Five Critical Service Skills

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Agenda

- Competence
- Presentation
- Care
- Dignity
- Tools

Competence

- **Attitude** – I want customers to believe we are competent.

- Mission and Values
- Role and Responsibilities
- Knowledge
- Skills
- Standards
- Latitude – Empowerment

Well done is better than well said.
*– **Benjamin Franklin***

If we don't take care of our customers, someone else will.
*– **Unknown***

Presentation

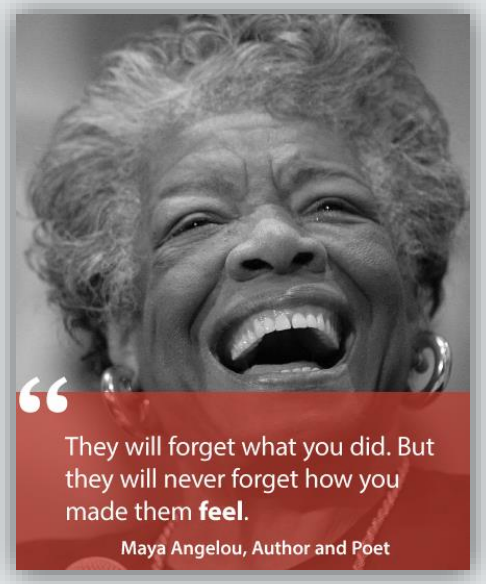
- **Attitude** – I want to demonstrate that we know they have arrived, that they are asking and deserve to be served, and we are grateful.

- Immediate
- Eye contact with a smile
- Body language that matches (open)
- Upbeat greeting
- Show personality
- Even when serving another customer

Care

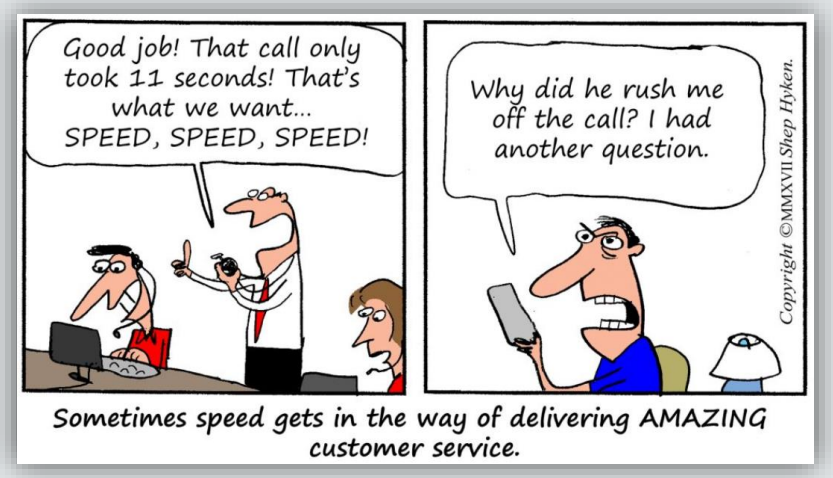
- **Attitude** – I want to convey that we understand each customer's needs are unique and that we don't assume to know what those needs are.

- Ask and inquire
- Actively listen
- Clarify what you heard



Care Continued…

- Pay Attention
- Adapt



Biggest question: Isn't it really 'customer helping' rather than customer service? And wouldn't you deliver better service if you thought of it that way?

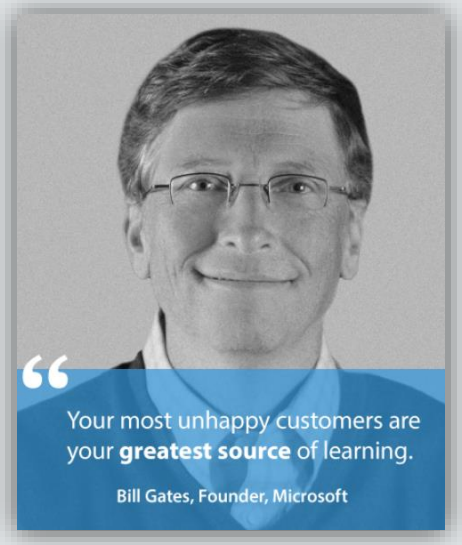
Jeffrey Gitomer

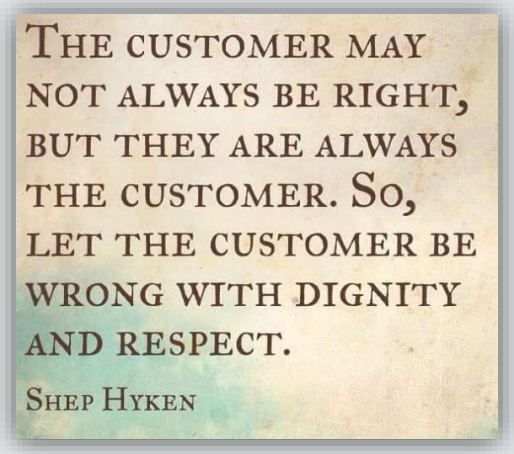
*Don't try to tell the customer what he wants. If you want to be smart, be smart in the shower. Then get out, go to work and serve the customer! – **Gene Buckley***

