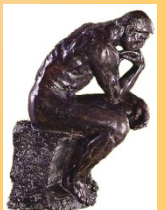


Optimizing Customer Experiences



STEMM

Bahamas



Purpose

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



Objectives

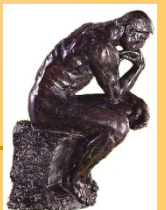
At the end of this session, participants will be able to:

1. **identify unfriendly customer service behaviors**
2. **utilize customer demographics to better serve clients**
3. **determine the ‘value of the customer’ to your business**
4. **demonstrate the steps to recover customer service issues**
5. **describe STAR performance in delivering exceptional service**
6. **define and explain the term ‘professionalism’**
7. **Discuss steps to sustaining STAR Service**



Agenda

- ✓ Service Excellence
- ✓ Unfriendly Behaviors
- ✓ Customer Demographics
- ✓ Break
- ✓ Value of the Customer
- ✓ Service Recovery Steps
- ✓ Lunch
- ✓ STAR Performance
- ✓ The Customer Service 'Professional'
- ✓ Break
- ✓ Sustaining STAR Service



Service Excellence

Think a while...



What single act or behavior made a customer service experience for you horrific?

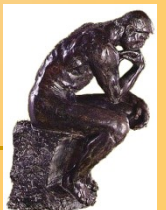
Have you ever made a decision to cut off a place of business because of poor service? What was it that caused you to make this decision?



Unfriendly Customer Service Behaviors

Sit with three people at your table and identify common customer service behaviors that are:

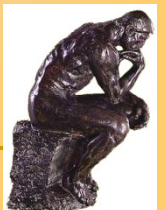
- ❑ Rude
- ❑ Irresponsible
- ❑ Uncaring or Indifferent



RUDE



- ☹ Sucking teeth
- ☹ Negative body language & facial expression
- ☹ No eye contact
- ☹ Raising your voice at the customer
- ☹ Ignoring customers
- ☹ Short answers
- ☹ Eating & chewing gum in the front of customers
- ☹ Cursing and swearing
- ☹ Sarcasm
- ☹ Off color, prejudice, racist remarks



IRRESPONSIBLE



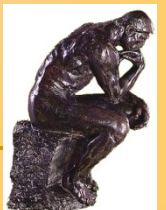
- ☹ Leaving your station unattended
 - ☹ Ignoring the request made by customers
 - ☹ Ignoring safety hazards
 - ☹ Losing customer property
 - ☹ Forgetting to call in sick
 - ☹ Failure to follow up
 - ☹ Lateness to work
 - ☹ Disclosing confidential information
 - ☹ Not taking ownership of issues
 - ☹ Failure to keep oneself groomed
-

UNCARING & INDIFFERENT

- ☹ Not open to feedback
 - ☹ Not a team player
 - ☹ Prejudice, racist behavior
 - ☹ Lack of empathy
 - ☹ Hoarding of supplies
 - ☹ No innovation (refuses to initiate)
 - ☹ Poor communication skills
 - ☹ Stealing from customers, coworkers etc
 - ☹ Making unflattering remarks
 - ☹ Apathy in service (no enthusiasm)
-

Unfriendly Customer Service Behaviors

Work with your group to create an action plan for removing behaviors selected from our customer service environment. Brainstorm for five minutes actions that might eliminate five behaviors identified as 'unfriendly'.



Who are your customers?

They are...

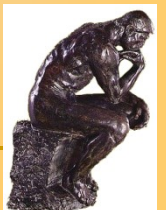
They have...

They do...

They like...



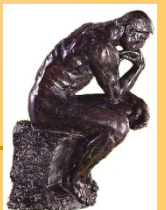
Looking closely at gender, age, socio-economic status, marital status, interest, family make-up assists the customer service professional in better serving their clients



Value of the Customer

Do the math...

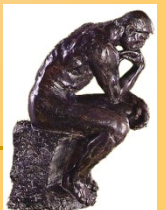
- What do they spend?
- How often do they patronize the business?
- For how long will they frequent your business?



