

Mastering Customer Service Excellence

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GreatAmerica
FINANCIAL SERVICES
HARD WORK • INTEGRITY • EXCELLENCE

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Welcome!

The Path to
an Exceptional
Customer Experience
Starts Here



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Meet Our Panelists



Toni Gorveatt
President of Cobb Technologies



Hunter Woolfolk
Co-President at DOCUvation

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Customer Service By the Numbers

Test your knowledge
on the impact and
importance of quality
customer service.

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And The Survey Says...

1. 91 % of customers who are unhappy with a brand will just leave without complaining.
2. If the company's customer service is excellent, 78 % of customers will do business with a company again after a mistake.
3. 93 % of customers are likely to make repeat purchases with companies that offer excellent customer service.
4. 84 % of companies that work to improve their customer experience report an increase in their revenue
5. Offering a high-quality customer experience can lower the cost of serving customers by up to 33 %
6. Companies that excel at customer experience have 1.5 times more engaged employees than less customer-focused companies.

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Agenda Overview

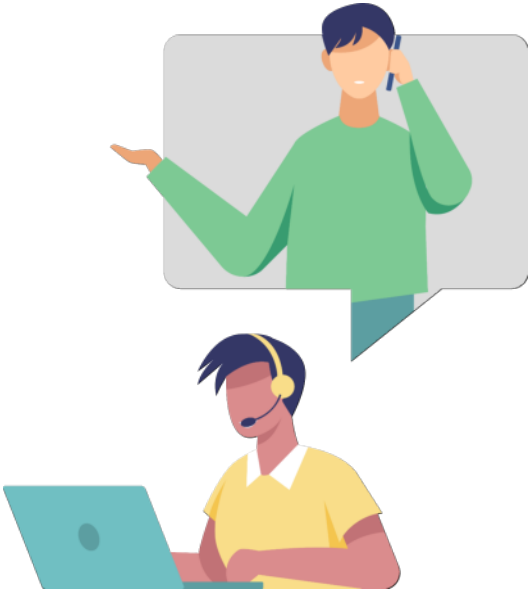
- Customer Service Standards
- The Path to Exceptional Customer Service
- Reinforcing Customer Service



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Panelist Question #1

- Why did you decide to focus on customer service?
- What process did you follow?
- What obstacles did you encounter and how did you overcome them?






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Customer Service Standards

 <h3>What?</h3> <p>They define what a customer (internal and external) can expect from service and how it should be delivered.</p>	 <h3>Why?</h3> <p>They set the clear expectations so everyone in the company knows what is expected of them.</p>	 <h3>How?</h3> <p>Ask yourself, "If I were one of our customers, what expectations would I have for exceptional service?"</p>
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Customer Service Standards

1. Our customers are my top priority.
2. My interactions are professional and delivered with a warm smile.
3. I will respond to all requests within four hours.
4. I will ensure I never leave our customer in the dark – communication is clear, transparent and time-bound.
5. I may not own the problem, but I do own the solution.
6. I will proactively follow up until the case is closed.

These are
unique to your
organization



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Panelist Question #2

- How did you establish your standards?
- How did you roll them out?
- What advice would you provide relative to establishing and institutionalizing the standards?

7 Ways We Make Exceptionally Happy Customers

We Believe that Exceptional Service Sets us Apart, and to Reflect that We Will:

