The Secrets of Great Customer Service

“No, I’m not angry at you, sir. I’m angry at the random act of fate that directed your call to my extension.”

Gregg A. Hawrylko, PMP
Before We Begin...

- Customer Service - more art than science
- Achieving the right state of mind
- Passion can’t be taught
- Create good feelings about working with you
- Every customer interaction is an opportunity
- Opinions formed quickly, are lasting (12/1 rule)
- Hard to achieve big changes in customer sat.
Why is Customer Service Important?

- Customers pay our salary and make our jobs possible
- Direct customer interaction -> drives perception of company
- Good customer service = client satisfaction
- Poor customer service = less likely to work with you again
- Analysis says you need to actually **delight customers**, not just satisfy them (product/service > expectations)
Make Every Customer Feel Important

- Quality Customer Service Example – Video

- Why is this so appealing?
  - Everyone likes VIP treatment
  - No one likes waiting in line
  - Equitable service not important to most customers
  - Customers derive satisfaction from operating outside established rules/processes
How to Make Customers Feel Important

- Recall a good customer service experience
  - You received individual, personalized attention
  - Treated as though you were their only client
  - Treated with respect
  - Your problem was ‘no problem’

- Use their name and find ways to compliment them, but be sincere – customers know

- Your words, non-verbals, and actions must all match and show you care!

- Think of ways to generate good feelings about working with you – bring passion to your job
Think Like the Customer

- Always try to put yourself in client’s point of view
- It’s about the customer, not about you
  - “We’re really busy right now”
  - “My system’s down”
  - “Steve’s on vacation this week”
- Skip the blame, solve the problem
- Use of technology sending unintended signals?
  - How do you feel when sending email to a help desk? Does auto reply help? Make a connection
  - Use of voice mail
- Just another ticket in your queue, but could be the most important thing to the customer
Solving Problems vs Creating Barriers

- Tell them what you CAN do, not what you CAN’T
  - “I’m not the right person to help you with that…”
  - “I can transfer you to the right department”
- “I don’t know…”
- “I can call you back with the answer”
- “I’m not authorized to do that…”
- “I can ask my manager for authorization”
- “I can’t get to that until Thursday…”
- “I can have that completed by COB Thursday”
Using the Right Language

- Use “Favor” rather than “Command” language
  - “Give me your user name.”
  - “Could I have your user name?”
  - “Spell the last name.”
  - “Would you spell the last name for me?”
  - “Sit there.”
  - “Would you have a seat over there?”
  - “Hold please.”
  - “Let me look in the system and see what I can find.”

- Describe what you’re doing, where you’re going
Be a Good Listener

- Identify customer needs by asking questions and concentrating on the answers
- Beware of making assumptions (IT experience)
- Listen to their words, tone of voice, body language – how do they feel?
  - Angry or frustrated?
  - Patient, cooperative?
  - In a hurry?
- Make adjustments accordingly
It’s All in the Delivery

- Convince them they’re being handled outside the normal process, when really they’re inside.

- When can I expect my new PC?
  
  “Given that you’re not in a high-priority group, we can’t install your PC for two weeks.”

  “Normally this type of request takes six weeks, however I think I can move you up the list and get it done in two weeks.”

  But don’t lie or create false expectations!
It’s All in the Delivery (cont)

- Convince them they’re being handled outside the normal process...

- Customer needs to call back with a specific piece of information (Frequent Flier Number)
  
  “When you have the information, call back into the main number and an agent will assist you.”
  
  “Rather than dialing into the main number, you can call my extension directly. My number is...”
It’s All in the Delivery (cont)

- Honest, up-front info is key – even bad news
- Working Late
- “Fear of Flying” and Highway Signs
- Apple Store Nightmare
  
  “That’s what appointments are for.”
  
  “Our appointments are full for today. If you’d like to make an appointment for another day, I can schedule that for you now. Without an appointment, your wait could be two hours or quite possibly longer.”
Turn “No” into “Yes”

- Is there a way to get it done?
- Can you go the “extra mile?”
- Easy for you, hard for them
- Look for creative ways to help your customers
- When they have a (reasonable) request, tell them you can do it – figure out how afterwards
Turn “No” into “Yes” (cont)

- Request for Training Course (Wait-List)
  
  “I can’t access the SharePoint site from here, so I’m not sure if you made it or not.”
  
  “Normally we have a few no-shows, so just be there tomorrow at 0900 and we’ll make it work.”

- Restaurant Reservations
  
  “Reservations need to be requested through our website, we don’t take them over the phone.”
  
  “Reservations need to be requested through our website, but if you can hang on a minute, I can handle that for you now.”
Follow Up and Follow Through

Follow Up

- Reach out to your customers – be proactive
- Confirm problems have been solved
- Do questions remain, or new problems?
- Customers thrive on contact and information

Follow Through

- Do what you promised to do, when you promised to do it
- Being reliable is critical to positive perception
When Things Go Wrong

- Make it simple for customers to complain – only 4% actually do
- Know how to apologize – it’s okay! It’s easy and customers appreciate it
- The customer may not always be right, but the customer must always win
- Even if customer is having a bad day, go out of your way to make them feel comfortable
- Deal with problems immediately and let customers know what you’ve done (follow-up)
- Value complaints – opportunity to improve!
When Things Go Wrong (cont)

- Application Outage – Multiple Calls Received
- Not really your responsibility!

“...It’s not really our responsibility and we don’t know when it will be fixed.”

“I’m sorry for the inconvenience. Several users have already reported this problem. The problem is being worked on, and I will contact you directly as soon as it’s resolved.”

ABSOLUTELY must contact this person directly when problem is resolved.
When Things Go Wrong (cont)

- Ticket not resolved as promised, no follow up

“Well this is the first time I’m hearing about it.”

“I apologize for our error. I will take ownership of this issue and be your single point of contact until it’s resolved. Let me investigate and get back to you by 3:00.”

ABSOLUTELY must follow up by 3:00, even if nothing new to report!
Conclusion

- Good customer service is critical to perception
- Make every customer feel important
- Think like the customer
- Be a good listener
- Follow up and follow through
- Turn “No” into “Yes”
- Get creative and go the extra mile!
Thank You

CUSTOMER SERVICE

Here's forty cents.
Call someone who cares.