

THE **BREAKTHROUGH** SERIES

from
**Thought
Rock**

ThoughtRock Live Presentation



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The Pursuit of Customer Service Excellence

There is increased emphasis on customer service in almost every business in a highly competitive environment. Why do some organizations make great customer service look easy, and some seem to have a difficult time finding a way to make customer focus stick. This session will enumerate specific ways organizations can plan for and execute customer service excellence.

Key takeaways:

- Defining what and who customers really are, whether internal or external
- Determining ways to focus the organization more on eliminating customer roadblocks, and why this is important
- Discovering the framework for customer service excellence, and specific initiatives for your organization
- Defining the ways individual customer interactions can be continually improved

In Pursuit of Customer Service Excellence

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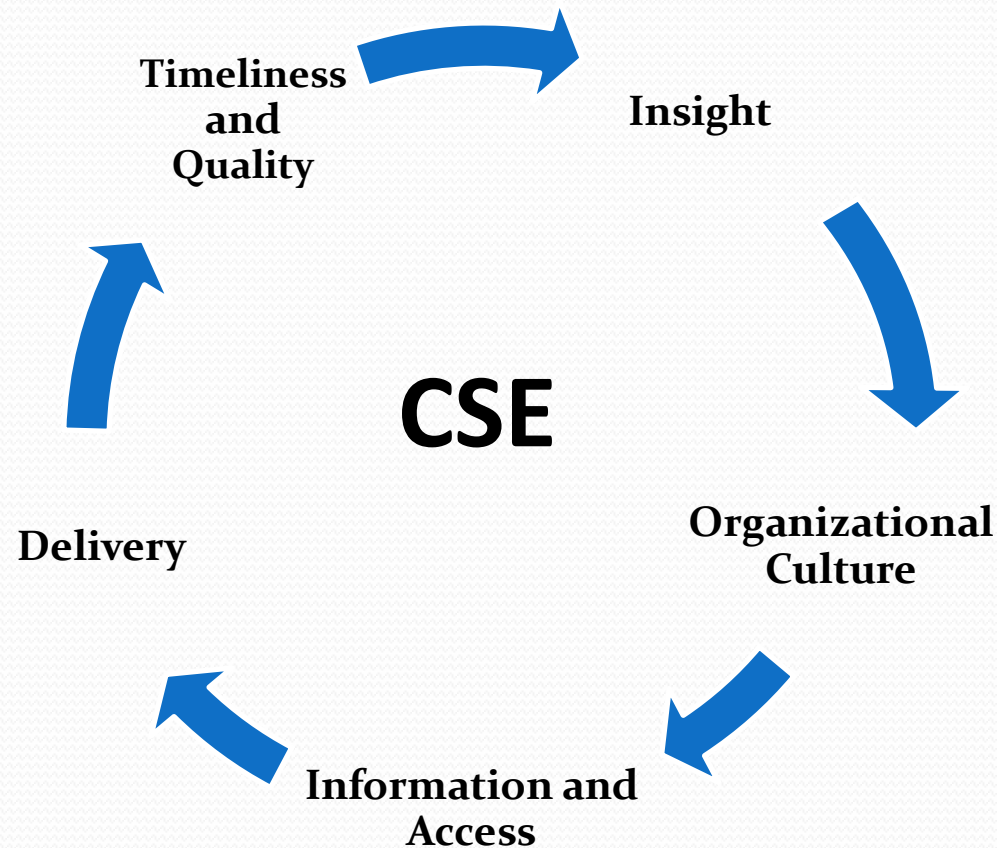
Co-host, #custserv chat



