



 **Start with WHY**

- Our Strategic Plan emphasizes Customer Service!
- This is our community – our friends, family, neighbors, co-workers, etc.! We’re not in the business to make money – we’re here to serve. We take care of our people.




 **WHO are Our Customers?**

Internal **External**



Think of a time...




...when YOU experienced POOR customer service.

How did you feel?
What did you want in that moment?
How did it affect your relationship with that company/organization?



Think of a time...



...when YOU experienced GREAT customer service.

How did you feel?
What did you want in that moment?
How did it affect your relationship with that company/organization?


“Intolerable service exists because intolerable service is tolerated.”



 **Supervisor's Role: Twofold**


1. Be a good role model – internal & external customers
 - Strong and clear communication
 - Accept feedback and use it to improve
 - Create a culture that fosters good customer service
2. Hold your team accountable to customer service standards





 **#2 Holding Your Team Accountable**

- Set clear expectations for customer service.
- Give timely feedback then coach them to success.
- Keep customer service at the forefront of your conversations with your team.
 - Troubleshooting at team meetings, case studies
- Problem-solving
 - Empower your team to do some problem-solving on their own but to know when it needs to be taken higher
 - Create a cheat sheet of FAQs to refer to
- Have their backs and support them
- Positive reinforcement

What you **model** and what you **tolerate** sets the tone for your team.

 **Let's Coach!**

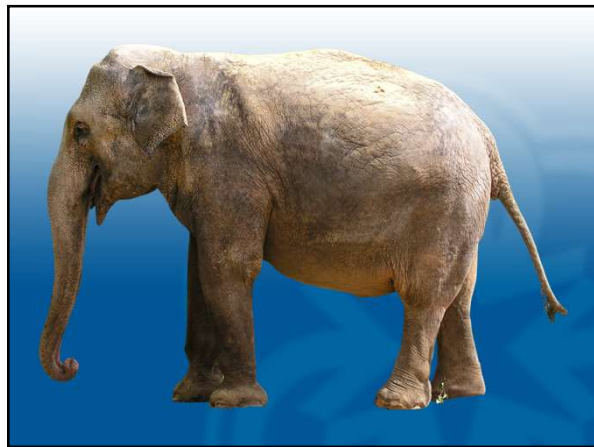
- If someone on your team handles a situation poorly, address it quickly (don't let it sit)
 - Privately, respectfully, never in front of the customer
- "No Surprise" Rule
- Talk through the situation together and brainstorm ways that they could have done things differently and ways to improve for next time
- Set clear expectations for future
- Follow-up!
- If appropriate, seek additional training for them



Customer Service Strategies

We're all Human






 What do Customers Want?

- 1 Quick & Easy
- 2 Knowledgeable Representatives
- 3 Clear & Helpful Communication
- 4 Problem-Solving (Flexible & Creative)
- 5 Sincerity, Connection & Trust
- 6 Escalations, Recovery, & Follow-Up



To Feel Like They MATTER (individually)



Bonus:
Wow! An Experience Worth Talking About!

 **Quick & Easy**


- Websites and processes that are easy to navigate and understand
- Easy to contact someone if needed, through their preferred method (in-person, phone, chat, email, etc.)
- Working through cases quickly and efficiently
- Give them an idea of a timeline – when will this be fixed? How long will it take? When will they hear from you again?




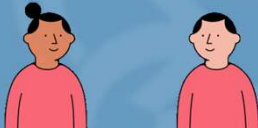
 **Knowledgeable Representatives**

- Know your role and processes
- Be an ambassador!
 - Either know the answer or know who does know the answer.
 - Stay up-to-date
- Customers don't care that we're separated into different departments!
- It may be helpful for your team to create a guide, directory, and/or FAQ sheet to refer to



 **Clear & Helpful Communication**

- Know your audience (internal vs. external)
- Keep it relevant and timely
- Avoid being vague – this can happen by giving too little or too much information
- Practice active listening






 **Clear & Helpful Communication**

Don't Say: <ul style="list-style-type: none">• I don't know• We can't do that• You've got the wrong department• No• That's our policy		Instead Say: <ul style="list-style-type: none">• That's a good question – let me find out.• What we can do is...• Let me connect you to ____ . They may be able to answer your questions.• Let me see what I can do and get back to you
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More Don't Say:

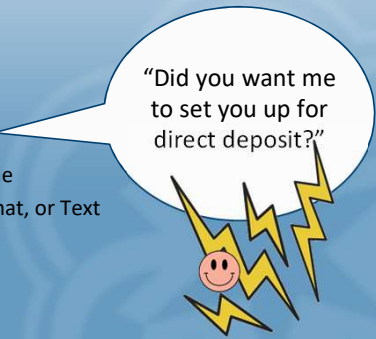
• I just work here.	• The ____ department can never get it right.
• Don't blame me.	





 **Clear & Helpful Communication**

Tone of Voice


- In-Person
- On the Phone
- Via Email, Chat, or Text



"Did you want me to set you up for direct deposit?"


