

## Customer Service Excellence – Taking It to the Next Level

Lisa Ford  
Ford Group, Inc.  
770.394.4860  
Lisa@lisaford.com

## The Customer Service Experience

- Service experience drives the relationship
- Know more about your customer than anyone else
- Get close, connect and serve passionately

## The State of Service

- Better or worse?
- Everyone knows the statistics
- Retention vs. acquisition
- Every service needs fixing

## What Customers Want

- Reliability
- Responsiveness
- Valued
- Empathy
- Competent

## Action Plan

- How do customers define
  - Reliability
  - Responsiveness
  - Valued
  - Empathy
  - Competent

## Service is Adding People to the Product

- We've all experienced the dry cleaners
  - Beg for complaints
  - 24 to 48 hour response time
  - Dissatisfied tell twice as many
  - Use names, pay attention to details
  - Exceed expectations



## Perception Power

- Ask, ask and listen, listen, listen
- Perception is rarely neutral
- “Coffee stain management”



## Check your Practice

- Hard to do business with
- Cost of small mistakes
- Customers just comfortable
- Ask – Would you want to do business with you?  
What is your weakest link?  
What is your point of difference?



## Questions to Ask

- What needs to be fixed?
- Where will you start?
- What is keeping you from going to the next level?



## Deliver a “Wow” Experience

- Go beyond the average
- Think exceed and delight
- Work as a team
- Keep asking, What’s new and what’s next?
- Where to start? Top 3



## How Leaders Guide Success

- Providing and supporting the purpose
- Helping the team stay on track and focused
- Connecting the team to other groups
- Helping to maintain the trust
- Leading others to lead themselves



## Get “On Board”

- What is your improvement area?
- What will you do differently to get everyone moving the same direction?



## The Successful Team Member

- Hire smart to start
- Train well
- Reward regularly
- Empower to serve the customer



## Create Service Standards

- Gather customer input
- Be specific
- Make it measurable
- Is it achievable and realistic
- Needs to be tangible
- SMART



## Practice Standards

- What standards need to be implemented?



## The Service Skills

- Listening skills
- Power of first impressions, phone skills
- Body language, tone and words
- Handling complaints and recovery



## Reward and Recognition

- What behavior do you want repeated?
- Think small
- Be specific and spontaneous
- Have fun



## Empowerment

- Means creating an environment where staff is encouraged to make decisions and encouraged to think and take action
- Does your team know the boundaries?
- What needs to be done to make empowerment a reality?



## Team Meetings

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- Discuss successes
- Share improvement ideas
- Brainstorm solutions to customer situations
- Conduct 10 minute learning sessions
- Recognize and reward great service



## Leadership Makes It Happen

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- Create reminders of the service focus
- Be the “bureaucracy buster”
- Inspire and energize
- Turn attitude into action



## The Service Mindset

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- Attitudes are contagious
- The power of a mental makeover
- The passion and discipline of service
- Execution is the key



## Execute

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- What will you do first?
  
- Action Plan -