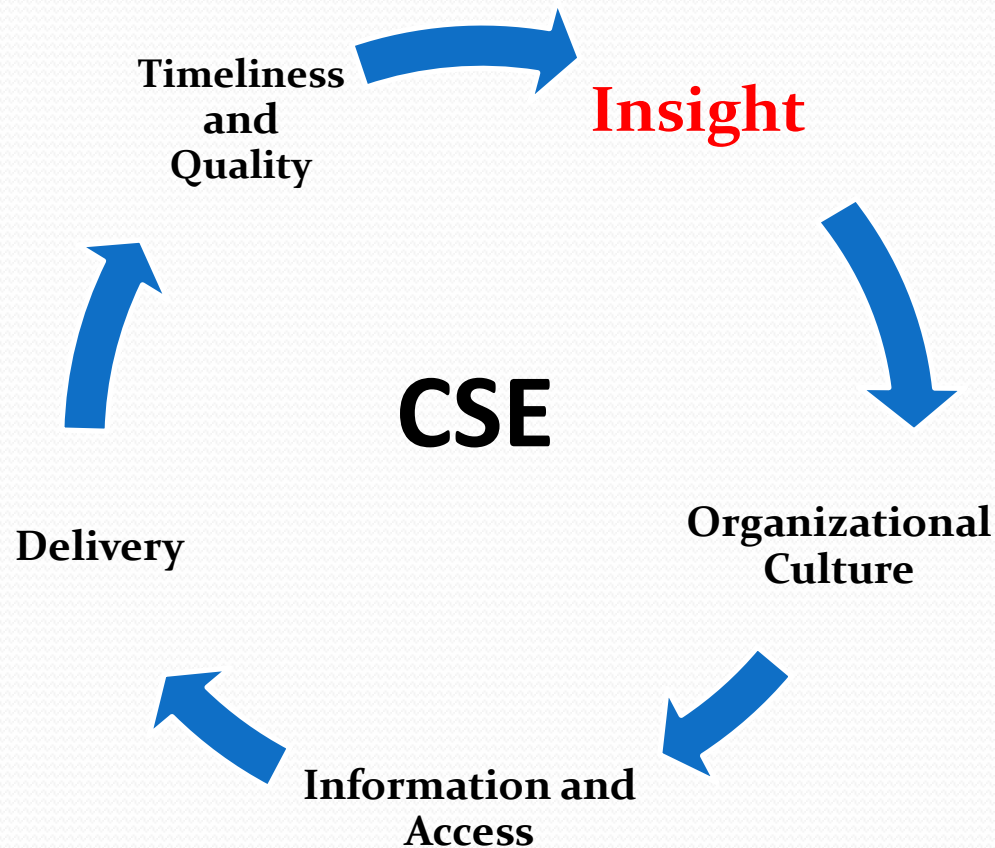
What will we learn?

- Customer Service Excellence – what is it?
- How does it relate to both *internal* and *external* support?
- Is there a framework for it?
- Some new media considerations

Customer Service Excellence



Customer Service Excellence



Customer Insight

What is a *customer*?

- One who purchases good or services
- “A person one has to deal with”



Customer Insight

How do you gain Customer Insight?

- Try to see things the way customers do (“customer lens”)
- Gather available information
- *Listen to them (OMG!)*



Customer Insight

What do you learn from Customer Insight?

- What they need – so you can deliver it
- What they expect – so you can exceed it

Customer Insight

- Identify – who are your customers?
- Key word: *Engage*
- Learn
- Review
- Improve

Customer Insight

- Who are your *real* customers?
 - Internal
 - IT employees (think “OLA”)
 - Non-IT employees (think “SLA”)
 - External
 - Your company’s “public”
 - Your company’s “public’s public”

Customer Service Excellence



Organizational Culture

- The foundation of Service Excellence is a ***customer-focused organization***
- It's the *culture*, man.

Organizational Culture

- Commitment to putting the customer at the heart of service delivery
- Supported and sponsored by the organization's leaders
- Policies and procedures support the customer

Organizational Culture

“Everything speaks”

- Be aware of customer perceptions
- Each person, each thing that's part of a customer interaction sends a message*
- What's your message?

