

Kingston Training Group

5 Ways to Increase Customer Service Excellence

BTA Webinar Factsheets

The Purpose of Evaluating your Customer Service

Evaluating and tweaking the communications, both electronic and verbal with customers and vendors and employees.

Standardize query answers, show appreciation for both sales executives and customers, and deliver a more professional communication experience.

One way to Up Level your customers experience is to standardize the answers to the most common queries. This can be accomplished by creating consistent interactions and controlling the narrative with how each employee answers and ends their phone and email as well as looking at the hardcopy communications email and email correspondence from each of your department's email.

By Email: Have each department to member forward you at least 10 emails that they recently sent customers use this email to send to them for that request

Send this simple email to each member of your team

Hi _____;

Can you do me a favor and forward me the last 10 emails you sent customers today or yesterday. I need to check something on our end. – Thanks!

Phone Talk Tracks

Customer Service Team

Greeting: Hello and thank you for calling Dealership. This is (Insert your name) from your Customer Service Team. How may I help you?

At the end of the call

You: While we are on the phone together, is there anything else I can do to be of service?

If yes: Then commence

If no: Everyone here at Dealership appreciates your business. Thanks for calling.

Customers call asking leasing questions that require additional research Talk Track

You: Kingston Technologies (this is _____ (Insert your name) how may I be of service?

Client: Yes, I have a question about my lease.

You: Certainly, how can I help?

Client: asks a question you don't know the answer to...

You: _____ (Insert their name), I want to answer your questions as thoroughly as possible. I will need a bit of time to research this for you so I can provide you with the correct answer. It's 1:45pm, I will call you back in _____ (Insert time frame) minutes or by _____ (Insert time) and provide you an update on the issue. It is my hope to be able to deliver the information you are looking for. Would that work for you?

Customize Outgoing Voicemails to their department and how they serve customers.

Accounting

Outgoing Voicemail

"Hi, you've reached (Insert your name) in the accounting department at (Insert company name).

Please leave me a message with your name, phone number, company, invoice or PO#, and a brief description of how I can be of help and I will call you back as soon as possible."

Update LinkedIn profiles to showcase what they do for your clients.

"As a Logistics Specialist, I coordinate and optimize technology deliveries to obtain faster installation times."

Add customization to email signatures to remind customers of all your selling solutions.

What good looks like

Subject Title: From (Insert your dealership name) - Quick question regarding your online meter reading submission for (Insert their company name)

Body: Good morning (Insert clients name).

I am writing to thank you for submitting your meter reading online for us. Here at (Insert your dealership name), we continue to strive towards reducing the workload for our clients, even when delivering important information to us. We are glad that the online submission is working for you. When you submitted, the count came through as "0".

We would ask if you could double check your numbers and make sure that no front zeroes or any punctuation is used. That is usually the cause of a "0" value submission. Please resubmit online, or if you prefer, you may respond with your numbers via email.

(Insert your dealership name) appreciates your business. We are focused on the success of (Insert the name of client's company) through technology innovation.

Ending the email

Good Ways to End Your Emails

- Everyone at (Insert your dealership name), appreciates your business and is focused on your company's success.
- (Insert your dealership name) appreciates your business.
- (Insert your dealership name) appreciates your business. We are focused on the success of (Insert the name of client's company) through technology innovation.

