MEMORABLE CUSTOMER SERVICE: Win their hearts and they'll never forget





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 <u>consistently</u> 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

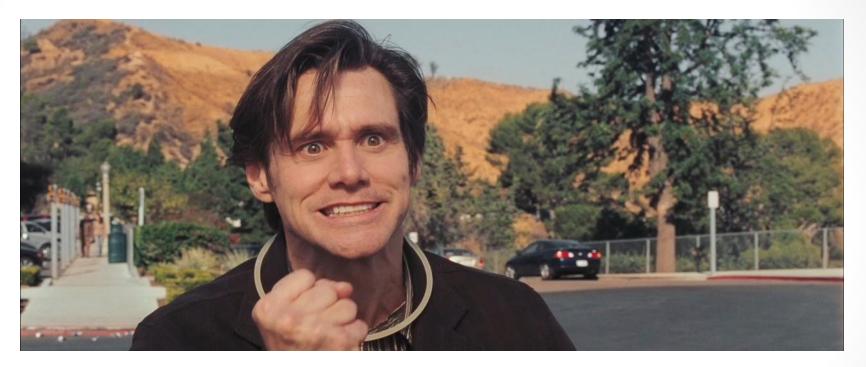
 CARE - Show that you <u>genuinely</u> care about your guest's experience

 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

In a world full of no, we're a plane full of yes.



Made with 100% recycled fiber (May contain incidental [<0.5%] non-recycled fiber)

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



• 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

 Empower Your People – Employees at all levels need some decisionmaking power when it comes to taking care of a customer

• Coffee shop fail and the Ritz Carlton \$2,000 rule

 "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*

- "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

- "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

- 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!

JIM VERNON REACH...GROW..DO

Jim Vernon Ventures 615-714-8321 www.jimvernonventures.com jim@jimvernonventures.com