



Delivering Knock Your Socks Off Service, ideas from the book by Performance Research Associates

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Customer service is not
a department.....

It's an attitude

Mac Anderson



What you do is critically important


Customer relations is an integral part of your job – not an extension of it.

William B. Martin



It's not enough to satisfy the customer; customers must be "delighted" – surprised by having their needs not just met, but exceeded.

A. Blanton Godfrey



The Only Unbreakable Rule:

To the customer, *you* are
the company



The first fundamental is understanding what good service is – from your customer's point of view

Customers evaluate service quality on five factors:

- ▶ Reliability
- ▶ Assurance
- ▶ Tangibles
- ▶ Empathy
- ▶ Responsiveness

Texas A&M researcher Dr. Leonard Berry & colleagues



Knock your Socks Off Service is: **Reliable**

- ▶ Keep the service promise: do what you say you will do for the customer
- ▶ Know what your customers expect
 - Ask questions
 - Really listen

What happens when a service promise is broken?

- ▶ Don't blame yourself or others
- ▶ Apologize – Admit something has gone wrong
- ▶ Find what the customer needs now

- ▶ *You can't promise your customers sunny weather, but you can promise to hold an umbrella over them when it rains.*

Sign in a telephone service center



Knock your Socks Off Service is: **Responsive**


- ▶ Timeliness
- ▶ Find out what the customer needs when
- ▶ Deadlines are important, they create a yardstick by which you will be measured
- ▶ The most frustrating aspect of waiting is *not knowing how long the wait will be*



Knock your Socks Off Service is: **Reassuring**

- ▶ Good service providers stand out, so make yourself memorable
 - Combine substance and style
 - **Substance**
 - Product knowledge
 - Institution knowledge
 - Listening skills
 - Problem-solving skills
 - **Style**
 - First impressions
 - The way you dress, the way you move, the way you talk
 - Confidence
 - The way you act when you're not taking care of customers, but are still within their view

Knock your Socks Off Service is: Empathetic

- ▶ Recognize your customer's emotional status
 - ▶ See and treat each customer as an individual
 - ▶ Distinguish between empathy and sympathy
 - Sympathy – identifying with, even taking on another person's emotions
 - Empathy – acknowledging and affirming another's emotional state
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Sympathy or empathy

- ▶ When a service provider wallows in a customer's misfortune, there are two victims instead of one.
- ▶ You need to see the difference between what happened and who it happened to and work to bring things back to normal.
- ▶ Be emotionally aware without becoming too emotionally involved
- ▶ There is no substitute for the human touch

Customers don't care what you know, until they know you care.

Digital Equipment Corp

Knock your Socks Off Service is: Tangible

- ▶ Never give customers something you'd be reluctant or embarrassed to receive yourself
 - Take pride in your own appearance and the look and feel of materials you give your customers
 - Hand materials over personally instead of tossing them on a counter
 - When someone gives you their name and phone number, write it down. This shows that information is important
 - Make sure the workplace customers see is clean, safe and as comfortable as you can make it

Two types of customers

▶ Internal customers

- Those who are in your organization
 - Students
 - Faculty
 - Staff
 - Administration
 - Fellow library personnel

▶ External customers


- Outside of your organization
 - Community
 - Visitors to your campus
 - Vendors, sales personnel

If you're not serving the customer, your job is to be serving someone who is

Jan Carlzon, Scandinavian Airlines System

The customer is always...

The customer


- ▶ The customer is not always right
 - ▶ You can't correct a problem or misconception if you can't admit it exists.
- 

Three ways to make customers right


- ▶ Assume innocence
- ▶ Look for teaching opportunities
- ▶ Believe your customer

Don't fix the blame, fix the problem.

Japanese saying



Ten Deadly Sins of Customer Service

1. I don't know
 2. I don't care
 3. I can't be bothered
 4. I don't like you
 5. I know it all
 6. You don't know anything
 7. We don't want your kind here
 8. Don't come back
 9. I'm right and you're wrong
 10. Hurry up and wait
- 

Exceptional service is in the details



It is just the little touches after the average man would quit that make the master's fame.

Orison Swett Marden, Founder, Success Magazine


The competence principle

- ▶ Always be learning
 - What do you still need to know?


*Anyone who stops learning is old, whether at twenty or eighty.
Anyone who keeps learning stays young. The greatest thing is
to keep your mind young.*

-Henry Ford

How to's of Knock Your Socks Off Service

- ▶ Honesty is the only policy
 - ▶ All rules were meant to be broken
 - ▶ Create trust in an insecure, suspicious world
 - Practice frequent communications
 - Develop openness
 - Show warmth
 - Stick with the truth
 - Be fair
- 

How to's of Knock Your Socks Off Service

- ▶ Do the right thing regardless – use your good judgment
 - ▶ Listening is a skill – use it
 - ▶ Winning words/soothing phrases
 - ▶ Face to face
 - ▶ Exceptional service is in the details
 - ▶ Never underestimate the value of a sincere thank you
- 

Somebody actually got
through on our service line.
What do we do now?



Problem solving


- ▶ Be a fantastic fixer
 - Apologize whether you are right or wrong
 - Listen and empathize
 - Fix the problem quickly and fairly
 - Offer atonement
 - Keep your promises
 - Follow-up

Obnoxious customers

There are no bad customers; some are just harder to please than others.

Someone who never waited on a customer in his life.

Obnoxious customers

- ▶ Develop some perspective
 - ▶ Remember you are a pro
 - ▶ Be a master of the art of calm
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Taking Care of You Service Fitness




Ten stress reducers

- Breathe
- Smile
- Laugh
- Let it out
- Take a one-minute vacation
- Relax
- Do desk aerobics
- Organize
- Talk positive
- Take a health break

*You're never off duty; you
have to remember everything
you see.*

Holly Stiel, Consierge

Hyatt San Francisco



*Listening is wanting to hear
Great service is always about
wanting to hear.*

Jim Cathcart



“Public Service is the job of hospitality, a different way of opening the door. I will welcome you into my work home.”


Paul Holdengraber, New York Public Library



But it is possible that the most important thing God has for me on any given day is not even on the agenda.... Am I interruptible?

Do I have time for the non-programmed things in my life? My response to these interruptions is the real test of my love.

Bruce Larson, pastor and author



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Book information

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