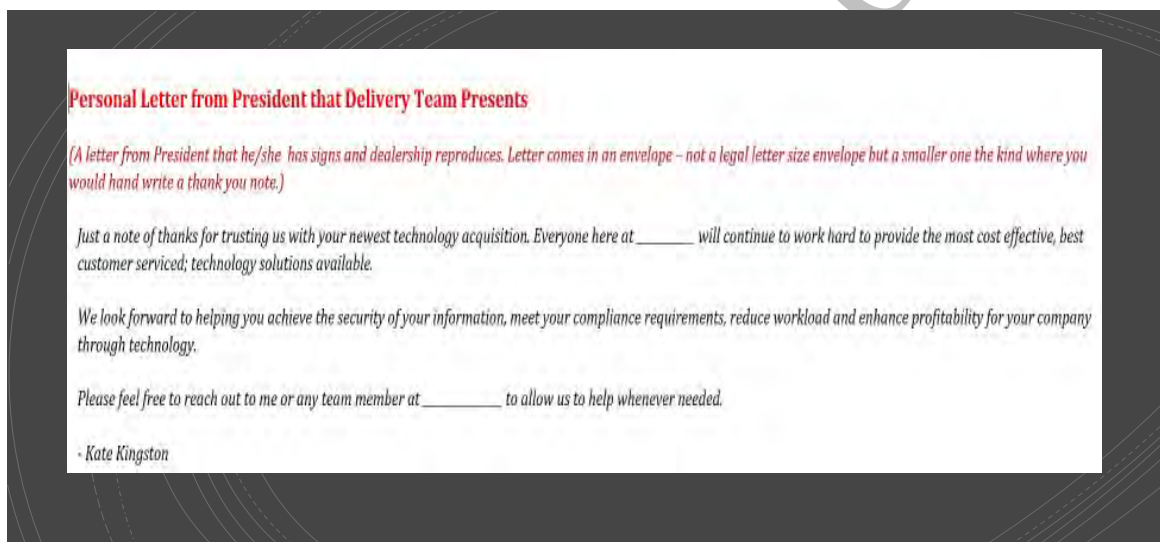
Many dealerships employee surveying either internally or an outsourced partner to evaluate the customers opinion of your dealerships this provides great feedback.

List of Survey companies

- <https://vendordirectory.shrm.org/category/testing-surveys/customer-satisfaction-surveys>
- <https://surveysparrow.com/blog/15-best-surveymonkey-alternatives-top-competitors/>

Here are some questions to use in your surveys

1. Which of the following words would best describe our service how well has the technology met your needs?
2. If there is one thing that you would suggest improvement in our processes of serving you what would that be?
3. How easy is our website to navigate?
4. How easy is our customer portal to navigate?
5. How much effort did you personally have to put forth in getting your request from our dealership handled?
6. To what extent would you agree with this following statement? - Kingston Technologies made it easy for me to handle this issue
7. With a scale of 1 to 10 - how likely would you be to recommend Kingston Technologies to a friend or colleague?
8. What would you say to about our products and service if somebody asked you?
9. What else would you like us to know about improvements you would like see?



Here's how to make impact with customers have a service call.

Here is what I would say...

Receptionist: "ABC Law Firm, how may we help you?"

Upper Management: "Yes, hello, my name is Kate Kingston from Kingston Technologies, we work together. We are your technology partner, and I was calling to speak to John Bellows. He met with our technician yesterday when we came in to help you with a technology service call. If he is available, could I speak with him briefly?"

If you notice, I put my name, title, and my company name at the top of the call with the receptionist because I want her to use that when she speaks to the customer so there is recognition of your dealership. The receptionist will either be connecting you directly to the customer or to his voicemail. Either way I leave the same message.

Live answer with the Customer

Customer: *"This is John"*

Upper Management: *"Hi John, my name is Kate Kingston I'm part of your team here at Kingston Technologies. I am head of customer service and am calling to thank you for the opportunity of being of service yesterday, I was pleased that our technician Mike was able to resolve your issue and we're all here to be of service to ABC company."*

I wanted to provide my direct number if you ever need it as we want to be easily available and accountable in our focus on providing you the best customer service in the industry. Please feel free to reach out to me with any questions or comments you have. My number is (646)831-5184."

