



service
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Service Quality Institute

The Global Leader in Customer Service

EXCEPTIONAL SERVICE

This book belongs to: _____

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Chapter One:

Delivering Exceptional Service

Welcome to Exceptional Service. Our mission is to provide the best possible customer service — the best of any team in our organization, and better than any of our competitors. And we will meet that goal through you — a valued member of our company team.

Providing exceptional service to our customers is the focus of this learning session. Exceptional service doesn't have a price tag. Instead, it pays off in satisfied customers, improved attitudes, a better working environment, and teamwork. Customers receive service at a quality level they've long since forgotten — quality that's too often lacking in today's hurry-up world.

You receive professional and personal skills that will benefit you for a lifetime. Professionalism is being good at your job and knowing why. It means being able to critique your performance and look for ways to improve it. It means knowing what exceptional service is and being committed to delivering it. By taking a good look at yourself, by being receptive to a new point of view, and by continually learning and growing, you'll end up a winner.



If we are to succeed in delivering exceptional service, we need your commitment to deliver the best service possible and to being the best you can be. You know your customers better than anyone else. You will make the difference between customers viewing their time with us as a chore or as a welcome pleasure.

Chapter Two:

Customer Expectations

Each customer you deal with has different service needs. One customer may need prompt and efficient service. Another may need recognition or assistance. Whatever their needs, they expect to deal with individuals who have positive attitudes and who treat them with courtesy and respect.

Your customers may have different personalities, come from different parts of town, or belong to different socio-economic groups. Regardless of their background, they want to be treated fairly and equally. Recognize customers by name whenever possible. Greet them with a smile and make eye contact. Acknowledge customers who are waiting in line. To meet customer expectations, treat others as you would like to be treated.

No one enjoys dealing with an individual who is impolite or indifferent. Customers are the reason for your job, not an interruption of your job responsibilities. Being honestly concerned about the quality of service your customers receive makes them feel comfortable. Sincere motivation shows customers that they are valued. You make people feel good when you help them, and you feel good when you help others.

Meeting customer expectations also includes thinking positively about the job you do. Make the effort to perform your work with quality. By continuing to learn and improving your performance, you gain experience and personal growth. The knowledge you gather benefits you in all areas of your life.

Set high standards of exceptional service for yourself. You will find that everyone you deal with will value your abilities. In turn, you will satisfy the expectations and needs of your customers.

Points to Remember: _____

- Treat others as you would like to be treated.
- Maintain a positive attitude.
- Deliver service with sincere motivation.
- Be courteous and respectful.
- Perform your job with quality.

E xercise Two

Question 1: In what ways are our customers like guests to our organization?

Question 2: What does quality performance on the job mean to you?

Question 3: What happens when you fail to perform your job properly?

Question 4: What can we do to improve the quality of service you provide?

Chapter Eight:

Service Recovery

When your goal is exceptional service for optimum customer satisfaction, an unhappy customer is like a red beacon flashing this warning sign: Stop...something's gone wrong...you've got a customer service problem!

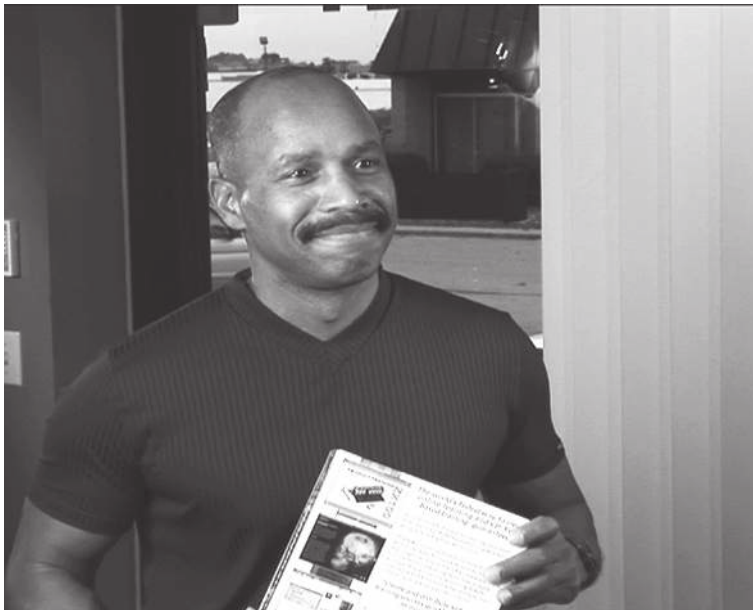
Service Recovery — Making things right when they go wrong.

