

Customer Service



Kelley Forseth
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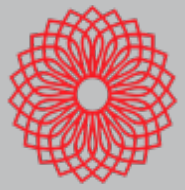


Roles for Today



Kelley	You
<ul style="list-style-type: none">• Lead, facilitate, teach• Keep us focused and on track• Provide strategies and tools you can apply immediately• Push you to commit to new approaches• Have Fun	<ul style="list-style-type: none">• Be here now - cell phones off, laptops away, be mindful• Have an open mind• You will get out of it what you put into it!• Listen to understand• Commit to new behaviors - walk away with a plan!

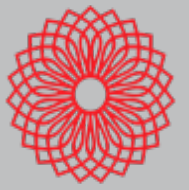
Customer Service – An Overview



- What is the essence of great customer service?
- The five elements of creating a customer service culture - proactive
- The five needs of all customers - in the moment!



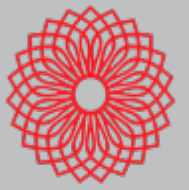
Introductions – All About You



- Your name
- Your location
- Best Customer Service YOU have ever experienced



Customer Service

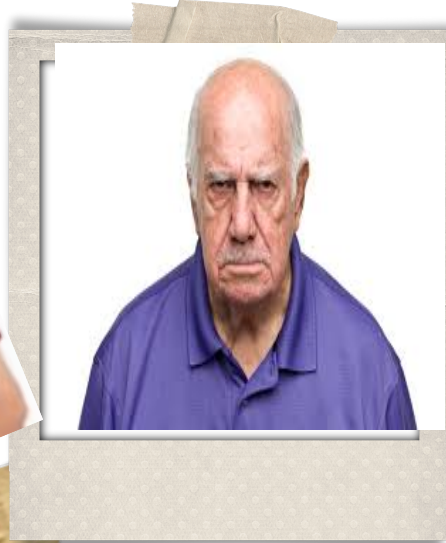


The essence of great customer service?

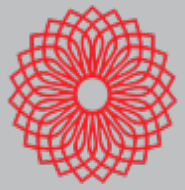
“Customers will forget what you said but they will never forget how you made them feel.” - **Unknown**



What are your Customer Service situations?

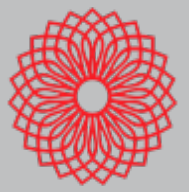


Customer Service – Your situations



- Not being able to sign a waiver for a child that is not theirs
- Mandatory grip socks – the cost
- Check in process – not easy or fast
- Trying to get something for free (I ate this pizza but I didn't like it – I want my \$ back) or alter a Groupon
- Angry/upset adults or kids when they feel they have been harassed – hit in the head with a ball etc.
- Too many rules
- Parents not being able to jump with their kids

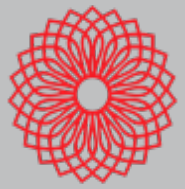
Five elements of creating a customer service culture - Proactive



1. Vision
2. Hiring and Onboarding
3. Training
4. Reinforcement
5. Leadership - Model the Way



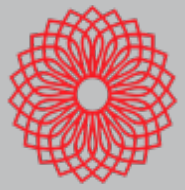
1. It Starts With a Vision



A statement that clearly defines the quality of customer service employees are expected to provide. The statement is the foundation upon which a customer-focused culture is formed - it describes....

- A collective way for employees to think about the customer
- How to act in order to provide outstanding service
- A way to understand how service enables the organization to succeed

2. Hiring and Onboarding

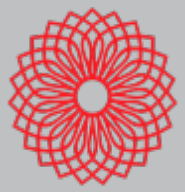


A clearly defined customer service vision statement allows you to recruit and interview through the lens of not only experience and skills required for the role, but also the ability to demonstrate customer service behaviors that are in alignment with your company culture.



2. Hiring and Onboarding

Interview Questions



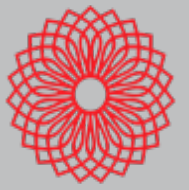
Behavioral Questions will give you insight into how they will actually perform in work situations!

