

What is a customer?

A customer is someone with a problem or a need and he comes to you for a and is willing to pay the price for your solution.

Customers are internal and external



Internal Customer Service

Good customer service is internal as well as external

What's your perspective?

View interruptions as opportunities

Exceed expectations

Your back will need scratching sometime



The importance of a customer

A customer is the most important person in any business.

A customer is the ultimate boss who can fire anyone by not coming to us

A customer is not an interruption of our work. He is the purpose of our company's existence.

We aren't doing him a favour by waiting on him. He is doing us a favour by visiting us

A customer is a stakeholder of our business - not an outsider.

A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect.



The importance of a customer

If you lose ...	Spending \$5 weekly	Spending \$10 weekly	Spending \$50 weekly	Spending \$100 weekly
1 customer a day	94,900	189,800	949,000	1,898,000
5 customers a day	474,500	949,000	4,745,000	9,490,000
10 customers a day	949,000	1,898,000	9,490,000	18,980,000

The 80/20 rule for customers

80% of your business comes from 20% of your customers

So you especially need to know how to serve these 20%

Who are your top 10 customers?

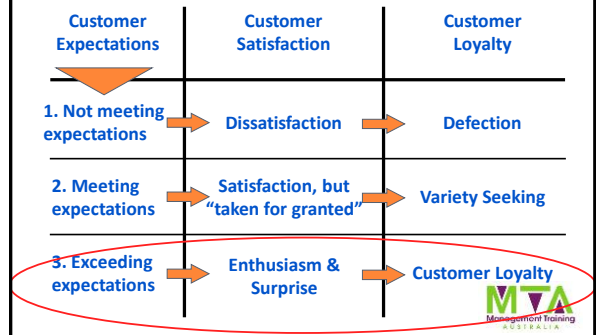


The customer 80/20 rule worksheet

Customer's Name & how much they spend	What do they do?	What sort of people are their customers?	What are the names of the people who work there?	What are their service needs?	What they usually buy from us
1.					
2.					
3.					
4.					
5.					



Customer loyalty vs satisfaction



Moments of truth

A moment of truth is any point in the interaction during which the customer has an opportunity to gain an impression of the service provided by the company

Research has shown that it takes on average 12 shining moments of truth to compensate for one dull moment of truth



What is customer service?

"Customer service is the ability to provide a service or product in the way that it has been promised"

"Customer service is about treating others as you would like to be treated yourself"

"Customer service is an organisation's ability to supply their customers' wants and needs"

"Customer Service is a phrase that is used to describe the process of taking care of our customers in a positive manner"



Benefits of good customer service

Personal Benefits WIIFM

- Less stress
- Higher efficiency
- More job satisfaction

Company Benefits

- Key to survival and success
- Motivated teamwork
- Cost effective
- Adds to the company bottom line



What do customers want?

Fast service	Accurate service	Variety and availability of choices	Timely delivery
Convenient location	Good relationship	Complaints handled well	Value for money
Security of a stable company	To be remembered	New gadgets	Recognition



What do your customers want?

Customer	Wants
1.	
2.	
3.	
4.	
5.	
6.	
7.	



Delivering good service

Good customer service is taking that extra step without being asked

It's all about attitude and skills.



Attitudes for customer service

Care for your customers

It is THE priority

Communicate

Treat people as individuals

Be considerate

Add value

Have a "can do" attitude



The "can do" attitude

There is always a way to solves a customer's problem

You need to be resourceful

Understand the range of solutions you can offer



Greeting customers

Be attentive

Acknowledge a person as soon as they appear, even if you're busy

SMILE! and Establish eye contact

Tell them your name

Use their name often

Ask how you can help

Give the customer your full attention

Be polite and courteous – say please and thankyou

Show an interest in them



Can I help?

How can you find out what people want?

If you can't help, what should you do?

Offer alternatives if possible

If they have to wait, how would you handle it?



Establishing Rapport

What does good rapport feel like?

Practice greeting someone

Make the customer feel comfortable

Make the customer feel important and valued

Use empathy



Using Empathy

I can see why you feel that way

I see what you mean

That must be very upsetting

I understand how frustrating that may be

I'm sorry about this



Busy - Who to serve first?

