

MEMORABLE CUSTOMER SERVICE:

Win their hearts and they'll never forget



PGA

Carolinas Section

Memorable Customer Service



Definitions:

- **Customer Service** - *the individual moments when employees are providing direct service to customers.*
- **Customer Relationship Management (CRM)** - *refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle*
- **Customer Experience** - *the sum of ALL interactions a customer has with a company.*

Creating an atmosphere of FUN

- **What's Your Vibe?**



Creating an atmosphere of FUN

- **Chick Fil A** – Fun, energetic, and consistently nice. Easy to do...Easy *not* to do.
- **Southwest Airlines** – Fun is part of their corporate culture. They are professional, but don't take themselves too seriously.

Two Most Important Words When Serving Others

- **CARE** - Show that you *genuinely* care about your guest's experience
- **NEED** – Pay attention! Watch and read your guests so you can recognize and attend to their needs

Make “No” Your Last Answer



Make “No” Your Last Answer



- The more you say yes, the more it opens you up to saying yes

Make “No” Your Last Answer



I Don't Know, ...



I Don't Know, ...

- **“I don't know” can NEVER be followed by a period. It has to have a comma and further statement of action**
- **Drive your guest's question or problem to a resolution – or drive them to some other place that will**

Handling Problems and Complaints



Handling Problems and Complaints

- Effectively resolving problems or complaints can be as important, or more important than good service
- Warwick School of Business study – 53% of examples of outstanding customer service cited were based on complaints handled well by a business

Handling Problems and Complaints

- **Empower Your People** – Employees at all levels need some decision-making power when it comes to taking care of a customer
- Coffee shop fail and the Ritz Carlton \$2,000 rule

Handling Problems and Complaints

- “Our whole operation is customer service driven. We have very few rules and procedures that can’t be broken as long as good judgment and common sense are used. So we demand good judgment and good common sense. We demand that you think about the customer’s reaction to anything you’re telling them.”

- Former Southwest Airlines CEO Colleen Barrett

Hero Moments



- The moments when you can truly move your customer service level from *acceptable* to ***EXCEPTIONAL***

Memorable Customer Service

- **“Your customers are only satisfied because they’re expectations are so low and because no one else is doing it better.”**

- Ken Blanchard from his book *Raving Fans*

Memorable Customer Service

- **“Customers have been beaten into assuming they'll always get mediocre to horrible service. They expect boilerplate, robotic, soulless responses in the standard, dehumanized voice of the typical customer service interaction. Break that predictable pattern and you'll change the entire tone of a customer interaction”**

- Michael Hess from *The 6 Best Words in Customer Service*

Memorable Customer Service

- Develop and foster a vibe at your facility that makes people feel good and have fun.
- Recognize your guests' needs and show them you genuinely care about their experience.
- Find a way to say “YES” more to your guests
- Drive your guests' questions to a resolution.
- Handle problems or complaints to your guests' satisfaction – EMPOWER YOUR PEOPLE!
- Look for Hero Moments every day

Thank You!



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