Critical Competencies



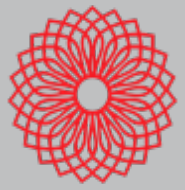
1. Working in a fast paced environment
2. Staying calm under pressure
3. Dealing with ambiguity (thinking on your feet)
4. Dealing with difficult personalities
5. Staying positive under stress

3. Training



Training not only includes your customer service vision but the skills and knowledge to turn that vision into day-to-day operational behaviors. (Next!)



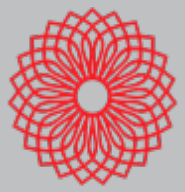


Disney Guidelines for Guest Services

- Make Eye Contact and Smile!
- Greet and Welcome Each and Every Guest
- Seek Out Guest Contact
- Provide Immediate Service Recovery
- Display Appropriate Body Language at All Times
- Preserve the “Magical” Guest Experience
- Thank Each and Every Guest



4. Reinforcement – ideas into action!



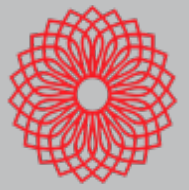
How to Engage Your employees and keep the conversation going!

There are three major steps to getting your employees to commit to a customer-focused culture:

1. The initial rollout of your customer service vision
2. Reinforcing your vision - MBWA
3. Providing feedback and rewarding employee engagement



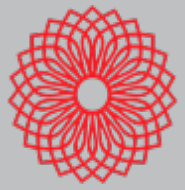
5. Leadership



The most powerful form of learning is modeling. The Leadership must model the behavior they expect the employees to demonstrate not only with customers but with the employees as well.



5. Leadership



MBWA

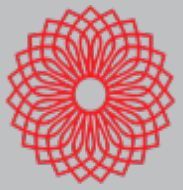


Management by Walking Around

Checking in not checking up!

Research shows team performance will improve MORE by catching people doing things "right" than pointing out mistakes

If you don't recognize top performers they become average performers because they don't think it matters!

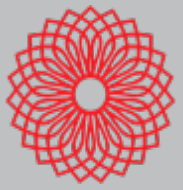


Five Needs of ALL Customers

1. To be heard
2. Empathy
3. Honesty
4. Assurance
5. Consistency



Why are people difficult customers?



they're uninformed

They were unaware of what was needed (waiver signed by a parent, socks, etc).



they're sad or scared

They are scared or sad they will let someone down or upset someone they care about (a kid!)



they're mad

They are mad about the situation at hand or something else and this incident is 'the straw that broke the camel's back'



they disagree

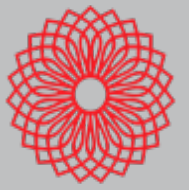
They don't agree with a policy/rule or feel it is necessary



they misunderstand

They are misguided on expectations or their understanding of a policy

What do they need?



- They're uninformed - Information
- They're sad or scared - Comfort
- They're mad - Remember they are mad at their situation - not you
- They disagree - Empathy not agreement
- They misunderstand - Clarification



Unfortunately there is no....



Unfortunately there is no....

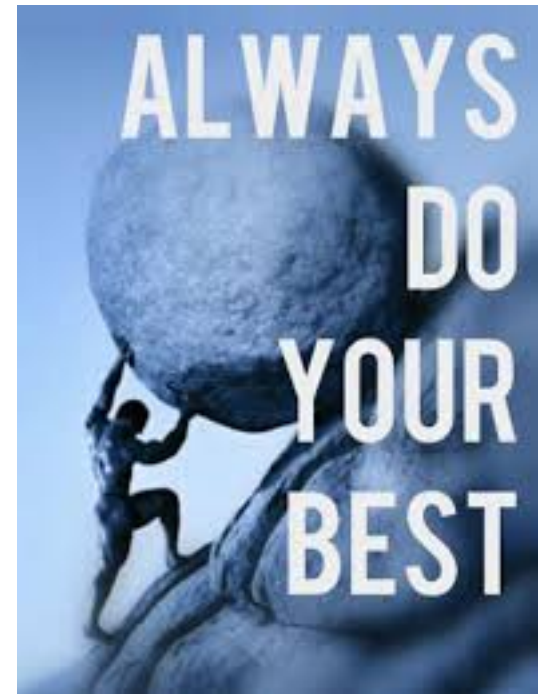


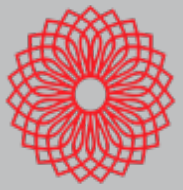
*“Our attitude towards others determines their attitude toward us”
-Earl Nightingale*

Realizing we won't make everyone happy - but we can do our best!

