

Awesome Customer Service¹



1. **Prepare** - Write a plan, train and empower employees.
2. **Respond & Mitigate** - Understand it is a long term relationship, not just about the issue at hand. Fix things. Respond on social media.
3. **Recover** - Have a plan for potential customer service fails. Designate who is in charge. Communicate.
4. **Improve Practices** - Update the plan. Prepare for next time. Anticipate future customer service issues.

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More information and handouts available at - go.osu.edu/awesomeness



Touchpoints

What happened?

What was the customer impression?



Analyze Your Stereotype

Stereotype of Operation

Customer Impressions

Stereotype of Operators

Customer Impressions



Analyze: Negative Experience

Service Provider	How You Were Treated	How You Felt

Analyze: Positive Experience

Service Provider	How You Were Treated	How You Felt

Notes for My Business



Goals/Tasks for me and my staff