Busy usually means sales

Get someone else to help

Excuse yourself, Get the phone quickly and offer to ring them back

Acknowledge those who are waiting

Who is most important? – 80/20 rules



Skills for customer service

Know about your organisation

Learn the technical parts of the job

Communicate well

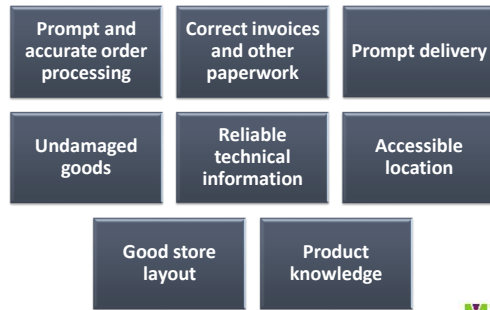
Be consistent

Be organised

Know your place in the team and be a team player



Technical skills for customer service



Product Knowledge

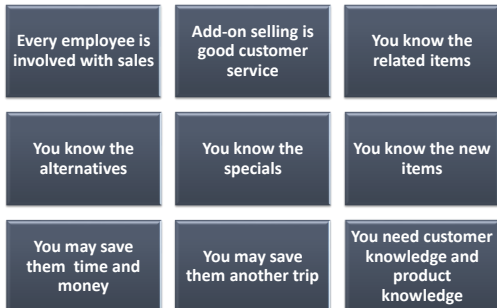


Add-on selling

How do you feel when you are asked “would you like fries with that?”



Add-on Selling



Add-on selling opportunities

Customer	Add-on sales opportunities
1.	
2.	
3.	
4.	
5.	
6.	
7.	



Capturing Sales

If

- If you are installing fluoros, you may want..

Or

- Do you want Coopers or Wattmaster brands (Can't say yes or no)

Ask

- For the order

Would you

- Like fries with that?

Capturing the next sale

Follow up

- How is that product going?
- Have you considered?

Make a call

- Builds relationship
- Fix a complaint that you may not get
- Find out whether the product did a good job

Follow up quotes

- Shows your interest
- Shows their attitude to the quote
- If you didn't get the job, it builds the relationship for next time

Plan your follow up

- Put it in a planner

Communication

Sender

- Assert
- Express

Barriers

- Language
- Noise
- Time
- Distractions
- Other people
- Put downs
- Too many questions
- Lack of interest
- Distance
- Disability
- Discomfort with the topic

Receiver

- Listen
- Attend to immediate needs to give full attention
- Being available
- Eye contact
- Attentive posture
- Concentration
- Questions
- Encouragement
- Empathetic Silence

Communication Messages

What you hear

- Tone of voice
- Vocal clarity
- Verbal expressiveness

What you see or feel

- Facial expression
- Dress and grooming
- Posture/ Body Language
- Eye contact
- Touch
- Gesture

Words

- 10%

Effective communication skills

Eye contact & visible mouth

Body language

Some questions

Encouragement to continue

Silence

Summarising what has been said

Checking for understanding

Smiling face

Questioning Skills

Open Questions

Paraphrasing

Check for Understanding

Closed Questions

Open Questions

How

- Can I help you

What

- Sort of job are you working on

Why

- Did that happen?

When

- Do you want to place an order?

Where

- Shall we deliver that?

Who

- Should I speak to?



Closed Questions

Did

- You get that order?

Does

- That product meet your need?

Do

- You have enough information to make a decision

Will

- You need to re-order next month

Would

- You like to order now?

Have

- You received that delivery?

Can

- I get that to you today?

Is

- Peter the right person to call?



Reflective Skills

Keeps the door open for further communication

Paraphrasing

Reflecting Facts

Reflecting Feelings

Reflecting Silence

Summarising

Choosing your Words

Useful Phrases



Using your voice – Do you?

Become loud when angry or upset

Speak faster when nervous

Speak slowly when tired or bored

Have a cheerful voice

My tone of voice is warm and understanding

Find it easy to talk to people you don't know

Control your tone in most situations

Sound bossy, weak or unsure

Have a clear and easy-to-hear voice

Speak in a very formal or very trendy manner?

