

Customer Service: It's Everyone's Job

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*Hearth, Patio & Barbecue Education
Foundation*

Most successful businesses realize the importance of customer service. Over the years there has been a host of different approaches. But when you really look into them, you find that many successful businesses, writers and speakers are simply putting their own spin on very similar concepts. We will look at several of these approaches to customer service from the past 20 years. We will examine their basic principles, the similarities between them and narrow them down to practical steps you can use today. We'll also develop a list of resources for further study. Participants will learn: • How to get an edge over your competition • Simple ways to improve customer service and improve the bottom line • What Marriott, Disney and the Fish Market know that you don't.

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Customer Service...

...It's Everyone's Job

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Customer Service

“Customer Service is not a department...
...it is an attitude!”



SERVICE

SERVICE IS THE LIFELOOD OF ANY ORGANIZATION. EVERYTHING FLOWS FROM IT AND IS NOURISHED BY IT. CUSTOMER SERVICE IS NOT A DEPARTMENT...IT'S AN ATTITUDE.

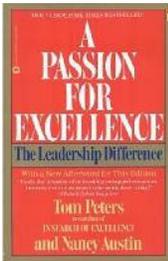
Mac Anderson
[Http://www.successories.com](http://www.successories.com)

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Resources

- “A Passion For Excellence” 1985
– Tom Peters

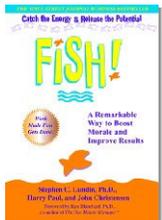



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Resources

- “Fish!” 1995
 - Stephen Lundin, Harry Paul & John Christensen

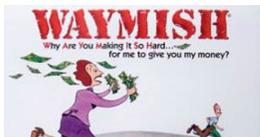
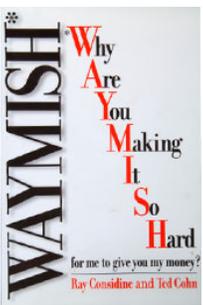



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Resources

- “WAYMISH” 1996
 - Ray Considine & Ted Cohn

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Resources

- “Be Our Guest” 2001
 - Disney Institute

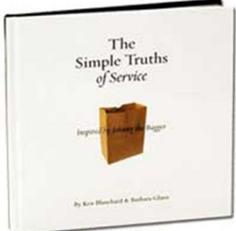


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Resources

- “The Simple Truths of Service” 2005
– Ken Blanchard & Barbara Glanz



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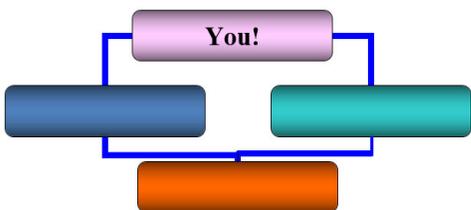
Marriott Corporation

“A business succeeds not because it is long established or because it is big, but because there are men and women in it who live it, sleep it, dream it, and build great future plans for it.”

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It Starts At The Top



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 **A Passion For Excellence**

MBWA
Management By Walking Around

- Out of your office at least 25% of the time
- Call a minimum of 3 customers every week
- Listen to your sales force
- Promises to customers are kept...period!
- Failure is not only tolerated, it is lauded.

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 **A Passion For Excellence**

Leader	Non-leader
Appeals to the best in each person	Invisible, gives orders
Good listener	Good talker
Available	Hard to reach from below
Decisive	Uses committees & consultants
Simplifies	Complicates
Tolerant of open disagreement	Intolerant of open disagreement
Know's people's names	Doesn't know people's names
Does "dog work" when necessary	Above "dog work"
Trusts people	Trusts the numbers
Delegates	Keeps all final decisions
Give credit	Takes credit
Knows when & how to fire people	Ducks unpleasant tasks
Straightforward	Manipulative
Consistent	Unpredictable
Admits own mistakes	Never makes a mistake
Mistakes are learning opportunities	Mistakes are punishable offenses

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 **A Passion For Excellence**

- Value-added features
- Listen to your customers
- "Overkill" customer service training
- State your strategic distinction in 25 words or less.
- Regularly celebrate small wins.
- Eliminate policies and practices which demean and belittle human dignity.
- Manage By Wandering Around

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“If we are going to get the prices we are charging, we must have a better variety and we must merchandise each item and make it look important and appetizing.”

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15 Foot Rule

Within 15 feet – must make eye contact
Within 5 feet – must say something

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Hire for Attitude, Train For Skills

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graph TD; You[You!]; Employees[Your Employees]; Teal[ ]; Orange[ ]; You --- Employees; You --- Teal; Employees --- Orange; Teal --- Orange;
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 **Marriott Corporation**

“Good personnel will work for a competent manager. Go to every length to find, hire, and train good employees and treat them like your family. This is the crux of your whole operation.”

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 **Hiring New Employees**

People don't care how much you know,
Until they know how much you care!

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 **Hiring New Employees**

Hire for attitude...
...Train for skills.

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Hiring New Employees

“Your presentation was geared to those who accept sales as way of life, not a way to make a living. I have personal standards of freedom that prevent me from being as excited to sell stoves as you suggest...I don't get paid enough to work any harder.”

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TRACK Time

- Recruiters
- Interviewers
- Trainers
- Mentors



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Passion For Excellence

“Quality is about Passion, Pride & People.
That's it, you gotta love what you do!”



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FISH!

Pike Place Fish Market

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Play

- Have Fun!
- Enjoy Yourself!
- Be Spontaneous
- Be Creative!