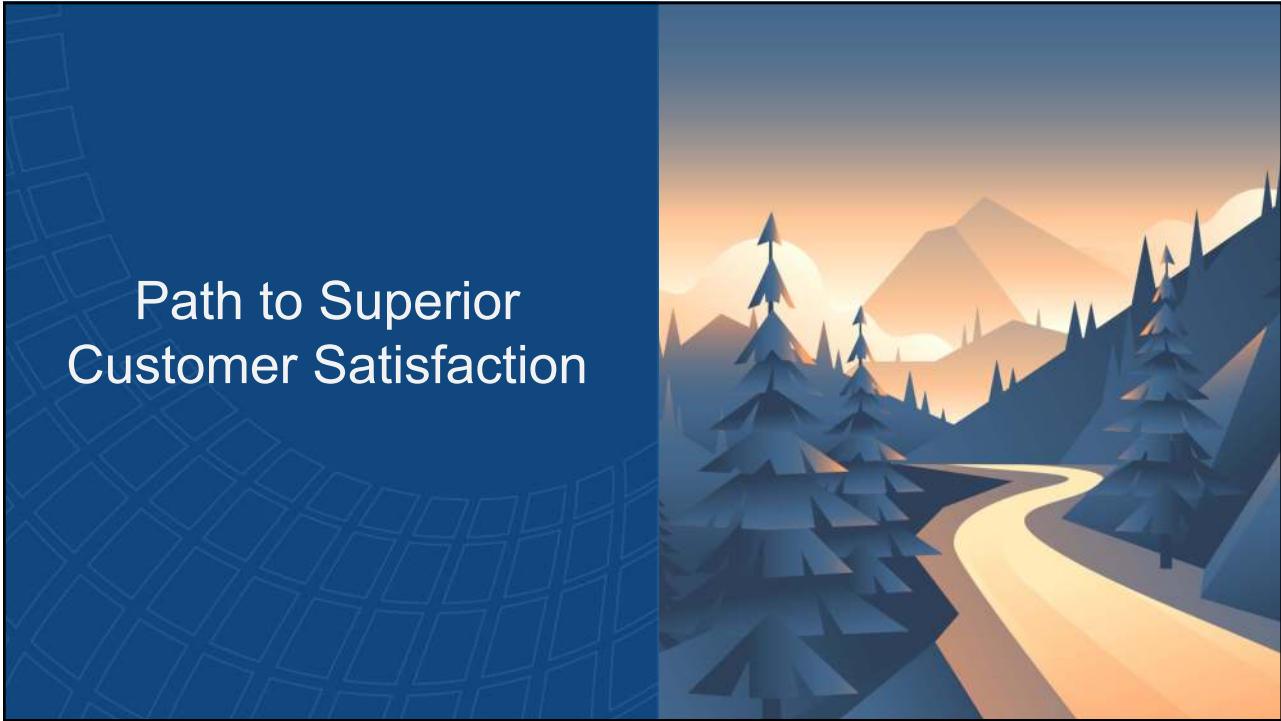
1. Exemplify Service that Serves. Customer service is always the priority.
2. Greet each person you encounter with a friendly hello. Always Acknowledge every guest.
3. Demonstrate a positive attitude, use positive language and ensure a positive outcome. Be a positive billboard!
4. Approach every customer:
 - On the Phone: (may) serve you
 - In Person: (to) the service with "Thank you"
5. Strive to provide solutions to our guests' needs.
6. Listen to understand the world.
7. Clearly communicate.

Ways We Demonstrate Exceptional Customer Experience


OUR ESSENTIALS OF EXCELLENCE:

1. Appreciate, Engage & Educate Employees
 - Be thankful for your team members. Listen and learn from them. Share knowledge and help them grow.
2. Be there for each other
 - Be the person who makes someone feel better.
3. Treat customers like people
 - Call them by name. Treat them with dignity and respect. Let them know you are thankful to know what they are telling you.
4. Be polite, professional, and caring
 - Keep the customer in their comfort zone by behaving politely and respectfully. Put yourself in their place. Do not say or do anything that you would not want to see or hear in this situation. Reassure the customer.
5. Listen, Apologize, Help
 - Listen, really hear what the person is telling you and understand how they feel. When we are wrong, don't just admit it, apologize. It is a sign of strength to admit what happened and sympathize with person affected by the event. Then take action to resolve the issue, even if it is outside of your area of responsibility.
6. Perception is reality
 - What customers perceive to be accurate is their reality. Our mission is to own the problem regardless. Take the necessary steps to meet & exceed the customer's needs.
7. Take ownership / Make It right
 - When something goes wrong, own the problem, and take the burden off your customer. Assure the customer you will help resolve the issue.
8. Step up / Don't step away
 - Own a problem regardless of who or what created the situation. Go above and beyond and let the customer know you have them and care about resolving their pain. Shine.
9. Do what is necessary, even if it is not easy
 - Sometimes doing our best is not enough. In extraordinary circumstances we may need to do a little extra. We may need to test our limits to make something right. Challenging yourself can help you perform at your peak.
10. Laugh / Smile / Have Fun
 - Laugh loud and often. Boost morale and lower stress by smiling wide. Loosen up and have fun.






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Path to Superior Customer Service

- 
GREETING
- 
FACT FINDING
- 
RESOLVING
- 
RESOLVING++
- 
NEXT STEPS

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Panelist Question #3

- How do you reinforce customer service?
- How are you measuring customer service effectiveness?
- What results have you seen?



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Reinforcing Customer Service



Leadership

Model the way

- Know and follow the standards and process
- Share success stories

Reward and recognize

- Customer Service Hero award
- Timely recognition
- Build into performance appraisal

Communication

- Incorporate into meetings
- Make standards visible

Hiring

- Interview for customer service skills

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Panelist Question #4

- What final advice do you have for those on the call?



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We Are Here to Help

- Offer customer service training workshops
- Available for questions or consultation
- Reach out anytime!



**Contact Me
Any Time!**

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