

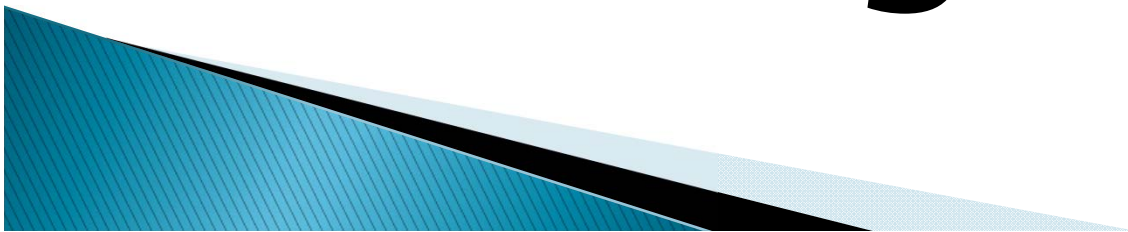
The Attitude of the Employee is Contagious to the Customer!

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“Serving Others
is a Privilege,
Not an
Obligation”



Customer Service Makes News

- ▶ Only Losers lack the manners to thank finder. (USA Today, 15 November 2006)
- ▶ A More Polite Paris, Mayor asks cabbies to smile and waiters to practice English to build Tourism. (Desert Sun, 10 July 2007)
- ▶ IRS Restructuring and Reform Act of 1998 included adding a “Focus On Customer Service” in the IRS mission.



Who in your Organization, Association or Business is your

- ▶ “Director of First Impression”
- ▶ Who is your Internal Customer
- ▶ Who is your external Customer



Communication is sent and received in the following 3 ways

- ▶ 7% By the Words we Speak.
- ▶ 38% By the Tone of Voice we use.
- ▶ 55% By our Non Verbal Communication.



Information & Communication

These two words are often used interchangeably, but they signify quite different meanings..

- ▶ Information is giving out.
- ▶ Communication is getting through.



The Top 10 Golden Nuggets of Customer Service

1. Know your customer by their first name.
2. Listen twice as much as you talk.
3. Always tell the Truth.
4. Never argue with a customer.
5. Under promise, over perform.
6. Follow up, Follow up, Follow up.
7. Be thankful for your customer's who complain, for you still have the opportunity to make them happy.
8. Enthusiasm.
9. Be thankful for each and every customer, every time.
10. The Golden Rule.



We All Make First Impressions

- ▶ The receptionist or employee that greets each customer at your front door, or on the phone.
- ▶ Your Business Card.
- ▶ Cleanliness of your front door, windows, restrooms.
- ▶ Eye Contact with the first customer that you make contact with.
- ▶ Your tone of voice.
- ▶ Does your wardrobe match your workplace.
- ▶ The “Sacred 7 Seconds”.
- ▶ A Sincere Smile.
- ▶ Your verbal welcome.



What are you “Famous” for?

- ▶ The best way to be famous at what you choose is also the fastest way to get there.
- ▶ Just start doing it.
- ▶ Don't wait for the “right” time.
- ▶ Don't worry about getting paid for it.
- ▶ You want to become a musician, start playing the piano.
- ▶ You want to be a basketball star, just start shooting hoops.
- ▶ Don't spend another minute talking about what you will do...one day.



- ▶ Describe the impression you made with the last customer you had contact with before you joined this audience.



Does your Customer Service
include the Four Basic Principles of
Ethics?

- ▶ Trustworthy
- ▶ Responsible
- ▶ Respectful
- ▶ Fair



Why Customers Leave

Technical Assistance Research Programs, Inc.

- ▶ 10% leave for reasons unrelated to your business or service.
- ▶ 10% leave because they prefer your competition.
- ▶ 15% leave because they are dissatisfied with the service or product you offer.
- ▶ 65% leave because they do not like the way they were treated.