Dignity

- **Attitude** – Regardless of their perspectives or behavior, customers always deserve to be treated with dignity.

- Remain professional and take the high road
- Assume positive intent
- Affirm their frustration or challenge
- Remain calm, possibly match their tone



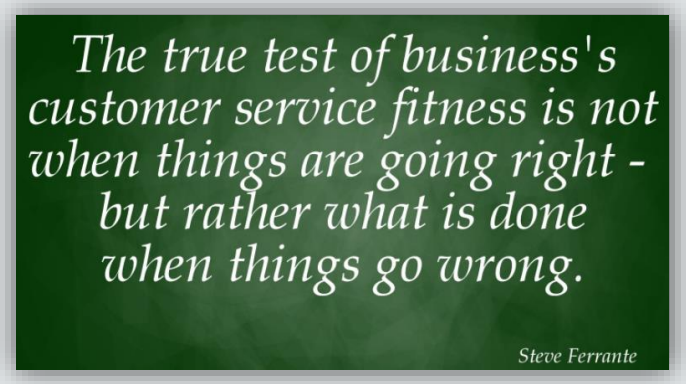


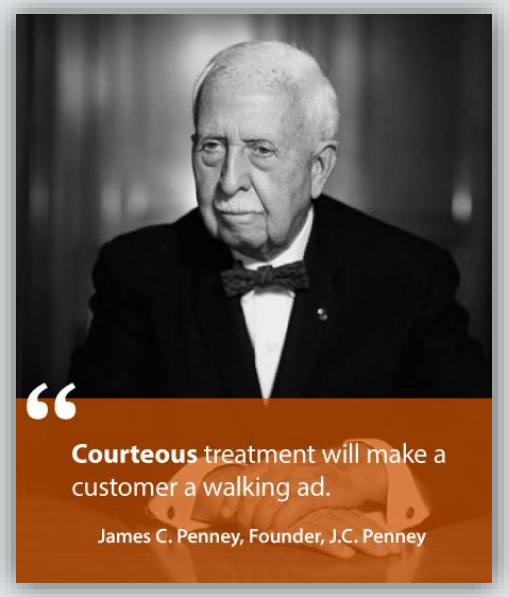
Dignity Continued…

- *Care*fully choose your wording
- Take action to resolve their issues –

  own the issue until it is resolved
- Ask how they would like you to solve their complaint
- Ask if there is anything else you can do
- Thank them for letting you know

  they were frustrated or disappointed





Tools

*Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees. – **Tony Hsieh***

- **Attitude** – We value preparing our systems and tools to be ready to provide customers the service they expect, before they arrive.

- How are you embedding customer service priorities into your culture?
- What do you/your staff need to be able to serve at a high standard?
- What obstacles need to be fixed or removed?
- What are boundaries and options for dealing with a disgruntled customer?

Tools continued…

*Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves. – **Steve Jobs***

- How are you prepared to share reasons for policies or procedures so customers can understand?
- How do you assess your customer service or solicit feedback from customers?
- Serve, assess/evaluate, implement, repeat!

"Here's how good we think our customer service is, and here's how good our customers think our customer service is. This gap is going to kill us!"

"Ask your customers to be part of the solution, and don't view them as part of the problem."

-Alan Weiss

Resources

Attitude – lifelong learning, continual improvement, ideas from others

- Shep Hyken – hyken.com/blog/ (articles and sign up for his weekly newletter)
- Telephone Doctor – telephonedoctor.com/blog/ (customer service articles)
- Setting the Table: The Transforming Power of Hospitality in Business by Danny Meyer
- Legendary Service: The Key is to Care by Ken Blanchard
- The Customer Rules: The 39 Essential Rules for Delivering Sensational Service by Lee Cockerell
- Be Our Guest: Perfecting the Art of Customer Service by the Disney Institute
- Customer Service Training 101: Quick & Easy Techniques that Get Great Results by Renée Evenson

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