Value of the Customer

If we fail to consistently deliver to our customers, what might we lose?

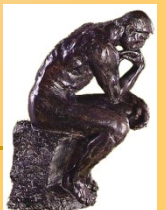
- Money
- Reputation
- Future customers
- Jobs
- Client base
- Employees



Customer Service Recovery

Five Critical Steps...

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

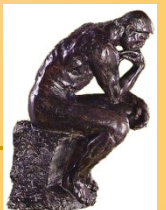
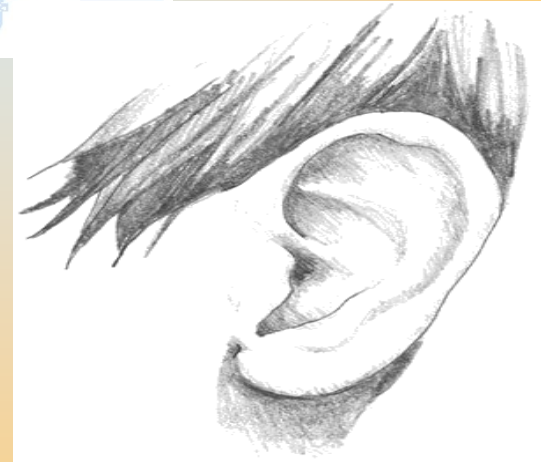


Listen

- With your eyes
- With your ears
- With your heart

Avoid:

- Cutting the person off
- Trivializing what they say
- Forming an opinion on what is said
- Ignoring the person
- Trying to resolving the issue after listening
- Have them repeat again what they said



Apologize

Make it sincere

Make it personal



Pardon I...sorry bout dat...sorry miss

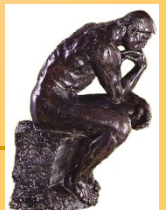
Will not do!



Partner with the Customer

Do not attempt to resolve the issue on your own. Agree with the customer on a reasonable solution to the issue.

- Make suggestions
- Offer alternatives
- Ask for consensus
- Make them feel powerful and in control



Deliver and Add Value



Deliver what was promised to the customer.
Ensure you give them exactly what you
promised.

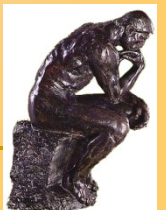
Add Value to the Customer. Give the
customer more than what they asked for.



Follow Up

Follow up with the customer after the final resolution.

- ✓ Make a telephone call
- ✓ Send a quick email
- ✓ Ask them if there is anything else they would like



Customer Service Recovery Steps

Practise

Practise

Practise

Lunch



Exceptional Customer Service

Become a Customer Service **S.T.A.R.**

Smile

Time

Attention

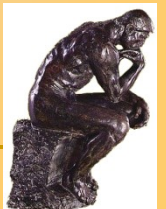
Respect



Smile

Your Smile says:

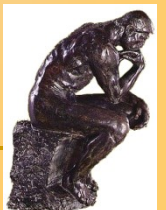
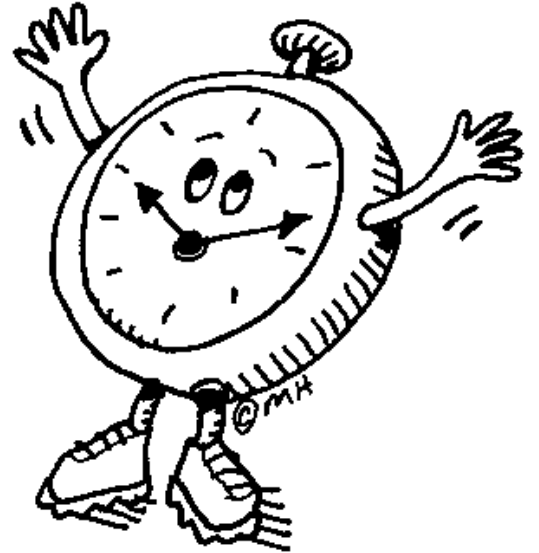
- Welcome
- I'm happy to serve you
- I'm approachable
- I'm pleasant
- I love my job
- I am a happy person



