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Purpose

To improve the quality and delivery of service at your organization resulting in satisfied customers and repeat business.

Objectives

At the end of this session, learners will be able to:

- ✓ ***Identify unfriendly customer service behaviors***
- ✓ ***Utilize customer demographics to better serve them***
- ✓ ***Understand the importance of the ‘value of the customer’***
- ✓ ***Demonstrate the steps of recovery in customer service***
- ✓ ***Describe STAR performance: Customer Service Excellence***
- ✓ ***Define and explain the term professionalism***
- ✓ ***Identify customer service behaviors that connect with Vision, Mission and Values***
- ✓ ***Discuss steps for sustained STAR Service***

Agenda

Welcome

Introductions

Ice Breaker

Unfriendly Behaviors

Customer Profile

Value of the Customer

Service Recovery Steps

STAR Performance

The Customer Service Professional

Company Vision & Mission

Sustained Customer Service

Service Excellence

Most people working in the service environment have experienced some kind of customer service training or workshop. But just for a minute, place yourself in the role of the consumer and ask yourself these questions...

Have you ever made a decision to 'cut off' a place of business because of what you determined to be poor service?

What was it specifically that caused you to make that decision?

What single act or behavior makes the customer service experience 'exceptional'?

Unfriendly Customer Service

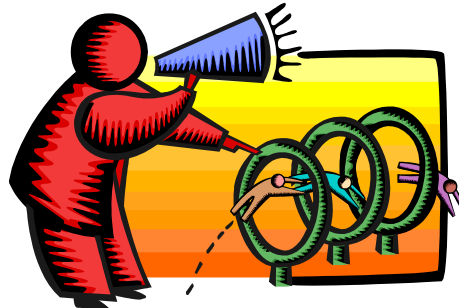
If we are going to solve our customer service challenges, we must first identify what they are. This activity caused us to look specifically at behaviors that adversely impact the customer service environment.

Instructions: With your group members, identify not less than seven behaviors for each on the columns that might be determined to be Rude, Irresponsible, Uncaring or Indifferent.

Rude	Irresponsible	Uncaring/ Indifferent

Unfriendly Customer Service

Select Five Behaviors You Want To Address On Your Property



Unfriendly Customer Service

Unfriendly Behavior	Action Steps to correct the behavior	Measurement (How will you track progress) Timeline
1. Shy behavior...not initiating interactions	a. Ask a team member to hold you accountable b. Commit to approaching five customers per day with a prepared line of warm greeting c. Practice on your way to work a new line of greeting for your customers	As for your team member and management feedback on progress made after an established period of time (one week, one month etc.)
2.		
3.		
4.		
5.		

Value of the Customer

What is the lifetime value of a satisfied customer to your business?

Let's do the math...

On average, what do your customers spend

ADD

On average, what do your customers spend on tips & gratuity

MULTIPLY

How many times does your average customer frequent the business establishment

MULTIPLY

For how many years are they likely to patronize the business

TOTAL

What message does this send to you?
What does this figure represent?

Value of The Customer

What happens when we fail to consistently deliver Excellent Customer Service? What do we stand a chance to lose?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Moments of Truth

What are they?

Every person who speaks to a customer, whether on the telephone or in person, gives an impression of . Leaving impressions that allow your customers to determine whether your service is positive one or negative is what we call a '**Moment of Truth**'.

There are hundreds of Moments of Truth every day. These can be either **magical** *Moments of Truth* when the customer goes away with a very positive impression or they can be **dreadful** Moments of Truth that is demonstrated by a frown, bad mood, or lack of respect. These negative behaviors may make a customer decide that employees doesn't really care about them and their particular needs. So they have experienced a negative *Moment of Truth*.

Have you ever witnessed a magical moment of truth at you place of business? Explain.

Have you ever witnessed a dreadful moment of truth at your business? Explain.

Moments of Truth

Ways to give Magical Moment of Truth Service.

- ✓ **Call** customers by their names.
- ✓ **Introduce** yourself to the customer.
- ✓ **Anticipate** the need of the customer.
- ✓ **Exceed the Expectations** of the customer
eg. if they need a drink, offer to personally bring it to them.
- ✓ Remember that every customer is a **unique** individual with unique needs.
- ✓ **Smile, Smile, Smile, Smile**, and **Smile** some more.
- ✓ **Always** Provide personalized service.