LOOK, I CAN'T MAKE
EVERYONE HAPPY.

I'M NOT BACON.





Support your employees - *You are never expected to tolerate an abusive or profane customer*

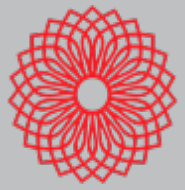
Let customer know they need to please stop yelling, using profanity, etc. or you will have to end the conversation. Get a manager to help you deal with the situation.

If they fail to - calmly let them know you are stepping away to get assistance to help them with your issue.

It's important for your employees to know **YOU HAVE THEIR BACK!** They must feel valued to treat your customers with value.



Five Needs of ALL Customers



It does not matter what the industry or the product or service is...the needs are the same

1. To be heard
2. Empathy
3. Honesty
4. Assurance
5. Consistency



According to Raving Fans* - It's all of the above plus 1%

What is NOT listed?

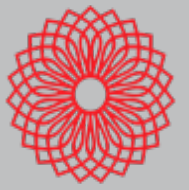
Being empathetic does NOT mean you **agree** or will give them everything they ask for or want

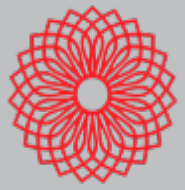
It just means THEY feel you understand their "pain"

Why is this important?



Strategies and Tips





Five Needs of ALL Customers

1. To be heard - You listened - you know what I want

Do not interrupt - even if you DO know what they are going to say!

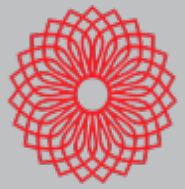
Do connect with them first by asking:

- ✓ Welcome them. How is your day going FIRST?
- ✓ I can see you are really helping out your friend (but you are not the parent and still can't sign)

Reflect back to them what you heard to make sure you are solving the right issue if it isn't clear



Five Needs of ALL Customers



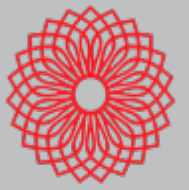
2. Empathy - Show you care - you know I am a person not just a "customer" (sometimes a pain in my) If they are in a stop payment situation they are clearly in a tough spot.

**Know words that will help them feel heard
(but don't escalate)**

- ✓ Frustrating
- ✓ Overwhelming
- ✓ Difficult
- ✓ That is hard to be in charge



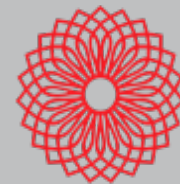
Five Needs of ALL Customers



3. Honesty - Tell the truth - be direct

- ✓ Tell them the truth - the good news and the bad news
- ✓ Don't sugar coat it
- ✓ Know what you CAN offer them



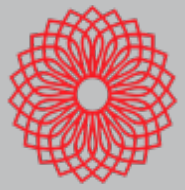


Five Needs of ALL Customers

4. Assurance – I have confidence you will stick with me until this issue is resolved.

Tell them your name and let them know you will make sure the issue gets resolved





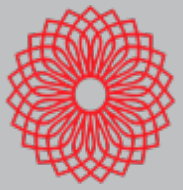
Five Needs of ALL Customers

5. Consistency – You have shown me you will follow through and deliver.

- ✓ Do what you say you will do!
- ✓ Use the “Broken Record” technique
- ✓ Create templates for similar situations

CONSISTENCY
IS 

Ability to Deal With Your Stress



"Speak when you are angry -- and you'll make the best speech you'll ever regret."