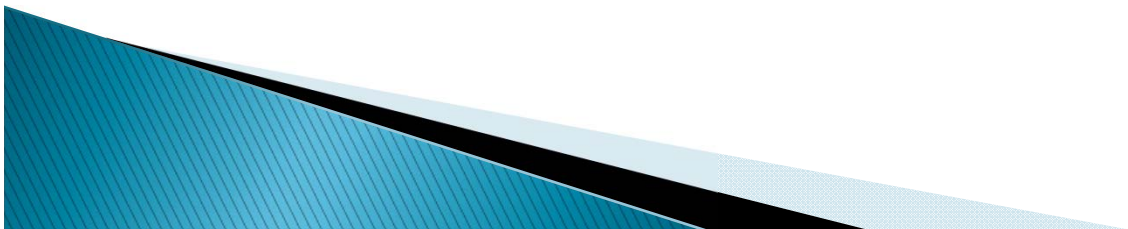
Customer Service Facts

- ▶ 68% of customers go elsewhere because the people they deal with are indifferent to their needs.
- ▶ 96% of unhappy customers leave without saying anything.
- ▶ Unhappy Customers tell an average of 13 people.
- ▶ It costs 5 times more to gain a new customer than to keep an existing customer.
- ▶ If you resolve a problem in the customers favor, 70% will remain your customer and not your competitors.



Feelings and Emotions, Customer Service offers both!

- ▶ What feelings or emotions do you want your customers to take with them when they leave your business, or after a phone call with you.
- ▶ Customer Service is not a “Big” thing, it is a million little things, including the 10 Golden Nuggets.
- ▶ Never give customers what they expect.....
Give them more than they expect, every time.



How do you “Fish” for Customers?

Examples from Pike’s Fish Market
Seattle, Washington

- ▶ Play at work.
- ▶ If your job is boring, you make it boring.
- ▶ It’s OK to have fun with your customers.
- ▶ Laugh with your customers.
- ▶ Transfer the positive energy for your business and product to the customer.



Choose your Attitude

- ▶ Choose where you want to be when you wake up each morning as you take your attitude to work with you.
- ▶ It is choice, not chance how we react to each and every customer and phone call.
- ▶ There is always something to laugh about.



Make their day!

- ▶ If you love your job, it will affect the customer.
- ▶ If you do not love your job, it will affect the customer.
- ▶ These are people you want to serve, not just the recipient of the phrase..”Next Please”
- ▶ If the customer made the choice to walk in your business, or call your business... You must be the better choice.



Be There

- ▶ Be aware of what they are asking and thinking, focus on using all your listening skills.
- ▶ Treat each customer, like they are the only customer you are going to have today.
- ▶ Be in the “moment” with your customer. Use eye contact and listen, really listen and respond with sincerity.
- ▶ Be world famous at what you do.



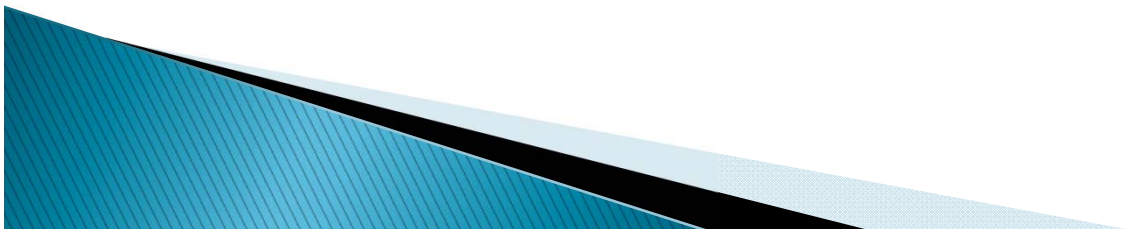
A successful Business Person's
Mission Statement could be....

You may not be my
only member,
customer or client,
But I guarantee
you'll think so!



Signs I had in the Front Office for the Public to “notice” while waiting for service or information

- ▶ One year from now, you’ll either work here, or wish you did.
- ▶ Speak softly and carry a great staff.
- ▶ Leaders stand apart, but not alone.
- ▶ *What message does your front office or business send to each person that walks in your door?*



Service and Products: What's the difference?

