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Putting the WOW Back Into Your Customer Service



Where have all the good customer service people gone?



4 T.I.P.S.

- Think
- Implement
- Please
- Structure

Think

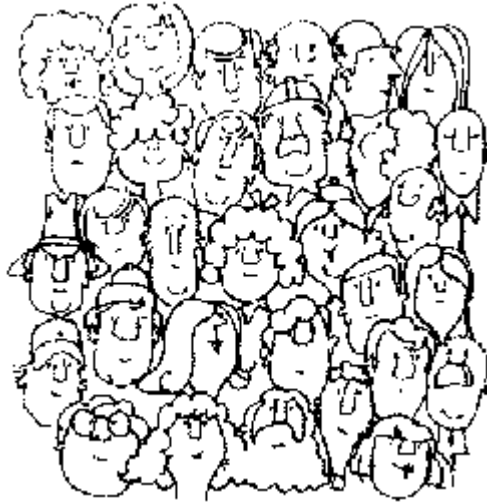
THINK ABOUT THE
EXPERIENCE YOU WISH TO
PROVIDE CUSTOMERS

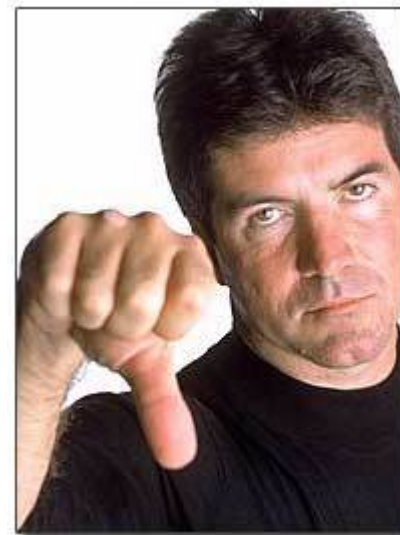


Implement

PLAN FIRST!

People-Pleaser





STRUCTURE

FEEDBACK
EVALUATIONS
CHECKING-IN

5 Characteristics of Exceptional Customer Service

1. Responsiveness
2. Commit to Excellence
3. Follow-up
4. Attention to Detail
5. Attitude

Here's why

- I will tell 10 other people
- It will cost you more money to attract new customers
- 95% of people won't bother to tell you why

Principles

Principle 1:

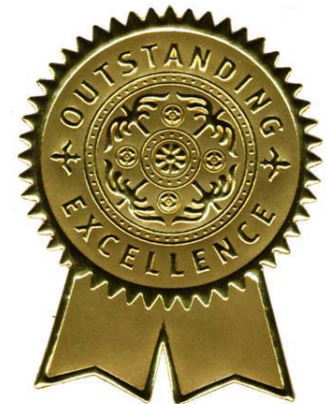
You can't provide service to your external customers if your internal departments cannot work together.



Principles

Principle 2:

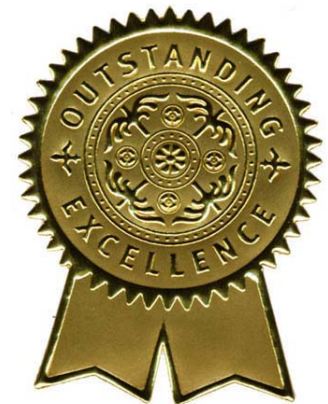
The team must have a common goal to constantly strive towards. If you achieve that goal, it is important to establish a new focus.



Principle

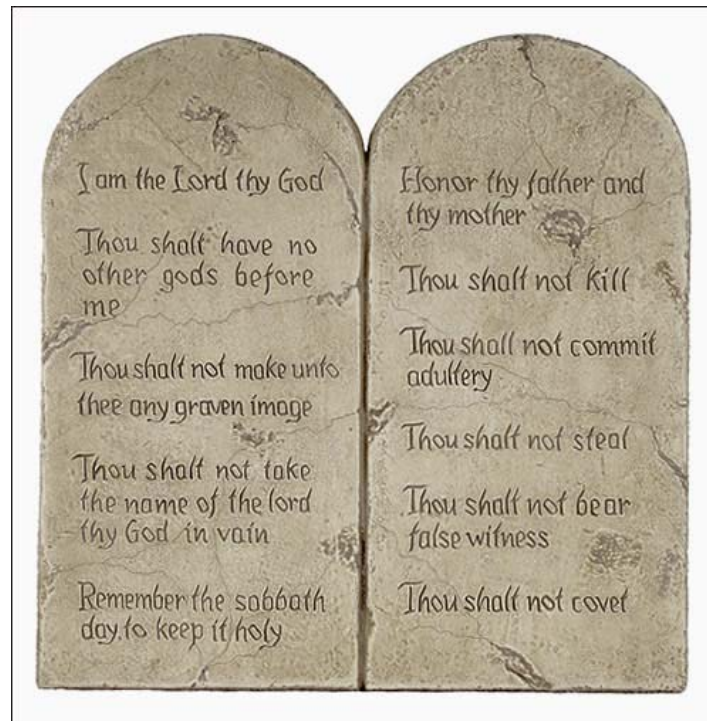
Principle 3:

Each member's
commitment to the other
members and to the
team's focus is essential.



The Commandments

Create 10 Commandments of customer service and then stick to it.



Final Thoughts

"You have to perform at a consistently higher level than others. That's the mark of a true professional. Professionalism has nothing to do with getting paid for your services."
- *Joe Paterno*



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