



# 3 Pillars of Customer Service

## What they Are

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## Why It Matters

- My Experience
- Your Stories
- Happy Vs Unhappy



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## 3 Pillars

- Understanding
- Systems
- Ichiban



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## Know Your Customers

- Reverse Lunch and Learn
- Surveys
- Reliability
  - Equipment
  - Service



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## Know Your Customers

- Reliability
  - Equipment
  - Service
  - Billing
  - Follow through



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## Know Your Customers

- How Do You Make Your Customers Feel
  - Please and Thank You
  - Under Promise and Over Deliver



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# Systems

- Systems = Consistency
  - McDonald's
    - French Fries
    - Big Mac



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# Systems

- What Needs A System (Procedure)
  - If you can define how it should be done, it needs a procedure.
  - If things go wrong – You need a Procedure



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# Systems

- System Failures
  - Inspect What you Expect
  - Discuss Failures
  - Improve System
    - Leverage Technology



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# Systems

- Customer Service Is Everyone's Job
  - Train employees
  - Empower Employees



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# Ichiban

- Definition
  - Number One, First, Best
- Kaizen
  - Change for the better
  - Continuous improvement



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# Ichiban

- Your Mindset
  - Are you constantly working to improve yourself?
  - Are you becoming a better leader, a better mentor?



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## Ichiban

- Your Company's Mission
  - Are your managers constantly working to improve their skills?
  - Are your managers constantly working to improve their departments customer service, internal and external?



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## Ichiban

- Your Employees?
  - Are your managers constantly working to improve their team's skills
  - Are your employees working to improve their skills, and what are you doing to encourage/motivate them?



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## It is Time to Take Action

- Special Forces vs Regular Army
- Quality is Job One
- A different approach



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# Questions

- ???