Recovery is a part of an overall orientation toward identifying and responding to customer needs and expectations.

Service recovery means not accepting that “you can’t please everybody.” On the contrary, dedication to service recovery insists that every employee do everything possible to please every customer every time. Sounds like a tall order, but it can be done.

Even in those times when one’s best intentions fall short of the customers’ hopes, recovery is your opportunity to turn angry, frustrated customers into loyal ones.





Points to Remember

- Search for the cause of the problem.
- Explain the situation to the customer.
- Apologize for the problem and the customer's inconvenience.
- Take action to restore the customer's goodwill.
- Learn the boundaries of your authority when dealing with unhappy customers.

E xercise Eight

Question 1: Why is it important for the employee in contact with the customer to act in service recovery?

Question 2: Why should you apologize even if you were not at fault?

Question 3: What are some techniques you can use to be prepared for recovery situations?

Question 4: What specific things can you offer in a service recovery situation that would be valuable to your customers?

Question 5: Why are customers more likely to be loyal to a company after a problem is resolved satisfactorily?

Chapter 9:

Speed

Speed means do it fast and do it now. Speed tells a customer that their satisfaction is your primary goal. Speed makes exceptional service work, and speed makes service recovery even more powerful. Your window of opportunity with a customer can close as quickly as it opens and the limited amount of time you have with your customers can shape their entire outlook of you and your company for years to come. Speed should always be part of providing exceptional service.

Under-Promise and Over-Deliver to Exceed Customer Expectations

How can you get the job done five times faster than anyone else? Whether it is shipping product the same day, taking orders quickly, completing a report within 24 hours, responding to emails within five minutes, or even answering the phone on the first ring, customers notice speed. Speed saves your customers' time and it saves your time.

A customer does not want to wait. They do not want to sit on hold, or come back tomorrow, or stand in long lines. Your customers want exceptional service and they want it now.



Speed becomes even more important when using service recovery techniques. When working to solve customer problems that window of opportunity to bring a customer back from the brink of defection shrinks even more. Speed can mean the difference between keeping that customer's loyal business and watching them walk out the door.

Speed does not mean mania. Speed means urgency. Use a clear head when employing speed to deliver exceptional service. You already know what to do. Remember all of the other elements of exceptional service and do not wait to get started. Do it fast and do it now, but stay in charge of the situation. Speed means doing it quickly without losing control.

Points to Remember

- Do it now and do it fast.
- Under-promise and Over-deliver.
- Customers notice speed.
- Speed makes exceptional service work.
- Speed is essential to service recovery.
- Urgency without mania.



E Exercise Nine

Question 1: List four examples of something your organization does that could be done faster and that your customers would notice.

Question 2: What elements of the above examples can you have a direct impact on?

Question 3: In the above examples what benefit does speed have to the customer? To you? To the entire organization?

Question 4: Why is speed so important when using service recovery?

Question 5: Why is staying in control and maintaining a level-head an essential element to utilizing speed when providing exceptional service?

Chapter 10:

And In Conclusion

The exceptional service skills you have learned and applied in this learning session are a professional accomplishment. Be proud of yourself and your contribution to our company's team. Your participation is proof of your dedication and commitment to high-quality customer service. You have earned the right to claim you know how to treat others as you would like to be treated.

Continue to improve and perfect your exceptional service skills. With time and practice, your skills grow and add to the quality of your personal life. Happiness, confidence, and satisfaction are all benefits of becoming the best you can be. What's good for our company is good for you, too.

Use this workbook as a guide and reference tool. Refer to it from time to time to refresh your skills. Congratulations, good luck, and may your days be filled with exceptional satisfaction.



Points to Remember

- Learning new service skills is an accomplishment.
- Take pride in your contribution to our company.
- Continue to improve your skills.
- Become the best you can be.

E xercise Ten

Question 1: List three examples of something you learned as a result of this training program.

Question 2: What areas do you think you need to improve upon?

Question 3: What value did this program have for you?

Question 4: How would you like your customers to describe you?
