Customer Service
Introduction to Customer Service

“There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. **It is the customer!**

The customer is the person who pays everyone’s salary and who decides whether a business is going to succeed or fail. In fact, the customer can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else.

Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind – **pleasing the customer.**”

---Sam Walton, Owner & CEO, Wal-Mart
Customer Service in the 21st Century

- Manufacturing economy → Service economy → “Relationship Management” economy

- Increased importance on customer interaction as a high-tech environment has decreased personal contacts

- E.g. Today’s greeting of the customer support staff is “How are you doing today?” - makes the customer feel less like a number and more like a human being
“A lot of people have fancy things to say about customer service, including me. But it’s just a day-in, day-out, on going, never ending, unremitting, persevering, compassionate type of activity.”

- Leon Gorman, former President of LL Bean (America’s largest catalog retail outlet)
Good Customer Service

- Good customer service means:
  - Providing a quality product or service
  - Satisfying the needs/wants of a customer
  - Resulting in a repeat customer

- Good customer service results in:
  - Continued success
  - Increased profits
  - Higher job satisfaction
  - Improved company or organization morale
  - Better teamwork
  - Market expansion of services/products
Customer Service

- Good customer service = Lasting relationships
- Average customer service = Steady relationships that could be lost
- Poor customer service = Lost business
What does the Customer Desire?

- Friendliness
- Empathy
- Fairness
- Participation
- Alternatives
- Information
10 Rules for Great Customer Service

1. **Commit to quality service:**
   - Create a positive experience for the customer.
   - Go above and beyond customer expectations.

2. **Know your products:**
   - Helps win a customer's trust and confidence.

3. **Know your customers:**
   - Tailor your service approach to their needs & buying habits.
   - Get to the root of customer dissatisfaction by talking to people and understanding complaints.
10 Rules for Great Customer Service

4. **Treat people with courtesy and respect:**
   - Every contact with a customer leaves an impression.
   - Use phrases like "sorry to keep you waiting," "thanks for your order," "you're welcome," and "it's been a pleasure helping you."

5. **Never argue with a customer:**
   - Be solution focused rather than problem focused.
   - Research shows that 7 out of 10 customers will do business with you again if you resolve a complaint in their favor.

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6. Don't leave customers hanging:
   - All communications with customers need to be handled with a sense of urgency.
   - Research shows that 95% of dissatisfied customers will do business with a company again if their complaint is resolved on the spot.

7. Always provide what you promise:
   - Failure to do this is a sure way to lose credibility with your customer.
   - If you can't make good on your promise, apologize and offer some type of compensation, such as a discount or free
8. **Assume that 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 making sales:**
   - Focus on the quality rather than the volume of the sale.
   - Research shows that it costs six times more to attract a new customer than it does to keep an existing one.

10. **Make it easy to buy:**
    - Make the process simple and user-friendly.
“Culture of Commitment”

- The transition from ordinary to extraordinary performance happens through a “Culture of Commitment”, where frontline people reflect to the outside the *intense pride and ownership they are experiencing on the inside.*
"Moment of Truth" or the "aha" experience

- Strong "Culture of Commitment" ensures "Moments of Truth".

- Jan Carlson, in his book, *Moments of Truth*, calls every customer interaction a moment of truth, and every moment of truth is an opportunity to make a favorable impression on your customer.
Internal Customer / External Customer

- Who is an External Customer?
  - The term external customer includes not just the paying customer but also anyone who receives the benefit of the goods and services.

- Who is an Internal Customer?
  - Internal customers are specific people and departments who play a role in helping you to serve external customers.
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 – I UNDERSTAND HOW YOU FEEL.

THAT’S NOT MY FAULT – LET’S SEE WHAT WE CAN DO ABOUT THIS.

CALM DOWN – I APOLOGIZE....

I WANT YOU TO – LET’S
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