

Proven Process for Driving a Service Culture

Strategy: Build passion and strategy with service strategist and customer service guru, John Tschohl

Leadership: Develop your leaders to manage, motivate and lead an empowered customer driven workforce and reduce the friction that prevents an awesome customer experience.

Tools: Use our proven certification seminars and training programs to change attitudes and behaviors and develop Customer Centric employees.

9 Principles of Creating a Service Culture

Relentless Strategy: Focus on strategy. You must be Relentless and it has to be a way of life.

Reduce Friction: Remove stupid rules, policies and procedures.

Empowerment: Empowerment is the backbone of great service. Everyone must be empowered.

Speed: People today expect and want speed. You must drastically reduce the time for everything you do.

Training: All employees must be trained on customer service with something new and fresh every few months. Ninety-nine percent of customer interaction is with your front line employees. They are the least trained, least valued, least paid and the face of your organization

Remember Your Name: The most precious thing to a customer is their name. Remember it and use it.

Service Recovery: When you screw up you must keep the customer and all employees must practice the 4 skills of service recovery.

Reduce Costs: Price is critical with all customers. Service leaders are frugal and always looking for ways to reduce costs. All my research shows service leaders are aggressive at eliminating waste and costs.

Measure Results: You must measure the results of creating a service culture to keep top management passionate about this process, the financial investment and time required.

Blueprint to Become a Customer Service "Rockstar"

I. Feel Good About Yourself: We need to like ourselves. Give yourself a pat on the back for a job well done. Accept compliments gracefully. Appearance is important. A positive attitude gives us more self-confidence.

- *Always ask yourself if attitude was contagious would you want anyone to catch yours?*

II. Practice Habits of Courtesy: Treat people with respect. Customers have Feelings too. Don't treat them like a number or show boredom toward others.

- *"Customers judge you by: the way you look, what you say, how you say it, what you do, and how you do it" – Dale Carnegie*

III. Give Positive Communications: Use caring communication and use people's names. Being prompt and efficient really counts. Say "Thank You" and Smile. Your tone of voice says a lot. Body language is 55% of communication. Verbal and voice tones reflect your mood.

- *Always tell your customers what they can do not what they can't do.*

IV. Perform for the Customer: Customers expect performance with speed. They aren't interested in our problems and excuses. Take pride in a job well done. Poor quality comes from poor attitude. Set high standards. Deliver on promises. Do more than the minimum.

- *When you can't meet expectations manage expectations.*

V. Listen Carefully: Ask questions and listen. Get in tune with your customers situation, their attitudes and needs. Anticipate, read between the lines, ask questions, get involved... to show you care and to know what will satisfy the customer.

- *Actively listen as if you plan to report what you learned to someone else.*

VI. Learn and Grow in Your Job: Learn about your company, products, and customers. Limited job knowledge reduces performance. Learn about one new product or service everyday so you can communicate with it in a better way. A customer can tell in seconds if if you know your products and services. With learning comes self-fulfillment. Move up and believe in yourself. Don't wait for someone to give it to you, go after it.

- *Learn about one new product or service everyday so you can communicate with it in a better way.*