* Everything is part of the customer interaction

Everything Speaks



Organizational Culture

- Recruitment, training and development
 - Customer-focused
- Staff attitudes and actions
 - Polite, friendly, understanding
- Team performance
 - Recognition, reward
 - Linked to customer feedback



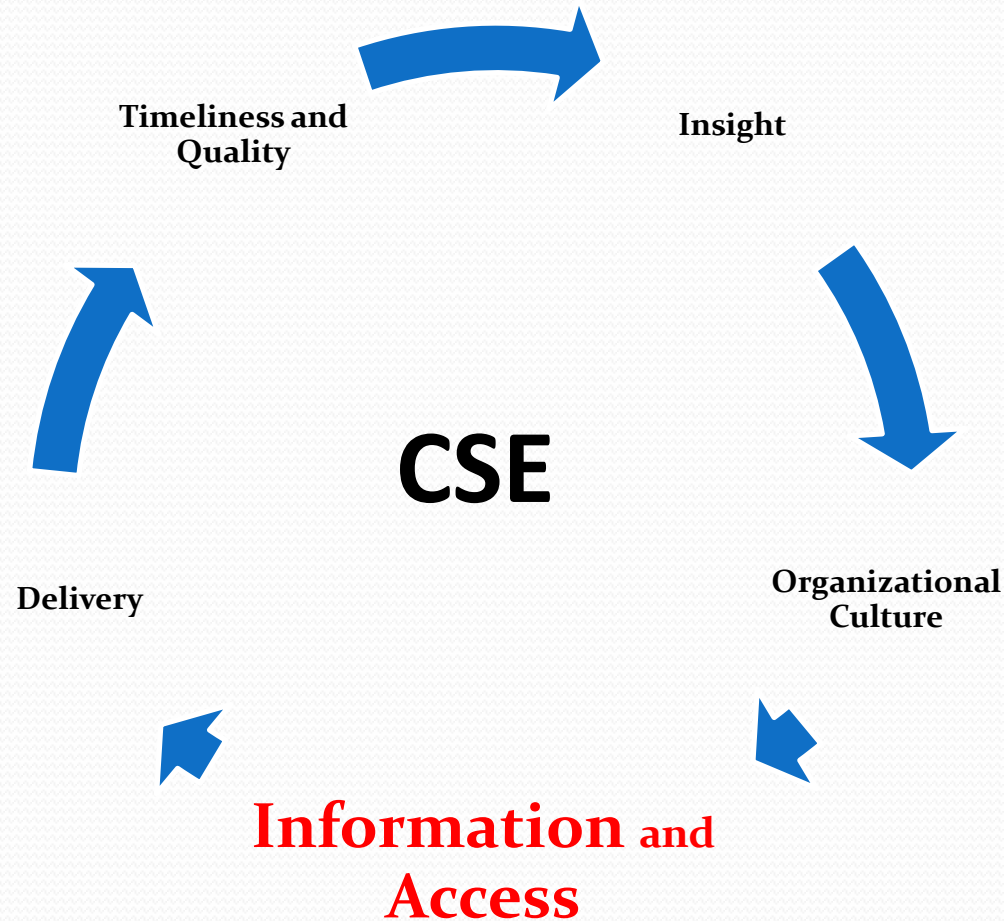
Organizational Culture

“Roy’s Famous”

Four Elements of Customer Service Attitude

- **Listening** – Hear what they say
- **Empathy** – Understand what they say
- **Clarity** – They understand you
- **Consistency** – They hear the same thing no matter who they talk to

Customer Service Excellence



Information and Access

- Information about services is available (Service Catalog)
- Clear contact information
- Up-front statement of any charges
- Use a *variety of channels*
- Allow flexible responses and input

Information and Access

Been to *this* website?

What would you like to contact us about today?

- You'd like to receive our catalog
- You need to return your product
- Locate a store near you

*What if it is **none of the above**???*

Information and Access

- Customer Service and Social Media
 - At least listen: Be where the customers are
 - Can you respond in the same channel?
 - If yes, do it
 - If no, respond in that channel with direction



