

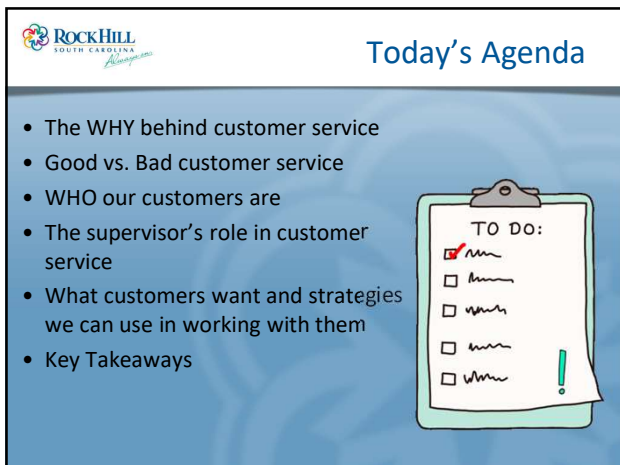
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Start with WHY

- 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.





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WHO are Our Customers?


Internal

External



5

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?

6



7

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?

8

**"Intolerable service
 exists because
 intolerable service
 is tolerated."**




9




Supervisor's Role: Twofold

- 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
- Hold your team accountable to customer service standards



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#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.

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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



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What do Customers Want?

- Quick & Easy
- Knowledgeable Representatives
- Clear & Helpful Communication
- Problem-Solving (Flexible & Creative)
- Sincerity, Connection & Trust
- Escalations, Recovery, & Follow-Up

To Feel Like They MATTER (individually)


Bonus:
Wow! An Experience Worth Talking About!

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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?



1

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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



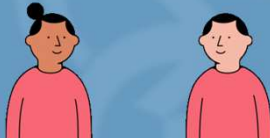
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Clear & Helpful Communication

- 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



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ROCK HILL SOUTH CAROLINA

Clear & Helpful Communication

<p>Don't Say:</p> <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 		<p>Instead Say:</p> <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.
- Don't blame me.
- The ____ department can never get it right.

3

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ROCK HILL SOUTH CAROLINA


Customer Interaction #1

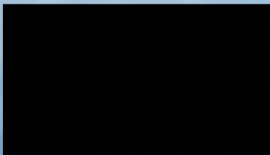
Ms. Palmer


3


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 **Customer Interaction #1**


 Response A


 Response B

Angela


Response C




22

 **Clear & Helpful Communication**





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**Potato Head:
The Right Face for the Right Place**



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Clear & Helpful Communication



Always Up




Sometimes Out



Never Down





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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!


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Problem-Solving (Flexible & Creative)




You're on your own.




THIS SOUNDS MORE LIKE A YOU PROBLEM!



Do not care.



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 **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

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Lego: The Power of Connection 

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 **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)



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Escalations, Recovery, & Follow-Up

6

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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

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Business

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!

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Bonus ☺ WOW! An Experience Worth Talking About!



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Customer Interaction #2

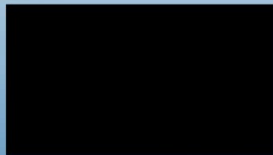


Mr. Scott

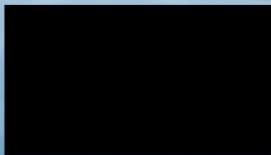
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Customer Interaction #2

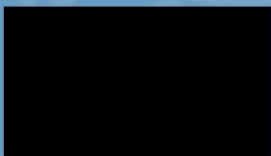


Response A



Response B

Kelly

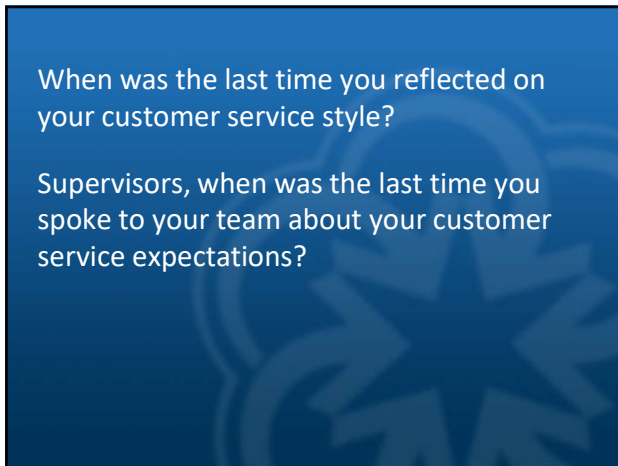


Response C

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Thank You!

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- Bryan McDaniel,
bryan.mcdaniel@cityofrockhill.com



T. HANKS

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