

SERVICE
IS A PIECE OF
C.A.K.E.

May 8, 2012

CWBTA

“It’s a Piece of Cake!”

- ❖ Something that can be done easily and pleasurablely
- ❖ Something is very simple for someone to do

Service Counts!



Why Customers Leave

- 3% move away
- 5% develop other friendships
- 9% competitive reasons
- 14% dissatisfied with product
- 68% poor service

Source: TARP, Washington DC

A slice of a multi-layered cake is shown on a white plate. The cake has several distinct layers: a top layer of white frosting, a layer of dark chocolate shavings, a layer of white frosting, a layer of light-colored frosting, a layer of pink frosting, a layer of dark chocolate shavings, and a bottom layer of light-colored frosting. The words "Communication", "Attitude", "Knowledge", and "Excellence" are written in red, bold, sans-serif font across the different layers of the cake. To the right of the cake, there are several white, round, decorative elements that look like frosting flowers or candies. The background is a soft, light-colored gradient.

Communication

Attitude

Knowledge

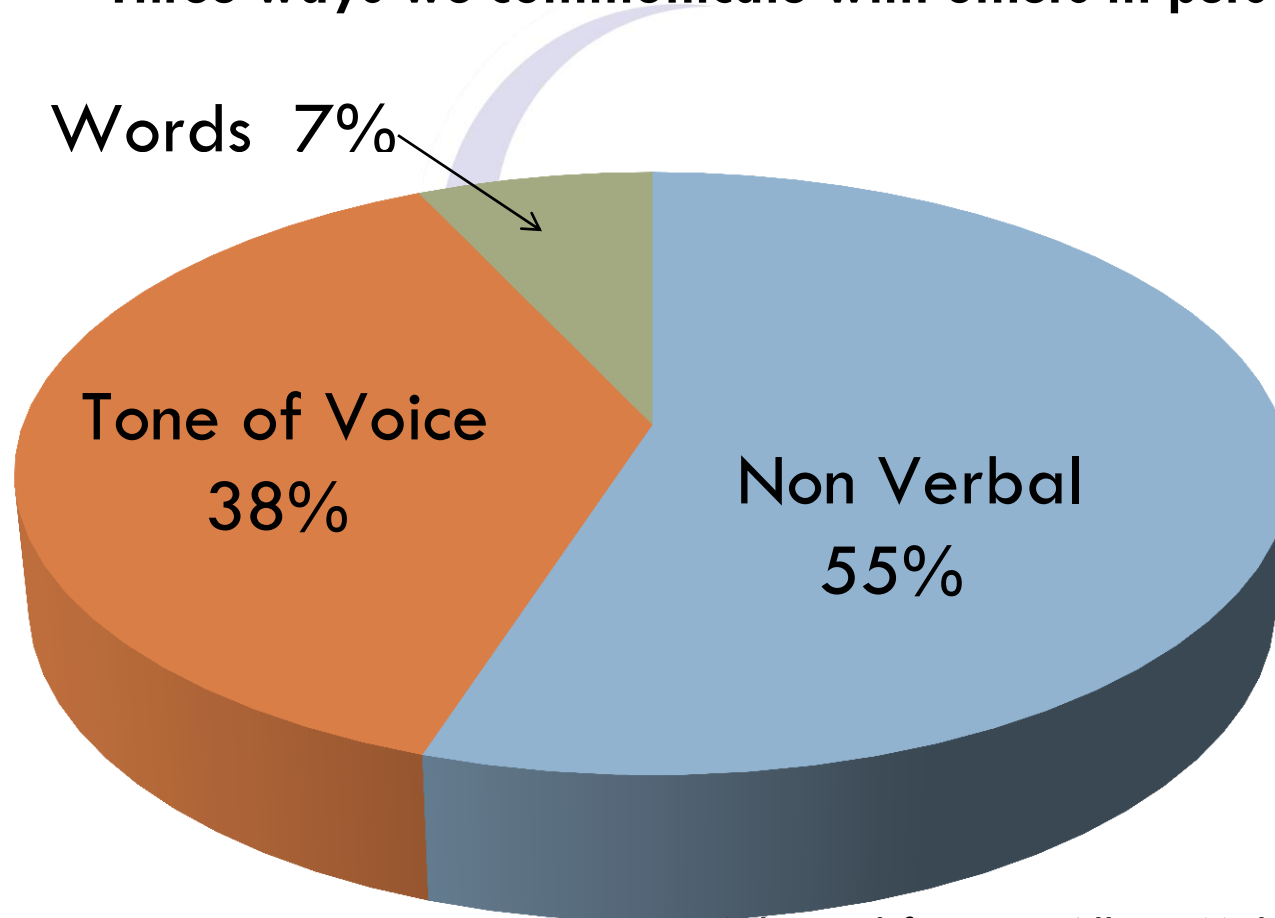
Excellence

Communication



What are you really saying?