Service Recovery

Follow the Five Steps to Service Recovery...

- 1. Listen with your eyes, ears and heart
- 2. Apologize sincerely and personally
- 3. Partner with your customer on a reasonable resolution
- 4. Deliver what was promised and add value
- 5. Follow up

Step I Listen

Step II Apologize

Service Recovery

Step III Resolution

Step IV Deliver...Add Value

Step V Follow Up

Customer Service STAR

Every customer has certain expectations of the professions serving them. How we deliver service determines whether we become STARS to these customers or not.

This acronym helps you take on behaviors that consistently deliver quality, impeccable service to customers.

S _____

T _____

A _____

R _____

Customer Service STAR

S _____

T _____

A _____

R _____

The Professional

Define the term Professional.

What are some of the characteristics of a Professional?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

The Professional

What is a Standard?

Something established for use as a rule or basis of comparison in measuring . . . A level of excellence; Attainment . . . regarded as a measure of adequacy.

How you look

How you behave

How you serve

Sustained STAR Service

- *Deliver what you promise*
- *Do what must be done to recover guest issues*
- *Conduct research often by listening to the voice of the customer*
- *Guarantee that the necessary resources are available for customer service professionals*
- *Get your leaders onboard in developing a culture of service*
- *Ensure that business and operational planning supports great customer service*
- *Consistently train, develop and reward the behaviors you want repeated*

NOTES

BASIC STANDARDS FOR CUSTOMER RELATIONS

- ✓ When a customer needs assistance, their request becomes a priority. If you can service it, then do so in a quick and efficient manner.
- ✓ Stop and give customer your full attention. Smile, make eye contact and maintain good posture, with a pleasant expression.
- ✓ Display a positive attitude. Remain positive. Never be impatient. Be attentive and courteous to customer at all times.
- ✓ Use the customer's name as often as possible. (Find out customer's name if you do not know it.) e.g. "I'm Mary, and what is your name please?"
- ✓ Be knowledgeable of the facilities and hours of operation to answer potential questions and up sell.
- ✓ A customer feels pampered and welcome, and is recognized within 1 minute.
- ✓ Children are acknowledged and greeted individually.
- ✓ Children will be addressed at eye level when possible.
- ✓ Staff conveys an attitude of interest; listens carefully.
- ✓ Staff behavior is not hurried or chaotic.
- ✓ Staff does not keep hands in pocket, folded arms, or slouching posture.
- ✓ Staff is wearing nametags.
- ✓ Staff is neatly groomed.
- ✓ All work stations neat and clean.
- ✓ Customer's correspondence and property discreetly handled.
- ✓ A good guideline is to use customer's name about 3 times...say it as soon as you hear once during the middle of the conversation and upon saying goodbye.
- ✓ Complete and thorough information given without excessive prompting.
- ✓ Maps readily available.

- ✓ When speaking with customers, remain in position until conversation is completed.
- ✓ Escort customers whenever possible.

- ✓ Follow up. If you do not know the response to a customer's question, get the answer and follow up with the guest. e.g. "Can I look into this and get back to you?" or,
- ✓ "Would you like me to find out for you?"
- ✓ The customer is given a time estimate as to when you will contact him again.
- ✓ e.g. "It should take about 15 minutes to complete your request" or, "I'll need 15 minutes to look into the matter..."
- ✓ Follow up is timely as promised or requested. e.g. "Ms. Smith, this is Sean from Activities returning your call." "Ms. Smith this is Sean, I have the information you requested."
- ✓ Ensure that all customer needs are met. Customer leaves satisfied.
- ✓ e.g. "Will that be all today Ms. Smith?" "Is there anything else I can help you with today?"
- ✓ Do not conduct group discussion with coworkers in public areas.
- ✓ Do not discuss personal problems and internal company issues with customers.
- ✓ Customer requests handled without excessive delays or interruptions
- ✓ Do not engage in 2 separate conversations.
- ✓ Open doors and give way to guests.
- ✓ Response is immediately determined and customer contact to be updated. Information given is accurate.
- ✓ Staff makes good effort to respond fully to request.
- ✓ Always give a realistic time frame.
- ✓ Employees do not congregate in groups in public.
- ✓ Employees do not eat, drink, smoke or chew gum.
- ✓ Employees do not engage in distracting personal chat or horseplay.