One Chance:
Customer Service Excellence
What’s Your Experience?

• The worst service I ever received was….
  – Why was it the worst?
  – What did you do about it?
  – How did the person/establishment react?
  – Did you tell anyone?
What’s Your Experience?

• The best service I ever received was…
  – Why was it the best?
  – Did you tell anyone?
Put On Your “Fresh Eyes”
A Customer Service Story

Two Choices
Take It or Leave It!
Take Note

YOU
NEVER GET
A SECOND CHANCE
TO MAKE A FIRST
IMPRESSION
What’s Most Important?

• Let’s rank…vote for 1
  – Responsiveness
  – Assurance
  – Tangibles
  – Empathy
  – Reliability
What Research Tells Us

- Ranking
  - Reliability
  - Responsiveness
  - Assurance
  - Empathy
  - Tangibles
My Lesson Learned

The Real Bottom Line Is Customer Dazzlement

SWEDISH HOSPITAL MEDICAL CENTER
What’s Happening in the Pacific Northwest?

Districts Share Insights
Does your department include customer service training for all employees?
In your customer service training, which potential customers do you address?

- Students: 90.0%
- Administrators: 80.0%
- Vendors: 70.0%
- Other staff members (within the district): 50.0%
What We Know – A Pacific NW Survey

• In your customer service training, what topics do you address?

In your customer service training, what topics do you address?(Check all that apply)

- How to deal with an angry customer
- Speaking skills - how to reach out and engage customers
- Knowing boundaries for problem-solving - what can a staff member do
- How to communicate - what words/sentences work best
What We Know – A Pacific NW Survey

• What one recommendation or resource has been most effective for customer service training?
What one recommendation or resource has been most effective for customer service training?
What We Know – A Pacific NW Survey

- What tools/information do you use for customer service training?

![Bar chart showing various customer service training tools and information sources.](chart.png)
What We Know – A Pacific NW Survey

• What is your biggest challenge related to customer service training?

- Time: 77%
- Interest: 7%
- Need: 7%
- Difficulty in teaching: 9%

Time - we have many required training topics and limited training time
Interest - this is not a requested topic or topic of interest
Need - we have no issues with customer service
Difficulty in teaching - our diverse staff makes this a challenging topic
Exceptional Customer Service
Three truths of exceptional customer service

• Exceptional customer service reflects the essence of every service industry employee’s job roll
  – Job function (duties) vs. job essence (highest priority).

<table>
<thead>
<tr>
<th>Job Functions</th>
<th>Job Essence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare lunch</td>
<td>Express genuine interest in customers</td>
</tr>
<tr>
<td>Serve lunch</td>
<td>Convey authentic enthusiasm</td>
</tr>
<tr>
<td>Keep the kitchen clean</td>
<td>Pay attention to detail</td>
</tr>
<tr>
<td>Know the menu and ingredients</td>
<td>Anticipate the needs of customers</td>
</tr>
</tbody>
</table>
Job function vs. job essence

Job Function
Knowledge
What to do

Job Function
Skills
How to do it

Job Essence
Why are we doing it?
Special note

- Exceptional customer service is always voluntary
- Exceptional customer service typically costs no more than poor customer service
# Ordinary vs. extraordinary service

<table>
<thead>
<tr>
<th>Ordinary Service</th>
<th>Extraordinary Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory – job functions are required</td>
<td>Voluntary – going the extra mile</td>
</tr>
<tr>
<td>Obligation – employees are obligated to executive job functions</td>
<td>Opportunity – Employees have the opportunity to do “little things” that will leave lasting positive impressions</td>
</tr>
<tr>
<td>Achieving results – produces predictable results</td>
<td>Building relationships -</td>
</tr>
<tr>
<td>Cost – employees paid to execute job function</td>
<td>Little/no cost – taking the initiative to leave a lasting positive impression costs nothing</td>
</tr>
<tr>
<td>Indifferent – customers service that is bland, uneventful and forgettable</td>
<td>Different – unique, refreshing and memorable</td>
</tr>
<tr>
<td>Efficient – doing things quickly</td>
<td>Effective – doing things well</td>
</tr>
<tr>
<td>Transactional – process-focused</td>
<td>Experiential – people focused</td>
</tr>
</tbody>
</table>
7 simple ways to raise customer service
Express genuine interest

- Use names
- Offer personalized greetings
- Ask questions
- Anticipate needs
- Solicit feedback
- Offer personal farewells
Practice assertive hospitality
Offer Since and Specific Compliments
Share Unique knowledge

• Brings more value
Convey Authentic Enthusiasm

- Learn what your employees are passionate about
- Be compelling
Use Appropriate Humor
Deliver Service Heroics

• Treat your customers’ problems as your own
Zombie Lessons

• If employee feel valued, customers have a much better chance of feeling valued as well.

