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Creating Amazing Customer Service



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What Was Your Worst Customer Service Experience?



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How do we make
sure your
experience
doesn't make
that list?



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Customer Service Assessment



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Be Fully Present

- Use eye contact
- Put down your phone
- Stop trying to multi-task



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Be Fully Present

What do you do to encourage/ensure that your employees are fully present when dealing with customers?



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Be Fully Present

“Great Customer Service is simply a reflection of how you feel personally about your job, your relationships, your life, etc.”



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Build Relationships of Trust

- Show Genuine Interest
- Smile
- Remember Names
- Be a Good Listener
- Share in their Interest
- Make them feel IMPORTANT



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Build Relationships of Trust



How do you build trust in a limited amount of time?



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Understand the Customer's Needs

- Ask questions
- Be open
- Seek first to understand before trying to be understood



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Understand the Customer's Needs

20 Questions

“What really bothers
you in Customer
Service?”



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Provide a Solution

- Product knowledge
- Believe in what you sell
- Understand your unique selling proposition



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Provide a Solution

”Know Your Product”



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Create Value

What's the balance between your offering and the customer's wants?



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Resolve Concerns

- Don't argue with customers
- Know how to deal with concerns (company policies/standards)
- Never criticize
- If you can make it happen, then make it happen



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Resolve Concerns

How do you deal with tough customers in your business?



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Fulfill Your Part of the Agreement

- What is the Customer expectation?
- Don't over promise
- Don't under promise
- Think beyond this interaction, focus on the long-term



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Fulfill Your Part of the Agreement

What type of customer experience do you want your customer to have?



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Thank You!

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