Customer: *"Thank you."*

Upper Management: *"Certainly John, thanks for taking time to speak with me. I had one quick question. As you think back, was there anything that Mike or Kingston Technologies could possibly have done better, faster, or smarter during our preparation for, or execution of our service visit that you would like to see in the future?"*

Customer: provides feedback

If feedback isn't positive

Upper Management: *"Thank you for the feedback. I will meet with our team and we will work on improving – this was helpful – thanks for speaking with me today and please reach out to us with things we can do to be of help. We appreciate your business. "*

If feedback is positive

Upper Management: *"Thank you for the feedback and thanks for speaking with me today and please reach out to us with things we can do to be of help. We appreciate your business."*

If you get their voicemail

Upper Management: *"Hi John, my name is Kate Kingston I'm part of your technology team at Kingston Technologies. I am head of customer service. I am calling to thank you for the opportunity of being of service yesterday and was pleased that our technician Mike was able to resolve your issue. I know you were in good hands with Mike and we're all here to be of service to ABC company."*

I wanted to provide my direct number if you ever need it as we want to be easily available and accountable in our focus on providing you the best customer service in the industry. Please feel free to reach out to me with any questions or comments you have. My number is (646)831-5184. Everyone here at Kingston Technologies appreciates your business."

Adding this to your customer service follow up routine will set your dealership apart from the competition because you will be executing building brand loyalty and trust.

Receiving a phone call from upper management just to say a simple “thank you for meeting with our team” will showcase that you work in a team environment and that more “eyes” are focused on their account. It will exemplify that this is the way your dealership handles everything they do, with extra care and attention and proves that you have management that cares and supports their team. That create Customer Service Excellence.

Call your customer service department multiple times during a week from a cell phone and identify the commonality of the way they answer the phone.

- 1.) Are they asking for your name and then not using it?
- 2.) Are they sharing their name?
- 3.) Are they thanking you for calling?



Customer Service Team

Greeting: Hello and thank you for calling (Insert your dealership name). This is (Insert your name) from your Customer Service Team. How may I help you?

At the end of the call

You: While we are on the phone together, is there anything else I can do to be of service?

If yes: Then commence

If no: Everyone here at Dealership appreciates your business. Thanks for calling.

Introducing KTG's New Customer Service Success Rebranding Program



Anyone can sell a copier but it's the Customer Service that keeps the client.

**Kate Kingston,
President, Kingston Training Group**

The purpose of this program is to evaluate and enhance the communications, (both electronic and verbal) when communicating with customers, vendors or any other inhouse employee interactions so that your dealership can rebrand and standardize incoming query answers, show consistent customer appreciation and deliver a more professional communication experience throughout the entire organization.

What is your delivery team saying right now to your customers to promote customer appreciation?

How professional are the outgoing voicemail messages in your contract department?

What are your technicians saying to promote additional selling opportunities and bring back qualified leads?

Does everyone in your customer service department answer and end the phone call the same way?

Examples Of Client Original Deliverable Vs. KTG Enhancement

Original Deliverable:

Hi, We received a notice from our spam filter that there was a problem with the email address we have for you. Can you please verify your correct email address and also let us know whether you received an email from us for the meter reading? It would have come from _____ (Insert email address).

Thank you. We appreciate your help.

KTG Enhancement:

Subject Title: From _____ (Insert your dealership name); _____ (Insert customer name), we received a notice about a problem with an email we have for you. - _____ (Insert your name)

Body:

Good morning _____ (Insert customer name),

Here at _____ (Insert your dealership name), we are continuously striving to have the most current contact information for _____ (Insert the name of their company). This allows us to provide service as quickly and efficiently as possible for you.

We recently received a notice from our spam filter that there was a problem with the email address we have on file for you. Can you please verify your correct email address and let us know whether you received an email from us regarding your meter reading? It was sent from _____ (Insert the email address).

Thank you for checking this and for your quick reply with any corrected or updated email contact information. You can certainly reply to this email or please feel free to call us. My contact information is enclosed.

_____ (Insert your dealership name) appreciates your business. We are focused on the success of _____ (Insert the name of their company) through technology innovation.

KTG Enhancement

Subject Title: Good Morning _____ (Insert clients name), thank you for your email. Here is a copy of your revised invoice that you requested. - _____ (Insert your name)

Body:

Good Morning _____ (Insert their name),

Thank you for being a valued customer. My colleague shared that you called today and requested that we update your meter reading and revise your last invoice. I am happy to report that this has been completed!

Please let me know if there is anything else I can do to be of service.

Everyone at _____ (Insert your dealership name), appreciates your business and is focused on your company's success.