Think about how you might modify your voice in certain situations



Body language

Smile

Introduce yourself (if appropriate) or wear a name badge

Shake hands if appropriate

Lean forward

Be aware of cultural differences



Telephone Skills

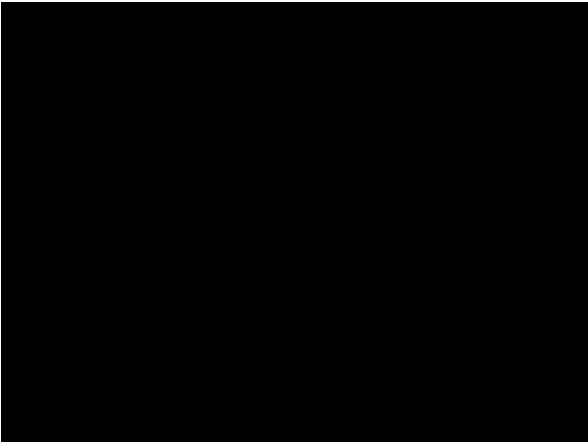
Around 70% of contact with customers is done on the phone



Telephone Skills

Know how to use the phone

- Know how to use your model
- 3cm from mouth
- Not cradled under the chin
- Normal tone
- Not left on the desk “open”
- Not against your chest to mask your voice



Telephone Skills

Using the phone

- One customer at a time
- Don’t eat or drink
- Speak clearly
- Energy
- Rate of speech (125 words per minute)
- Pitch
- Inflections
- Smile (you can hear it in your voice!)

Telephone Skills

Inflections

- The way we say a sentence changes it’s meaning
- It tells the hearer what we are feeling

Telephone Skills

Make sure you have a pen and paper available	Have access to a computer and catalogues	Have a clear desk	Have a clear head
Answer within 3 rings	Greet, Sense their mood, listen	State your name and organisation	Write down the caller’s name (and use it) and key points
Don’t say rude things while someone’s on hold	If they’re explaining something use words to show you’re listening (umm, yes ...)	Have pad and pencil ready to take notes or messages	Don’t eat or drink while on the phone

Phone Standards

Answer phone by third ring

Smile and Greet customer by saying “Thank you for calling Laser, This is

Inform customer before placing on hold or transferring the call

Your emotions and feelings are transferred to people calling you

Return calls same day before sundown

Phone Etiquette

Company's name

Employee's name

How may I (help, serve, assist) you

Listen

- Jot the callers name down – and use the callers name in the discussion many times if possible)
- When wanting a different person (it is ok to ask – May I inquire as to whom is calling (and or the issue)?
- If placed on hold (example: Sorry for the wait that department is working on a deadline – May I please take a message
- Transferring Calls (always give the call the extension number in case they need it later)
- Thank them for calling!



Statements to avoid

The manager is still at lunch

- “Still” says = long, lazy

They are trying to fix a customer problem

- Says “We have customer problems”

She went home early

- Says “Your company doesn’t care”

They are at the doctors

- This is too personal

Your delivery should be on the way

- “Should” says you have doubts



Written Communication

Write clearly and concisely

Refer to their letter, date and query

Be friendly without being too informal (Dear Aunt writing style)

Check your spelling and grammar

Make sure you’ve answered their query or request (or explained why you can’t

Be timely or apologise for any delay in replying



Positive Company Image

First impressions count and will affect the interaction.

People make judgements in the first 30 seconds.

Golden Rule – You only have one chance to make a first impression!

Be confident

Knowledge - know your company and the services you provide

Confidentiality

Follow up (don’t just say you’ll do something, do it)

Strengthen the customer’s commitment to your organisation



Company assessment

Take a look at your organisation through the eyes of a customer.

What are the first things you notice?

What has the organisation done to make you feel welcome?

Does anything make you feel uncomfortable?

How could you feel more at ease?

Form small groups and discuss different methods used to help people feel welcome.

One person from each group to present back.



Guaranteeing return business

Leave a positive impression, smile

Check customers have everything they need

If you’ve said you’ll follow-up, do so

Tell them something that may be useful to them later (eg new service starting soon)

Invite them back

Say goodbye





Presentation and Manner

Does your company have a policy on presentation?	Uniforms, badges, etc	Personal hygiene	Clothing – appropriate to the situation
Hair – cleanliness and style	Accessories – jewellery, earrings, watches, tattoos,	Expression – facial expressions	Tone of voice
Body language		Surroundings (Can they see a messy desk? Dead flowers in the vase? Eating your lunch?..)	