• Micromanaging employees is the fastest way to drive away zombie loyalists

• Be open to new ideas

• Enhance the lives of employees in any way possible, because happier, more well-rounded employees create zombie loyalist customers

• More responsibility equals higher employee value

• Fail often!
Zombie Lessons – Part 2

• Everyone has to do it, no matter the job
• Time is the employees most valuable resource – let them use it the way that best works for them.
• Turn the communications spigot to “open.”
• Don’t just hire employees, invest in talent.
Disney U
Keys to Customer Services
Begin at the Beginning

- Customer service keys
  - Competence
  - Knowledge
  - Pride
  - Appearance
  - Courtesy
  - Extra effort
Key #1: Competence

- Being the best you can be at your job

- You can do your job correctly and complete it in a timely manner
Competence

• I understand the responsibilities of my job and make the effort to be the best I can be
• I take personal responsibility to meet my customers’ needs
• I know where to get help if I do not know what to do or how to answer a customer’s question
Quiz! Competence

• Do you have the information you need to do your job?
  – How to operate equipment
  – What needs to be done – and in what timeframe
  – Service guidelines
  – Other
Key #2: Knowledge

• Being able to answer questions about our service and products
• Being able to resolve customer concerns
• Types of knowledge
  – Product knowledge
  – Operational knowledge
  – Sales knowledge
  – Hospitality knowledge
Knowledge

- I learn all I can about our services and products
- I know and follow procedures to do my job well
- I know how and where to get answers to customers’ questions
- I know what problems I can solve and when to ask for help from my supervisor
Quiz! Knowledge

• Do you know what’s in each food served?
  – Allergy issues
  – Religious food issues

• Do you know where to get the information?
Key #3: Pride

- The attitude you bring to a job
- Believing in the products and services you provide – and using actions that show it
- Putting aside outside problems and being positive and friendly to your customers
Pride

- I show a responsibility to meeting our customers’ needs
- I have a “can do,” helpful and positive attitude
- I show energy and enthusiasm when doing my job
- I am pleased when others compliment me on our food and service
Quiz! Pride

- Do you use the positive language of customer service?
- Do you have only “good” days?
Key #4: Appearance

- You and your work area tell people about your attitude and pride in your work.

- How you look should strengthen what you say – not detract from it.
Uniform & Personal Appearance Requirements

- **Clothing**
  - Neat, clean & unwrinkled
  - Not ripped, tattered or torn
  - Should be washable

- **Pants or skirt**
  - Black
Uniform & Personal Appearance Requirements

- **Tops**
  - White shirts
  - Black aprons

- **Socks**
  - Definitely
  - Cover ankle bone

- **Shoes**
  - Good repair – non-skid sole
  - Black
Uniform & Personal Appearance Requirements

- Hair restraint
- Jewelry & watches
- No perfume
- Nails
- Aprons
- Jacket/sweater
Appearance

- My uniform and apron are always clean and neat
- I always wear my nametag
- I have high standards of grooming and hygiene
- I keep my work area well organized and clean
- I keep public areas clean and pick up litter
Quiz! Appearance

- Are you clean?
- Are you neat?
- Are you in the correct uniform?
- Do you clean your work area as you go?
- Is the serving line kept clean, with food displayed attractively?
Key #5: Courtesy

- Being polite to others
- Showing respect
Courtesy

- I treat everyone I contact with respect – both customers and my fellow workers
- I am always polite and sincere
- I smile and make eye contact with people
- I listen before speaking
Quiz! Courtesy

- Do you use the language of customer service?
  - Please
  - Thank you

- How are your listening skills????
Key #6: Extra Effort

- Going above and beyond expectations
- Showing willingness and having the thoughtfulness to give a little extra
Extra Effort

- I treat the customer the way I would want to be treated
- I am attentive to others and try to anticipate their needs
- I am always polite with co-workers and customers
- I maintain a positive outlook, regardless of how I am feeling
Quiz! Extra Effort

• Is it important to you to do an exceptional job?