Information and Access



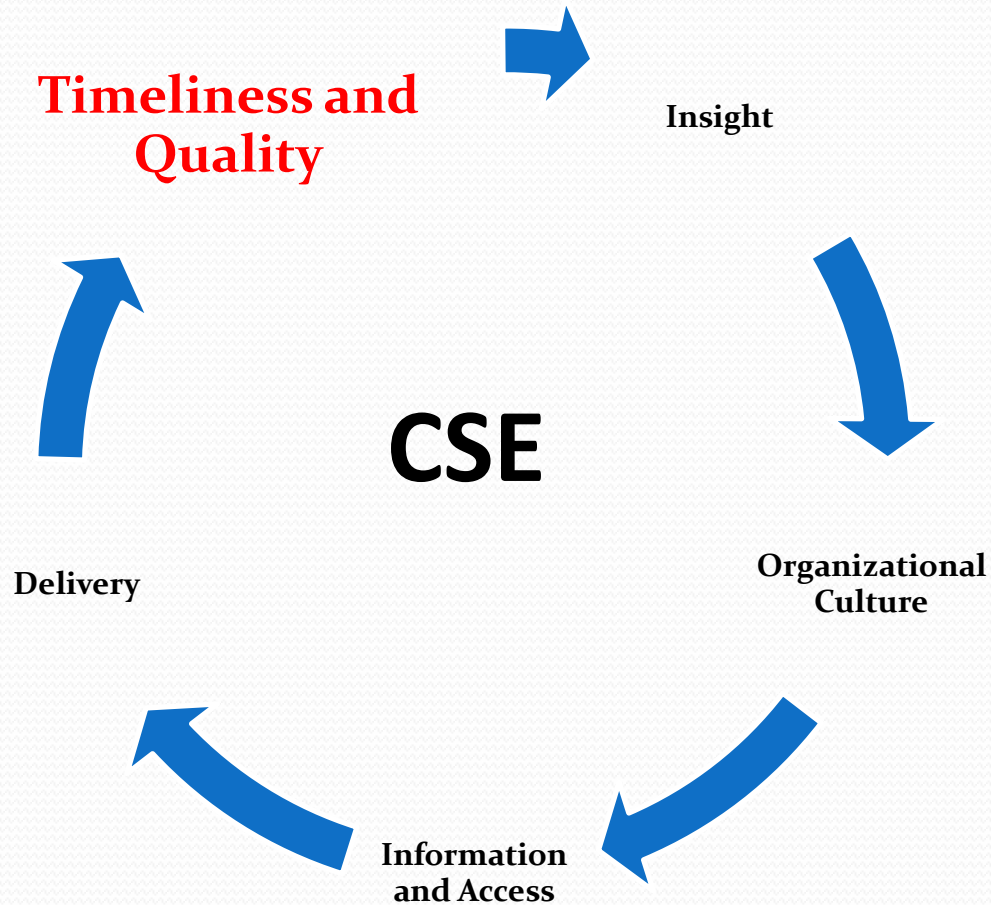
Customer Service Excellence



Delivery

- Agreements with your customers about what they can expect (SLA)
- Delivery according to targets that you have set (metrics)
- Developing and learning from best practices identified within and outside

Customer Service Excellence



Timeliness and Quality

- Handle dips in performance swiftly and openly with your customers
- Have a clear, easy-to-use feedback / complaint system
- Learn from your complaints – they give you more customer insight

Timeliness and Quality

- ***Set measurable standards*** for response across access channels
- Inform your customers about your standards – and ***meet or exceed*** them
- ***Share what you learn*** across the organization – cut down customer need to contact you

Timeliness and Quality

- “You can’t manage what you don’t measure”
- Solicit customer feedback
- Do surveys and share results
- Ask questions
- ***Act on what you learn***

Timeliness and Quality

- You cannot measure and manage everything – select the key info
- Don't gather data because you can – gather the data you should
- Use the information you obtain to drive improvement (*Act on what you learn*)