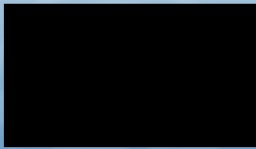


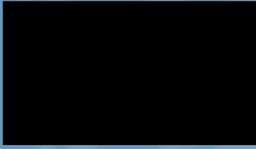

 **Customer Interaction #1**




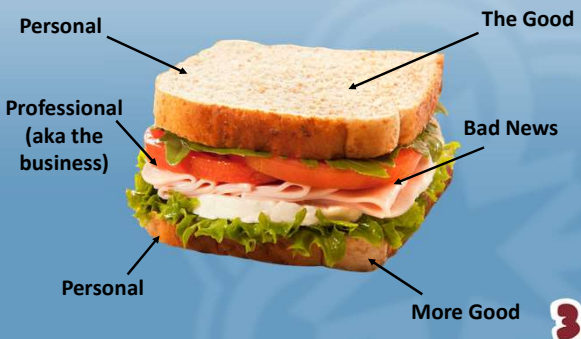
Ms. Palmer 

 **Customer Interaction #1**

 Response A  Response B


Angela  Response C 

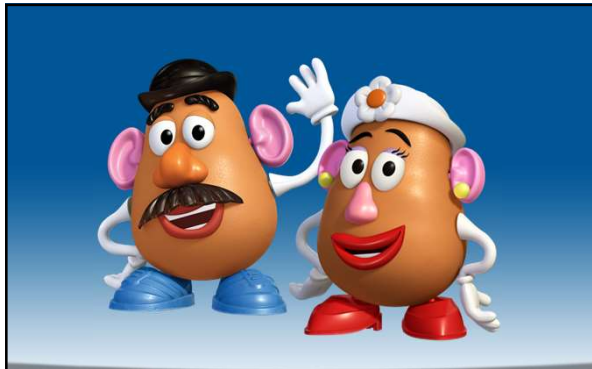
 **Clear & Helpful Communication**



Personal The Good

Professional (aka the business) Bad News

Personal More Good 



Potato Head:
The Right Face for the Right Place




 **Clear & Helpful Communication**

 **Always Up**



 **Sometimes Out**


 **Never Down**




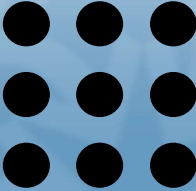
 **Problem-Solving
(Flexible & Creative)**


- They want to know that you can fix it and/or have fixed a similar situation in the past.
- Show confidence that even if it's not a simple fix, you believe it will get fixed as soon as possible.
- Treat them as a partner in finding a solution and use positive scripts and phrases.
 - “We’ll figure this out together.”
 - Less City (us) vs. Customer (them); more WE
 - “What we CAN do is _____”
 - Think back to our Do Say/Don’t Say phrases!


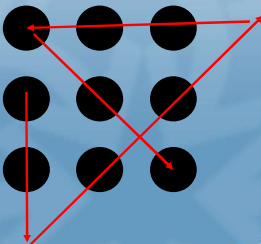
 **Problem-Solving**
(Flexible & Creative)


Draw 4 connecting straight lines that go through the middle of all 9 dots **without taking your pencil off the paper.**





 **Problem-Solving**
(Flexible & Creative)

Draw 4 connecting straight lines that go through the middle of all 9 dots **without taking your pencil off the paper.**



 **Problem-Solving**
(Flexible & Creative)





 **Sincerity, Trust, & Connection**

- Be genuine. Be caring.
- Ways to ensure sincerity:
 - Active listening and asking questions
 - Tone of voice, facial expressions, body language
- Ways to build trust
 - Small, intentional acts overtime

MEGHAN TOMMY MARCEL
MONICA KELLY ETHAN
BRIAN DUSTIN CLAUDIA

5

 **Sincerity, Trust, & Connection**



Shorts

5






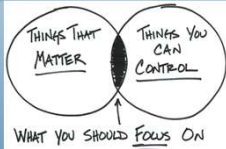
Lego: The Power of Connection 

 Escalations, Recovery, & Follow-Up

- Remain calm & recognize they're angry at the situation, not you personally
- Take a step back and listen
- Approach it "head on," not "heart on"
- Avoid placing blame
- Focus on finding a solution (creative/flexible problem-solving)
- Follow up and follow through (reinforces trust and proves level of care)



 Escalations, Recovery, & Follow-Up



Remember: We're a Team!

Great things in business are never done by one person, they're done by a team of people.

Steve Jobs

ROCK HILL
SOUTH CAROLINA
Experience

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To Feel Like They MATTER (individually)



Bonus:
Wow! An Experience Worth Talking About!


Bonus 😊 WOW! An Experience Worth Talking About!




ROCK HILL
SOUTH CAROLINA
Experience


ROCK HILL
SOUTH CAROLINA
Experience


Customer Interaction #2

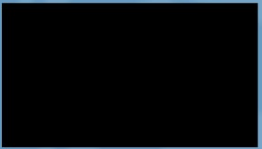


Mr. Scott

 **Customer Interaction #2**

 **Response A**

 **Response B**

Kelly  **Response C**

 **Toys!**



When was the last time you reflected on your customer service style?

Supervisors, when was the last time you spoke to your team about your customer service expectations?

 **Thank You!**

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 **T. HANKS**
