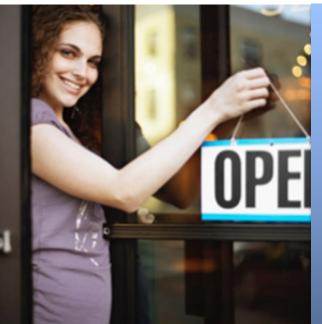
Ryan Murray, MBA



Creating Amazing
Customer
Service









What Was Your **Worst Customer** Service Experience?







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







Customer Service Assessment





Be Fully Present

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





Be Fully Present

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









Be Fully Present

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







Build Relationships of Trust

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





Build Relationships of Trust



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





Understand the Customer's Needs

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





Understand the Customer's Needs

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Understand the Customer's Needs

20 Questions "What really bothers you in Customer Service?"





Provide a Solution

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





Provide a Solution

"Know Your Product"







Create Value

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



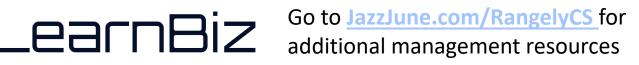




Resolve Concerns

- 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







Resolve Concerns

How do you deal with tough customers in

your business?







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





Fulfill Your Part of the Agreement

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









Thank You!

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