- ▶ Business must establish viable relationships with their customers.
- ▶ The Services you provide are more important than the Products you sell..... In other words, the product provided is the “prop” and the service you offer is the “real product”.
(Mark Mitchell)



What is your... “Real Product”?

- ▶ My travel agent in Palm Springs put this on the bottom of a thank you letter for my continued travel business....

“We are not a travel agency with great customer service. We are a great customer service organization that happen to be in the travel agency business”.

- ▶ How can you use this in your business to better communicate to your customers?



Building Customer Loyalty.

By Diane Matzner, Palm Springs Retailer and Entrepreneur

“What has enabled me to continue to grow professionally and personally is you, my loyal clientele. In addition to following my business mantra, I maintain my focus on the following”:

- ▶ Vision
- ▶ Research
- ▶ Anticipate and innovate
- ▶ Practice Uncommon Courtesy
- ▶ Enlist talented representatives and staff
- ▶ Mission
- ▶ Know and Hear thy customer
- ▶ Always improve thyself
- ▶ Build Trust
- ▶ Practice gratefulness, awe, and enthusiasm while you're at the business of succeeding.



- ▶ The Question is.... When do we think of Customer Service?
- ▶ The Answer is.... When we do not receive it , or find ourselves disappointed with it.



Enthusiasm

By Henry Ford, written over 100 years ago.

You can do anything if you have enthusiasm.
Enthusiasm is the yeast that makes your hopes rise to the stars.

Enthusiasm is the spark in your eyes, the swing in your gait, the grip of your hand, the irresistible surge of your will, and your energy to execute your ideas.

Enthusiasts are fighters, they have fortitude, and they have staying qualities.

Enthusiasm is at the bottom of all progress.

With it, there is accomplishment.

Without it there are only alibis.



Three Things Customers Want

1. Quick Results
2. Simple Transactions
3. Personal Attention



You make the difference!

- ▶ Don't just tolerate the Customer....Celebrate the Customer!
- ▶ The best Customer is the one you already have!
- ▶ You can add your passion and your character to each person that you come in contact with.
- ▶ Benjamin Franklin had this to say about taking care of your customers back in 1749.
- ▶ “Strive to maintain a fair character in the world: That will be the best means for advancing your credit, gaining you the most flourishing trade, and enlarging your fortune”

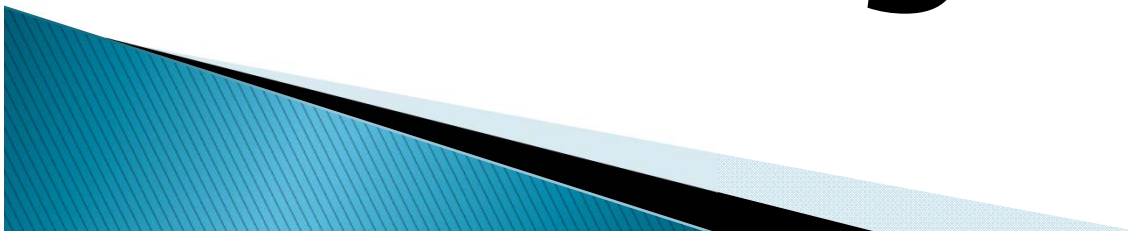


In Summary

- ▶ Remember the value of each and every customer each and every time they visit you.
- ▶ Every customer and every phone call have a future, is their future with you?
- ▶ Each Customer can bring you 10 new customers if their first impression was pleasant and sincere.
- ▶ If you go out of your way to serve your customers, your customers will go out of their way to return to you.
- ▶ Remember, customers have a choice who they do business with, give them several reasons to make you their first choice next time they need your product or service.
- ▶ Every customer, walk-in or phone call has been thru the filter of your competition. Billboards, radio, newspaper advertising, word of mouth, or a personal referral. Now that they are at your front door or on your phone, take every opportunity to serve them.
- ▶ Nobody wants your customer more than your competition.



“Serving Others
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I'm thankful to
share my words
with you today.