• Are you “wired” to dazzle your customers?
Other Customer Service Thoughts
Another Way to Look at Customer Service

- Use...
  - R - Responsiveness
  - A - Assurance
  - T - Tangibles
  - E - Empathy
  - R - Reliability
R = Responsiveness

- The willingness to help customers and provide prompt service
  - Eye contact?
  - Acknowledgement?
  - Speed
A = Assurance

- The knowledge & courtesy of employees & their ability to convey trust, competence & confidence
  - How’s the food?
  - Would you eat here?
  - Are you proud to serve menu items?
T = Tangibles

- The physical facilities, equipment, appearance of personnel
  - Clean?
  - Organized?
  - Working equipment
  - Neat?
E = Empathy

• The degree of caring & individualized attention given to customers
  – Acknowledging our customers’ feelings & emotional needs
  – Keeps us caring but in control, able to act professionally

• Not sympathy, which can put you on an emotional roller coaster
R = Reliability

• The ability to provide what was promised, dependably & accurately
  – On time – every time
  – Hot food hot
  – Cold food cold
  – Tasty
Other Customer Contact Skills

- Acknowledge every customer
- Set a positive tone
- “Bridge the gap”
- Recognize customer dis-stress
- Be helpful, even when you have to say “no”
Acknowledge the Customer

- Facial and eye contact greeting – with a smile!
- Verbal greeting – by name
- Speak slowly
Setting a Positive Tone

• Eye contact
• Warm, open voice tone
• No distractive behaviors
• Find a way to help
“Bridging the Gap”

• If you’re busy with another customer or task, acknowledge verbally and/or non-verbally to show respect
  – “I’ll be with you in a minute”
  – “Excuse me – I’ll be right with you”
More Key Concepts

• Little things mean a lot
  – Moments of truth = moments of triumph

• Complaining customers are a golden asset
  – A complaining customer is a hopeful customer
  – Terrific problem solving is a memorable event
• Customer service is…whatever the customer says it is
• Little things make a big difference
• “Moments of truth”
Books

• Delight Your Customers…7 Simple Ways to Raise Your customer Service from Ordinary to Extraordinary. Steve Curtin ©2013. American Management Corporation

• Zombie Loyalists: Using Great Service to Create Rabid Fans. Peter Shankman. ©2015. St. Martin’s Press LLC.

# Customer Service (4130)

Empower school nutrition staff to provide excellent customer service.

<table>
<thead>
<tr>
<th>Title</th>
<th>Developer</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Together: The TIME We Spend at Work</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Team Dynamics: Being an Effective Team Member</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Supervisors: On Being An Effective Supervisor</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Stress: Keeping People &amp; Pressure From Getting the Best of You</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Personal Dynamics: Shine like a S.T.A.R.</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Responsibility: If It Is To Be, It Is Up To Me</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Customers: Customer Service 101</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Conflict: Before it Gets out of Hand</td>
<td>People &amp; Solutions, Inc.</td>
<td>Print Materials</td>
</tr>
<tr>
<td>Attitudes: Exploring Attitudes</td>
<td>People &amp; Solutions, Inc.</td>
<td>Training materials</td>
</tr>
<tr>
<td>The Certificate in Excellence in School Nutrition Program: NUTR 617 Food Service Systems In Child Nutrition Programs</td>
<td>The John C. Stalker Institute of Food and Nutrition at Framingham State University.</td>
<td>Online training, Other, Face-to-Face Training</td>
</tr>
</tbody>
</table>
In Conclusion…
Treat others as you want to be treated.

The Golden Rule: Treat others the way you want to be treated.
• Owner: An Apple a Day, LLC
PROFESSIONAL STANDARDS CODE

- This session provides one (1) CEU
  - **Key Area:** Communications & Marketing – 4000
  - **Key Topic:** Customer Service

Using your #SocialMedia Savvy to take the 2017 #SchoolBreakfast Challenge