Customer Service Excellence

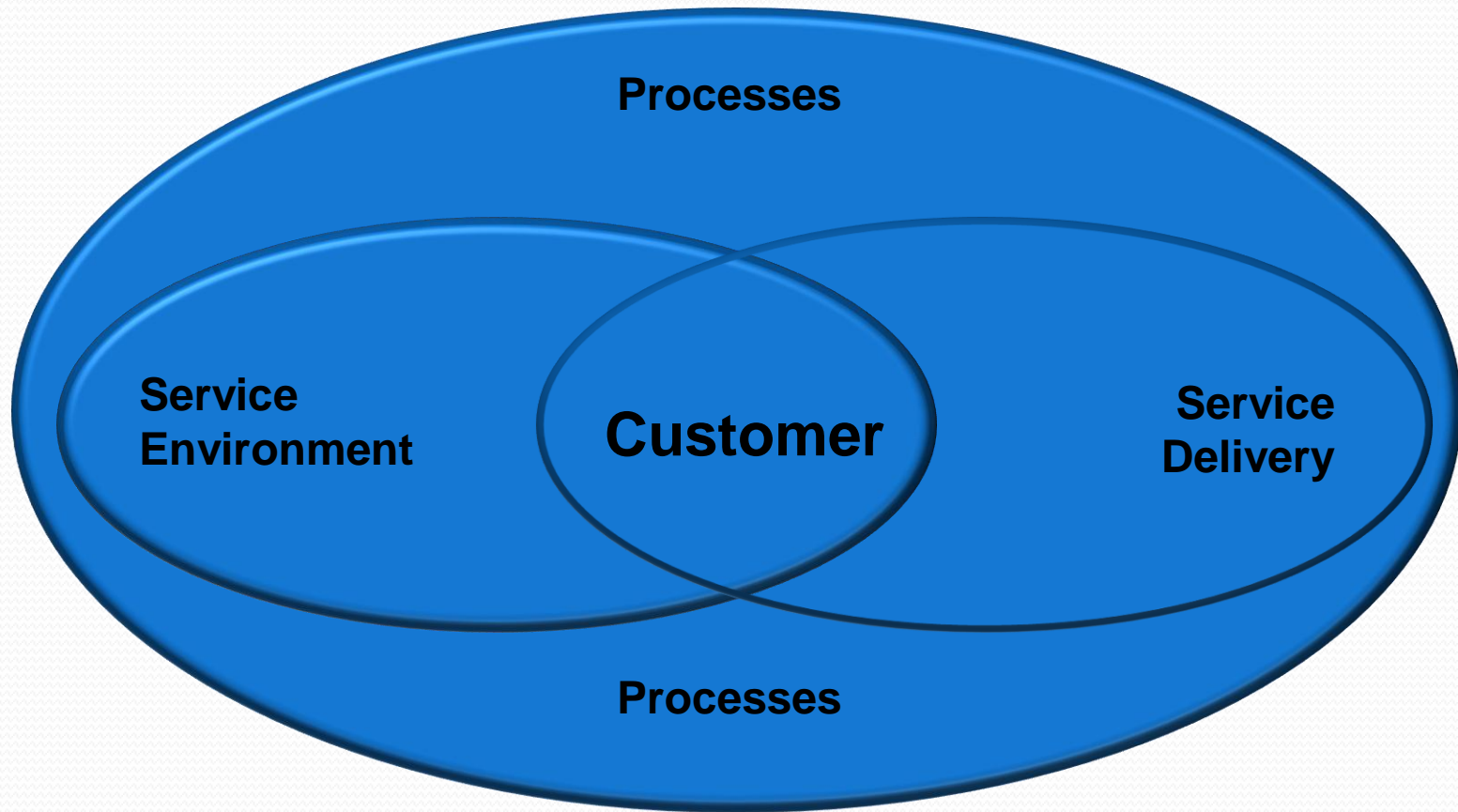
- Customer Insight
- Organizational Culture
- Information and Access
- Delivery
- Timeliness and Quality



Great. Now what?

*Excellent service is rare because it takes
real commitment to make excellence
“business as usual.”*

- Unleashing Excellence



Takeaways

- Define your “true customer”
 - Insight
 - Culture
- Create a language of service
 - Insight / Culture / Information and Access / Delivery /
Timeliness and Quality
- Simplify the customer experience
 - Learn, share, improve
 - Variety of channels

Resources

- ***Unleashing Excellence: The Complete Guide to Ultimate Customer Service*** - Dennis Snow and Teri Yanovitch
- ***Your Call Is (not that) Important to Us*** – Emily Yellin
- ***Customer Surveying*** – Fred Van Bennekom
- ***Customer Service 101*** – Leslie Knight and Roy Atkinson
<https://public.me.com/macadvisor>

Continuing Learning

Extra credit:

Twitter #custserv chat Tuesdays 9 PM ET / 6 PM PT

(Tonight's chat is about follow-up with customers.)

Just search on #custserv or:

<http://tweetchat.com/room/custserv>



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Questions?

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from
**Th^ought
Rock**

Join Us For Lunch Every Tuesday At 12PM!

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