-Laurence Peters

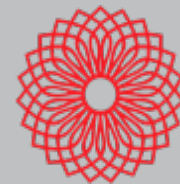


Effectively Managing Yourself

**The ability to successfully manage
A difficult customer depends on
your ability to:**



- 1. Manage stress quickly while remaining alert and calm** - By staying calm, you can solve the problem using your best thinking!
- 2. Control your emotions and behavior** - When you're in control of your emotions, you can communicate your needs without threatening, frightening, or punishing others. Know your own triggers!
 - 1. Don't pick up the rope** - Watch not only your words but your tone
 - 2. Be aware of trigger words** - By avoiding disrespectful words or words that can trigger anger or defensiveness you keep the conversation more positive



Know Your Style Under Stress



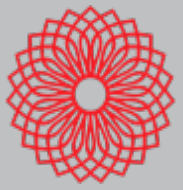
Fight



Freeze

Flight

Trigger Words



- **“Should”** - You **Should** have known you needed socks...no one likes to be “should on”

Instead - “It’s easy to not know if this is your first time, we CAN offer you socks to purchase here”.

- **Have to** - you “Have to bring your waiver signed by a parent”

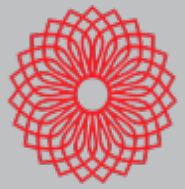
Instead - “If you can bring your waiver in today we can make sure you get into play”

- **You were wrong - Nobody likes to be wrong!**

*Instead - “It seems like there was a misunderstanding (Not **YOU** misunderstood)*

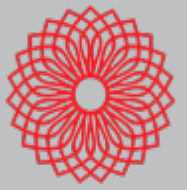


Do's and Don'ts

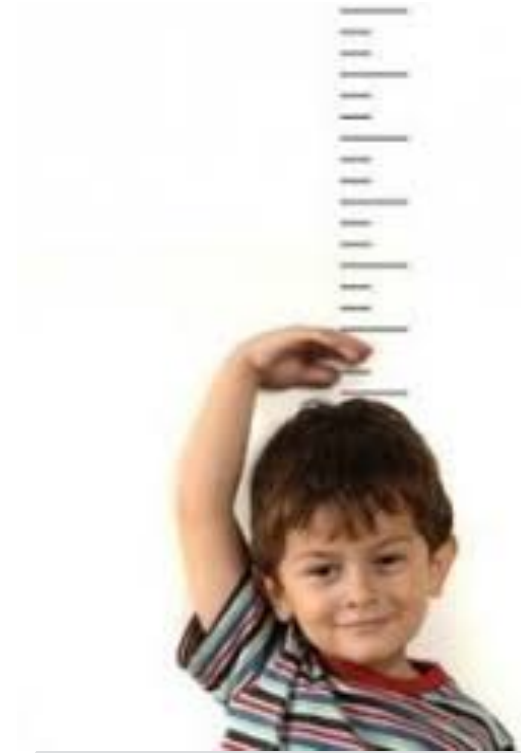


DO's	DON'TS
Empathize	Judge
Stay focused on the issue and what you CAN do	Take it personally
Stay calm	Become emotional/upset & never use profanity/trigger words (Lizard Brain!)
Listen	Interrupt
Take a break - it's ok to call back and/or ask for help	Stay engaged if the conflict escalates

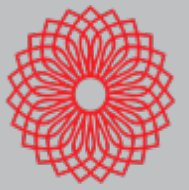
How are you doing? Self Assessment



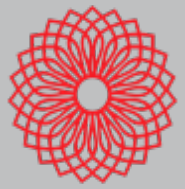
- We all have different strengths!
- We also all have areas to improve - How do you measure up?
- Complete the self assessment handout



How did you measure up?



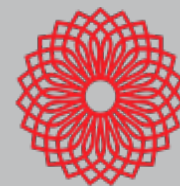
How Successful People Stay Calm



Research with over a million people found that 90% of top performers are skilled at managing emotions in times of stress in order to remain calm and in control.

They appreciate what they have	They Sleep
They avoid asking "What if?"	They squash negative self-talk
They stay positive	They reframe their perspective
They disconnect	They breathe
They limit their caffeine intake	They use their support system





Key Learning and Action Plan

- ✓ Choose 2-3 things from the presentation today that you would like to apply to improve the Customer Service Culture at your location.
- ✓ Choose an accountability partner to share your commitments with - exchange email and follow up in two weeks!
- ✓ Choose one to share with the larger group



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