Original Deliverable:

Hi Sue, my colleague let me know you called today, sorry for the delay. We have updated your meter readings and revised the last invoice. Please see attached.

Best, _____

Original Deliverable:

"Hi - Thank you for submitting your count online for us. Can you please double check it for us? The count came through as "0". Please either send the counts by return email or resubmit. Make sure that no front zeroes or any punctuation is used - that could cause this to happen. We appreciate your cooperation."

KTG Enhancement:

Subject Title: Good Morning _____ (Insert clients name). I had a quick question regarding your online count submission for copies from _____ (Insert your name) to _____ (Insert your dealership name)

Body:

Good Morning _____ (Insert their name),

I am writing to thank you for submitting your meter reading online for us.

Here at _____ (Insert your dealership name), we continue to strive towards reducing the workload for our clients, even when delivering important information to us. We are glad that the online submission is working for you. When you submitted, the count came through as "0". We would ask if you could double check your numbers and make sure that no front zeroes or any punctuation is used. That is usually the cause of a "0" value submission. Please resubmit online, or if you prefer, you may respond with your numbers via email. .

_____ (Insert your dealership name) appreciates your business. We are focused on the success of _____ (Insert the name of their company) through technology innovation.

A Few Examples of the Types of Talk Tracks & Email Templates KTG has Created/Enhanced for Our Clients

PHONE ANSWERING AND VOICEMAIL TEMPLATES FOR EACH DEPARTMENT TEMPLATE
SUCCESSFUL SUPPLY ORDER RECEIVED AND CONFIRM EQUIPMENT ID CONFIRMATION EMAIL TEMPLATE
SUPPLY REQUEST CONFIRMATION EMAIL TEMPLATE
SUCCESSFUL SERVICE REQUEST RECEIVED AND CONFIRM EQUIPMENT ID EMAIL TEMPLATE
SERVICE REQUEST CONFIRMATION EMAIL TEMPLATE
CUSTOMER PORTAL INFO: SIGN UP USING OUR PORTAL EMAIL TEMPLATE
TONER RECYCLING: SENDING PREPAID SHIPPING LABELS EMAIL TEMPLATE
TONER SHIPPED, POD SHOWS TONER DELIVERED/SIGNED BUT CUSTOMER SAYS DOESN'T HAVE THE TONER TALK TRACK
1ST ATTEMPT STALE - REPORTING TOOL STOPPED REPORTING EMAIL TEMPLATE
STALE DEVICES EMAIL TEMPLATE
INCOMING CALL FOR CUSTOMER PRINT – SCAN ISSUE TALK TRACK
5-STEP WASTE CONTAINER ISSUE
CUSTOMER ETA REQUEST FOR SERVICE TECHNICIAN DURING HIGH CALL VOLUME DAY TALK TRACK
OPEN ACCOUNT BALANCE EMAIL TEMPLATE
PRIOR TO SUSPENSION 60+ DAYS EMAIL TEMPLATE
FINAL NOTICE 90+ DAYS EMAIL TEMPLATE
LEASE PAYMENT CORRECT ADDRESS TALK TRACK
DOUBLE PAYMENT/ PD CREDITED INVOICE TALK TRACK
COLLECTION NOTICE EMAIL TEMPLATE
DEALERSHIP PRESIDENT PERSONAL LETTER THAT DELIVERY TEAM PRESENTS
ENTERED METERS CAME THROUGH OUR SYSTEMS AS "0" EMAIL TEMPLATE
ENTERED METERS ARE LOWER THAN PREVIOUSLY EMAIL TEMPLATE
CUSTOMER PORTAL SIGN UP INFO EMAIL TEMPLATE
CUSTOMERS CALL ASKING LEASING QUESTIONS THAT REQUIRE ADDITIONAL RESEARCH TALK TRACK
DELIVERY SCHEDULE TO CUSTOMER EMAIL TEMPLATE
OBTAINING VENDOR SHIPMENT TRACKING INFORMATION OF A PURCHASE ORDER EMAIL TEMPLATE
ETA AND / OR TRACKING NUMBERS TO DEALERSHIP INTERNAL TALK TRACK
NEW COPIER INQUIRE EMAIL TEMPLATE
TICKET IS TRANSFERRED, AND THEY CAN'T SOLVE THE ISSUE EMAIL TO THE CUSTOMER STATING THAT THE CUSTOMER MIGHT NEED ADDITIONAL SERVICE EMAIL TEMPLATE
YOUR ISSUE IS RESOLVED EMAIL TEMPLATE
NEW TICKET CREATED EMAIL TEMPLATE
TICKET COMPLETED EMAIL TEMPLATE
REMOTE ACCESS NEW INSTALLATION AND NETWORKING EMAIL TEMPLATE
PHONE CALL PRIOR TO DRIVERS ARRIVING TO CUSTOMER'S OFFICES - ON TIME FOR PICKUP AND DELIVERY TALK TRACK
PRIOR TO DRIVERS ARRIVING TO CUSTOMER'S OFFICES ON TIME EMAIL TEMPLATE
DEALING WITH SALES REPS OVER PROMISING TALK TRACK
FOR PHONE CALL REGARDING TONER RETURN AND REIMBURSEMENT TALK TRACK
TONER RETURN AND REIMBURSEMENT EMAIL TEMPLATE
NOTIFYING CUSTOMER PRIOR TO DRIVERS ARRIVAL EMAIL TEMPLATE
LINKEDIN PROFESSIONAL HEADER CUSTOMIZED FOR EACH DEPARTMENT
PROFESSIONAL SUMMARY WRITTEN BY KTG