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What to avoid

Saying 'I don't know' without offering an option	Saying you don't know where a colleague is or saying they're at lunch/toilet/ gone for coffee etc	Leaving people on hold for a long time
Ignoring people if you're busy	Treating people unequally	

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Planning good customer service

Recording procedures (when are your busy times)	Reporting procedures (meeting organisational/ legislative requirements)	Observe and report customer needs
Be proactive in improving service	Market your organisation	Have processes and procedures for dealing with difficult situations BEFORE they happen and make sure staff are trained.

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Handling Complaints

At your tables, come up with the top three consistent complaints that you hear

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Handling Complaints

4% of people who had a reason to complain actually complain

95% of the complaining customers will do business with you again, if you handle their complaint well

People with a reason to complain will tell 9-10 people about it

If the complaint is handled well, they will tell 4-5 people about it



Handling Complaints

Fix a complaint and you will get return business

Fix a complaint and they will promote your business

Fix a complaint and they will buy other things from you

Fix a complaint and you might find a way to fix your business



At your tables

As a group develop the best 25 word apology for a delivery being late



Dealing with difficult customers

Don't take it personally

Use open and closed questions

Remain calm

Label the behaviour, not the customer

Find out what the customer wants

Speak slowly and wait a few seconds before responding.

Be assertive - not aggressive or passive

Discuss alternatives

Keep the focus on the issue, not the customer's behavior

Take responsibility for what you CAN do

Agree on action

Apologise sincerely



Appropriate Solutions

Be honest if it is the company's error

Try to resolve it and not escalate it

Know company policy

Know the options

Know your flexibility

Know precedents

Know your customers and their importance

Go as far as you can for the customer

Get the customer's agreement

Follow through

Don't gloat if they are wrong

Watch out to see if it happens again



Don't

Take it personally

Forget

I will try

Unfortunately

Discount

We can't do that

I am afraid

Cost problem

Don't worry

No problem

But

You will have to

It's a policy

Get defensive

Make threats

Argue

Hang up on the customer

Make the customer feel helpless

Raise your voice

Tell a customer he/she is wrong





The talkative customer

Ask closed questions	Limit the time available for them to interrupt (don't have long pauses)	Provide minimal response
Smile and be pleasant, but don't encourage them	Wind up – thank them for coming, walk them to the door but don't be rude or dismissive	

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The angry customer

Listen carefully without interrupting so you understand the problem	Empathise in a broad way	Stay calm and remain polite
Don't take it personally, be defensive or blame others	Propose an action plan and follow it	Seek support if you are scared, if you can't agree on a solution or if the customer asks to see "whoever's in charge"

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The know it all customer

Acknowledge what they say	Compliment them on their research	Be generous with praise
Don't put them in their place no matter how tempting	Don't try to be smart – you can't win!	Ask them questions and use them to improve your knowledge

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The indecisive customer

Find out what they really want	Ask them for the options	Reflect back to them what they've said
Assume control gently and point out the best course of action from what they've told you they need	Be logical	Confirm a plan of action with them, maybe in writing

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The suspicious customer

Establish your credibility	Ensure you know your product or service	They will try and catch you out so don't guess or tell them something you're not sure of
Be careful what you say	Be polite	Don't take it personally, they don't trust anyone!

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Service Standards

Acknowledge customers within 10 seconds of his arrival

Smile and make eye contact

Say "Welcome to Laser, How may I help you?"

Obtain and use customer's name, where appropriate.


Seek permission from customer before attending to other distractions, like phone call

Show empathy and ask questions to understand customer needs

Be informed/up to date on your operations, location of various departments and concerned officers

Guide customer to their desired location by providing adequate information


Never leave a customer unattended or uninformed



Service Standards

What are your service standards on

- Presentation – grooming, vehicles, offices
- Fast Service – answering phones, greeting customers, fulfilling orders, delivering times
- Accurate service – invoices, backorders, accurate deliveries



Quality of Service

Reliability

Confidence

Responsiveness

Efficiency

Consistency

Organisation

Acceptance of and adherence to policies and procedures



What are 5 things that you will implement immediately

- 1
- 2
- 3
- 4
- 5