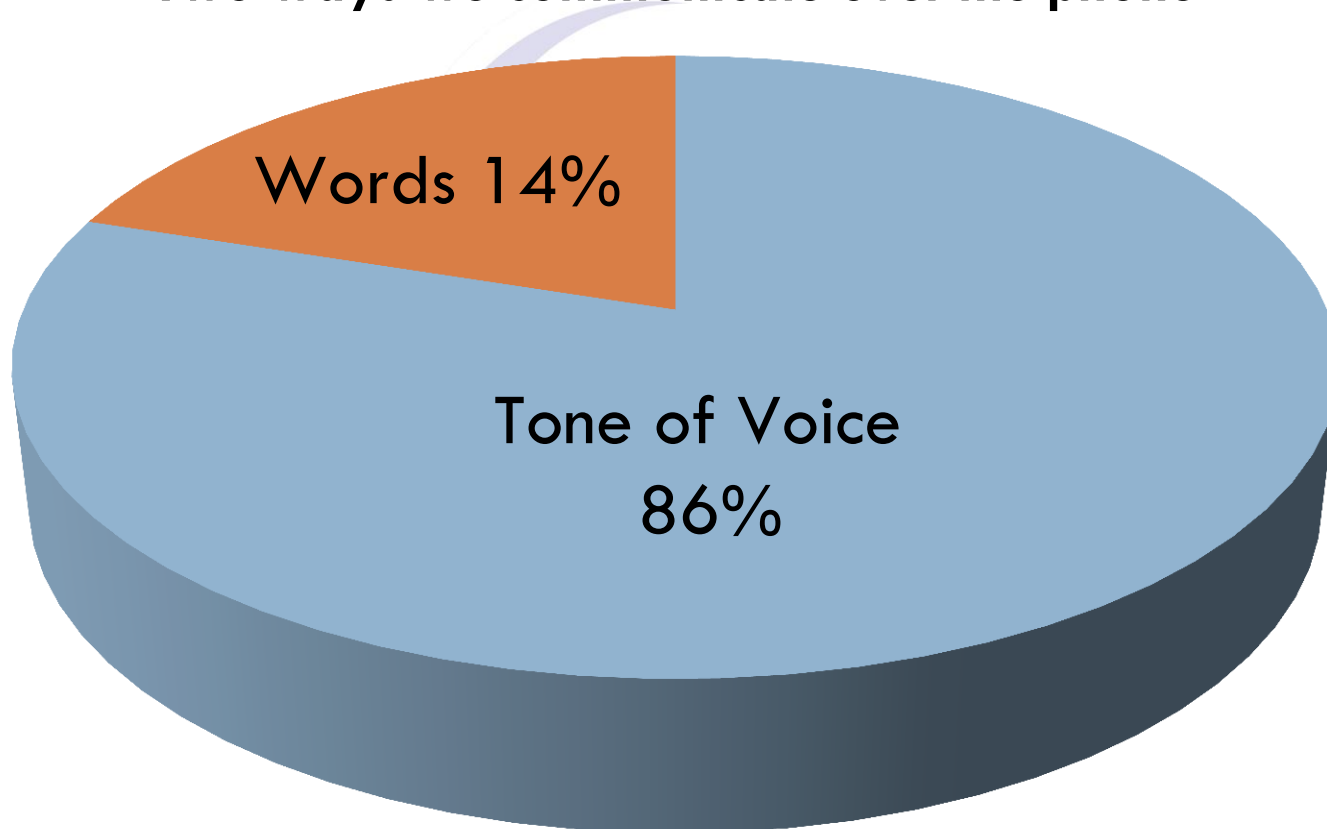
Three ways we communicate with others in person



Adapted from Dr. Albert Mehrabian's Research

What are you really saying?

Two ways we communicate over the phone



Adapted from Dr. Albert Mehrabian's Research

How We Communicate



Customer Service Language

Good Morning!

Please

Thank You

My pleasure

I Can or I will

How may I help you?

You're right

May I

Would you mind...

I apologize for...

I appreciate your help

How we say it – 38%

- Tone
- Inflection
- Articulation
- Rate
- Volume

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Customer Touch Points

A touch point is defined as all the communication, human and physical interactions your customers experience during their relationship cycle.

Servi Counts!



What's Your Style?

- ❖ Each flipchart has descriptions of a specific STYLE
- ❖ Review all of the STYLE descriptions
- ❖ Determine the flipchart with the characteristics that best match your STYLE at work

DiSC Model Style Descriptors

Dominance

Active, Fast Paced, Assertive, No-nonsense Attitude, Action-oriented , Straight forward (even blunt) speech, Impatience with small talk, Quick decisive actions.

Influence

Upbeat & enthusiastic, Positive & accepting, Friendly, Reliance on intuition/gut instinct, People-Focused, Fun-loving, Fast action oriented

Conscientiousness

Questioning, Relies on logic, Skeptical even stoic (sometimes) demeanor, Slow-methodical, Avoids emotion, Discomfort with small talk/personal questions, Cautious decision-maker.