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Make Their Day

- Do something special for someone every day.
- Encourage people.
- Find ways to include them.
- Turn routine encounters into special moments.

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Be There

- Be totally focused.
- Tune in.



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Choose Your Attitude

- Accept responsibility.
- You have the power to choose your attitude.
- Life will bring opportunities.



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Be Our Guest

- Employees are on stage whenever they are in public areas.



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Be Our Guest

- Make Eye Contact and Smile!
- Greet Every Guest
- Seek Out Guest Contact
- Immediately resolve a Guest service failure.
- Display Appropriate Body Language
- Talking about personal or job-related problems in front of our Guests is unacceptable
- Thank Each and Every Guest

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WAYMISH

Teach people to:

- Smile and be cordial when dealing with customers **before** you teach them how to scan.
- Listen and acknowledge the feelings of others **before** they become product experts
- Ask questions **before** they give advice.

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Everything Speaks!

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graph TD; You[You!]; Employees[Your Employees]; Store[Your Store]; Empty[ ]; You --- Employees; You --- Store; Employees --- Empty; Store --- Empty;
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 **Be Our Guest**

“Quality service means exceeding your guests’ expectations and paying attention to detail.”



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 **Be Our Guest**

“An organization can’t send customers a believable message unless every detail of the setting supports it. An overflowing trash basket or a dead plant can undercut a message about the quality of your product or the care for your customers in a single glance. A sign with missing letters or mis-spelled words tells customers something about you. **When you are telling a story to your customers, make sure that your setting is sending messages that reinforce your story.**”

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Attention to the little things can send a big message to employees, telling them “If these details are important enough for me to be concerned about, they’re important enough for you to attend to as well.”

Customer satisfaction = Sales

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“Exteriors should be maintained as carefully as interiors. Parking lots, driveways and sidewalks should be cleaned daily, or more often if needed. Areas farthest from main buildings should receive the same attention as areas closest to main buildings.”

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Customers want a warm, attractive atmosphere. A feeling of quality and security.

- The little, personal touches you add to the look or feel of your operation makes meeting these basic needs of people more meaningful for employees and customers alike.

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 **Passion For Excellence**

- “It makes a human being happy to hear the live voice of another human being.”



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WAYMISH

“Voice mail can be dangerous to the health of your business!”



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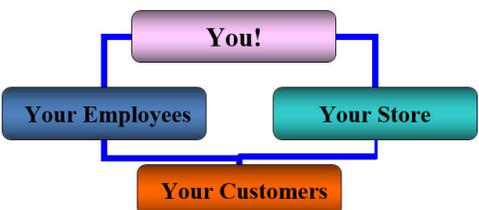
WAYMISH



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Why Are You Making It So Hard?



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TARP Worldwide

- Most with problems won't contact you
 - they doubt you'll fix it.
- It is 5 times more expensive to get a new customer than to keep the one you have.
- **95% of customers will do business with you again if you handle their complaint immediately.**

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TARP Worldwide

Facts About Happy Customers!

- 71% recall a positive experience
 - more than double the recall of a negative experience!
- 42% will buy based on positive word of mouth
 - 21% will buy more

Positive customer interaction has more impact than any amount of advertising and promotion.

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Be Our Guest

Factors Affecting Wait Time Perceptions

- Access
 - Voice mail, scheduling difficulties, restrictions
- Respect
 - Treat them with dignity
- Information Communication
 - Keep them informed

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Passion For Excellence
Handling Complaints

- Write them down
- Set performance measures for handling complaints
- Use complaints to develop new services.
- Be proactive
- Follow-up

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WAYMISH
Reduce Customer Service Problems

- Fix problems on the spot
- Teach employees C.A.L.M.
 - Cool
 - Apologize
 - Listen
 - Make It Right
- Ask the customer
- Take the long view.
- Count to 10 before saying “No”

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WAYMISH
6 Ways to Keep Customers

- No long lines for service
- One employee to assist a customer
- Top **value** for everything your store offers.
- Find out what people were going to buy.
- Ample selection of goods.
- Be the first with the most.

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 **Passion For Excellence**

- Shop your competitor
 - See what they do RIGHT! -WAYMISH
- Ask for the order
- Use selling sentences
 - What’s new
 - Every employee uses it
 - “How about fries?”
 - It changes every week

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 **WAYMISH**

- Your only excuse for being in business is to satisfy your customers.
- You don’t sell features or benefits,
 - you sell value.
- Your frontline people will not treat customers any better than you treat your frontline people.
- To satisfy an unhappy customer you must add extra value to make up for the value you promised but failed to deliver.

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 **Simple Truths of Service**

Great Service:

- Inspires stories
- Uses outside-the-box thinking
- Is a choice
- Starts with a clear vision
- Everyone must catch the vision
- Surprises people
- Begins with anyone
- Goes the extra mile
- Brings customers back!

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 **Simple Truths**

- Cab Driver
 - Hands customers a list of radio stations
- Airline Baggage Attendant
 - Returns lost luggage tags with a Thank You note
- Butcher
 - Stickers on meat packages

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 **Resources**

- “A Passion For Excellence”
 - Tom Peters
- “Fish!”
 - Stephen Lundin, Harry Paul & John Christensen
- “WAYMISH”
 - Ray Considine & Ted Cohn
- “Be Our Guest”
 - Disney Institute
- “The Simple Truths of Service”
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