Time

Value your customer's time by:

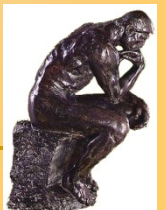
- Demonstrating a sense of urgency
- Meeting your obligations timely
- Reassure the guest that you will be with them
- Follow up if you need more time to deliver
- Giving details on your actions



Attention

Acknowledge your customers by:

- initiating the interactions
- greeting them warmly when they enter the establishment
- letting them know you see them
- listening to them
- giving them eye contact
- giving them undivided attention

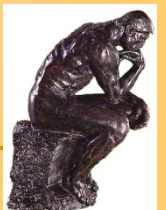


Respect



You respect your customers by:

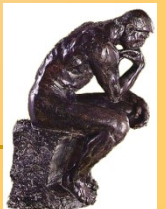
- o taking into consideration how they feel
- o empathizing with them when they have issues
- o watch how you speak to them
- o watch the words you use
- o watch the tone of voice
- o watch your behavior in the professional environment



The Professional

A person who understands and respects standards relating to:

- ❑ How you look
- ❑ How you behave
- ❑ How you serve



What is a standard?

- Something established for use as a rule or basis of comparison in measuring
 - A level of excellence
 - Regarded as a measure of adequacy.
-

The Professional



How you look?

- Hair/ hats (color, style, accessories etc.)
- Jewelry (size, amount, type etc)
- Clothing/ shoes (fit, color, style, condition etc)
- Make-up/ tattoos/ nails (modest, creating a fresh appearance)
- Facial expression

Remember you are on stage!

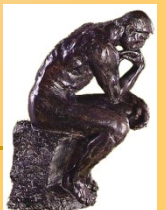


The Professional



How you behave?

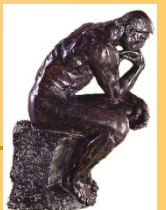
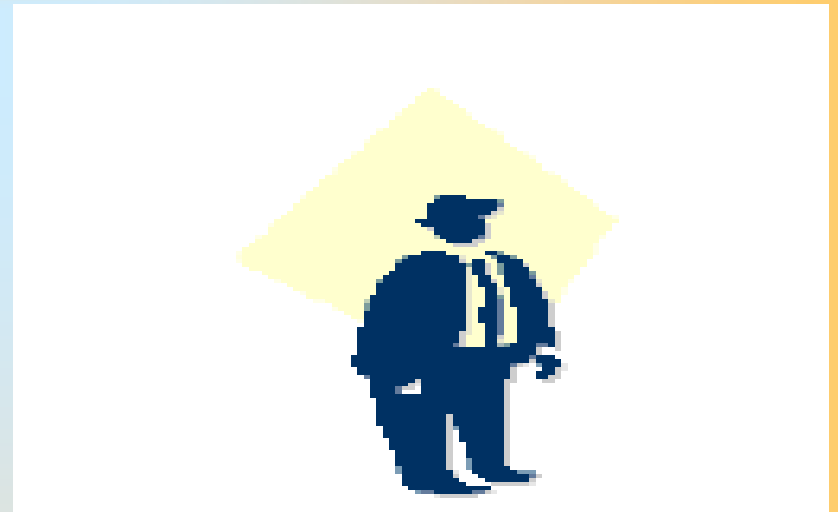
- loud distracting noises in public areas
- grouping, horseplay in public areas
- never quarreling with customers
- having inappropriate conversations in the presence of customers
- posture, chewing gum, eating etc



The Professional

How you serve?

- enthusiastically
- be alert
- greet customers by their name
- sense of urgency
- empathize with customers
- look for ways to add value to the customer experience
- take ownership of customer problems



Steps to 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