Steadiness

Agreeable & welcoming manner, Soft speech, Calm-careful-moderate pace, Attentive-patient-listening, Thoughtful , Accommodating, Reluctance to commit quickly.

One Size Fits All

Everyone expects the same thing when it comes to Customer Service.

True or False?

Service Counts!



Recognize a 'D' Personality

- Tend to be active, extroverted, and in a rush
- Speak loudly, interrupt others, get to the point
- Like to take charge
- Can be aggressive, blunt, impatient

Service Counts!

How to Serve a 'D' Personality

- Be clear, specific, and to the point
- Be prepared, don't waste their time
- Involve them in the process
- Use a confident no-nonsense approach
- Show a desire to help them get immediate results

Service Counts!

What NOT to do with a 'D' Personality

- Casual chitchat
- Approach them casually
- Waste their time
- Tell them what to do
- Expect them to pick up on your feelings or unspoken agenda
- Be indecisive

Recognize a “i” Personality

- Tend to be extroverted, friendly, and charming
- Speak with animation (use gestures and facial expressions)
- Tell stories and laugh
- Like to make gatherings into social events
- Enjoy working with people

Service Counts!

How to SERVE an “i” Personality

- Be friendly
- Start conversation in a personable way before getting down to business
- Use an upbeat and lively approach
- Be open to discussing personal information
- Show empathy for their emotions
- Demonstrate how your product/service helps other people

What NOT to do to an 'i' Personality

- Bore them with details
- Freeze them out or exclude them
- Ignore their ideas
- Come across as cold or detached
- Provide too many details

Service Counts!

Recognize an “S” Personality

- Tend to be quiet, indirect, and casual
- Don't show their emotions
- Speak slowly and in a relaxed pace
- Good listeners

Service Counts!

How to SERVE a “S” Personality

- Use a casual and low pressure approach
- Start conversation in a personable way
- Show warmth and sincerity
- Present information in a step-by-step manner
- Allow them space and time to process information
- Provide reassurance

Service Counts!

What NOT to do to an “S” Personality

- Pop changes on them
- Make them feel personally attacked
- Be pushy
- Question their loyalty
- Expect them to cope well with conflict

Service Counts!

Recognize a “C” Personality

- Tend to be quiet, indirect and formal
- Appear cautious
- Speak slowly and matter-of-factly
- Try to avoid making mistakes
- Very neat and tidy

Service Counts!

How to SERVE a “C” Personality

- Use an objective approach
- Go through details
- Have evidence to back up your claims
- Respect their personal limits
- Use logic to connect your solutions to their problems
- Give them a chance to show their knowledge

Service Counts!

What NOT to do to a “C” Personality

- Spend time on their feelings or ask personal questions
- Pressure
- Appeal to them Emotionally
- Overly enthusiastic presentations

Service Counts!

Attitude



What Determines Effective Communication?



Your Ability to Listen	30%
Your Ability to Respond	20%
YOUR ATTITUDE	50%

What Determines Effective Customer Service?

Your Ability to Listen 30%

Your Ability to Respond 20%

YOUR ATTITUDE 50%

Service Counts!

Attitude

How you *think* about
the customer is how you
will *treat* them.

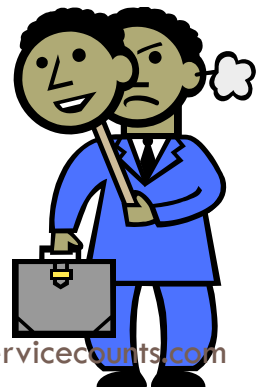
Service Counts!



Emotional Position

“I can’t help the way I feel, but I can help how I think and act.”

Service Counts!



Knowledge



What Do You Need to Know?

Service Provider

Know your Organization

Know your Role & Expectations

Know your Product(s) and Service(s)

Know your Customer

Know your Competition

Service Counts!

Excellence



Excellence



“Excellence is doing ordinary things extraordinarily well.”


John. W. Gardner

Service Counts!

Excellence

Definition: The state, quality, or condition of excelling; superiority. An outstanding feature or quality.

- ❖ Hire excellent employees
- ❖ Provide excellent training
- ❖ Create an excellent work environment
- ❖ Develop excellent relationships
- ❖ Adhere to excellent standards
- ❖ Adopt excellent policy and procedures
- ❖ Exhibit excellent behavior

A black and white portrait of Walt Disney, showing him from the chest up. He is wearing a suit jacket, a white shirt, and a dark tie. He has a mustache and is looking slightly to the right of the camera with a gentle smile. The background is dark and out of focus.

"Do what you do so well that they will want to see it again and bring their friends."

Walt Disney

Iconic American businessman

Service Culture



Which Culture?



Thank You!



Service Counts!

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Service Counts! in **every** business, for **every** customer, at **every** interaction.