KTG can bring new talk tracks/email templates to enhance client customer service experiences as well as create new selling opportunities to your dealership

New Ticket Created Email Template

Subject Title: Good Morning _____ (Insert clients name), I am writing to let you know _____ (Insert your dealership name) is currently working to quickly resolve your technology issue. We are on it! - _____ (Insert your name) from _____ (Insert your dealership name)

Body:

Dear _____ (Insert their name),

This email is to notify you that we have received your request for assistance with a technology issue. We will work with you to solve this as quickly as possible.

I have personally connected with our technical support team members and a Systems Engineer will contact you to work with you to resolve this issue.

Thank you for this opportunity to deliver a quick resolution. We appreciate your business.

Your Technical Support Team.

(Insert your contact info)

End of Service Visit Smart Connect Selling Opportunity Talk Track

You: Mr./Ms. _____ (Insert their name), {{{Hand customer Smart Connect Coverage literature}}}

Before I leave, I would also like to give you some literature about a solution called SMART CONNECT COVERAGE. This equates to no more worrying about incurring additional costs each time you encounter unexpected MFD or printer network issues and require a service visit like today **for less than a \$1 A DAY**.

COVERAGE INCLUDES: NETWORK ISSUES, IP CONFLICTS, INTERNET SERVICE PROVIDER CHANGES, PRINT QUEUE ISSUES, DRIVER ISSUES.

This might be worth investigating so that you will be covered for some of these issues going forward. I will take the liberty of sharing with your account manager that we talked about this so they can reach out to you if you want to learn more. Will that work?

Phone Call prior to Drivers Arriving Late to Customer's Offices

You: Good Morning my name is _____ (Insert your name). I am part of your technology team from _____ (Insert your dealership name) and I am calling to provide an estimated window of time for my arrival at your offices at _____ (Insert address). I wanted to be respectful of your time and so that you can better plan your workday, I will be leaving my current customer delivery visit in a few minutes and anticipate with traffic on arriving at your offices about _____ (Insert time you will be there).

While I have you on the phone if you have a moment, are there any special instructions about our delivery for example is there a loading dock or difficulties that you can share with me bringing the technology into your space?

Them: Describes delivery instructions

You, if you don't need any more information or after they shared additional information: Thank you for sharing that me. I will think about this on my drive over and be fully prepared. I look forward to seeing you soon.

Contact us to schedule
a **FREE Demo**

646-831-5184

kkingston@kingstontraining.com