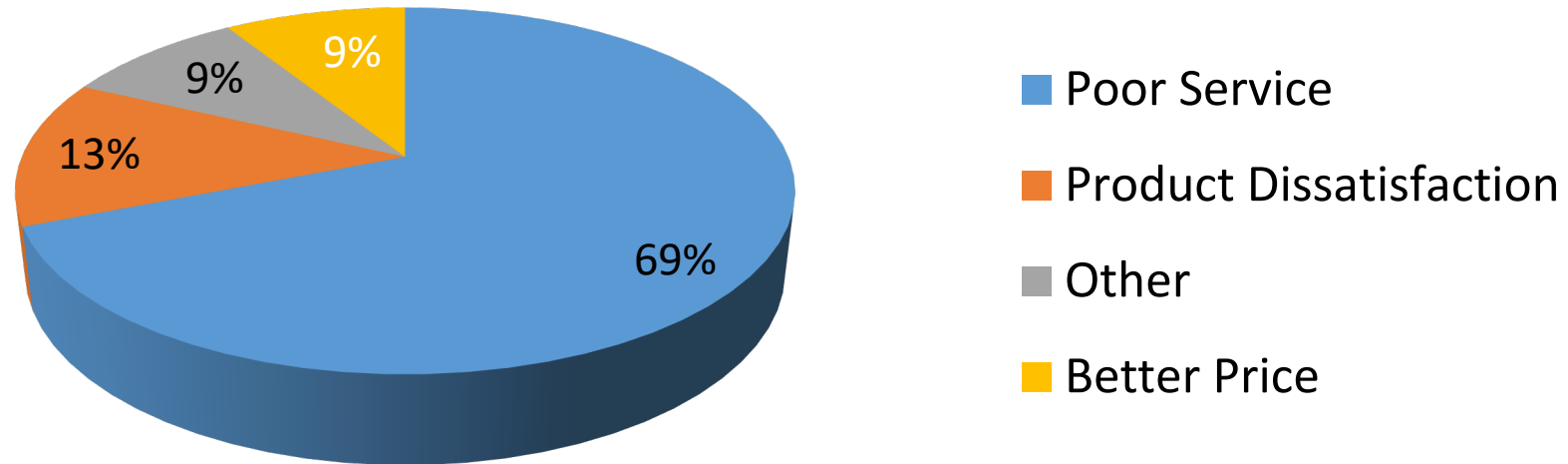
You must be your customers' best choice!

Facts about complaints

- It costs six times more to attract a new customer than it does to keep an existing one.
- 95% of customers who have experienced poor service will complain about it and merely typing into the internet may tell the story to thousands
- 7 out of 10 complaining customers will do business with you again if you resolve their complaint
- Of those who unfortunately do leave, 68% do so because of an attitude of indifference by the company or a specific individual
- If you resolve a complaint on the spot, 95% of those customers will do business with you again!
- In summary, all of the facts say: Customer Satisfaction Equals Success!

Why Customers Leave!

Service, Service, Service



The non-quantitative facts about service

- In a culture of instant gratification, we have proven that people will instinctively be drawn to exemplary customer service.
- Communication is King! – *We cannot fix what we don't know is broken.*
- **Always Remember:**
 - That for most customers, the only part of the organization they know is the experience they have with any one of us which will demonstrate the character of the organization
 - To **thank** the customer for their business and make sure that the follow up has been clarified prior to disconnecting.

Customer Delight

- Exceeding customers' expectation is delighting customers
- Every interaction with a customer has an opportunity to create delight
- The customer reacts with a “WOW” in return for great service
- Focus on owning the relationship and always follow up to ensure issue closure – This will demonstrate appropriate empathy and a display of excellence
- The challenge is to consistently maintain a culture that feeds the delight factor

Complaint Handling

- Appreciate / Thank the customer for sharing the complaint
- Appropriately apologize for the error / mistake / inconvenience
- **Listen Actively** and demonstrate a genuine interest
- Show empathy – Put yourself in the customer's place
- **Be both Patient and Persistent**
- Recognize your empowerment to the organization and its customers



Complaint Handling

- Focus on being **Part of the Solution** by focusing your energy on solutions
- With any customer; **Focus on what you can do versus what you can't**
- Make sure that the follow up expectations are clear and that you live up to this
- *Doing the Right Thing*, doesn't always mean saying yes &
- It's never wrong to **Do The Right Thing**
- Above all, be a ***GREAT LISTENER***



REMEMBER: You must be able to separate the issue from the emotion and not take it personally (zero arguing).

Complaint Handling



Central Michigan Football

Cooper Rush will head to camp as a member of the Dallas Cowboys!

Measures of Success in Service

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What's Next!

All of us

Creating a **Customer & Product Support** organization that embraces **customer-centric** tenants such as:

- *"We are a services business that just happens to build highly innovative luxury RV's."*
- Focuses on being **Part of the Solution** through partnerships
- Understands that **Doing the Right Thing** is as simple as the Golden Rule
- Become an organization that is recognized as **Easy to Do Business With!**
- **Let our Experience Improve yours!**

Become an industry leader with the most desired brand through exemplary service.

Thank You!