

# Awesome Customer Service<sup>1</sup>



1. **Prepare** - Write a plan, select, train, and reward 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.

<sup>1</sup> Rob Leeds and Eric Barrett, Ohio State University Extension  
More information and handouts available at - [go.osu.edu/awesomeness](http://go.osu.edu/awesomeness)

# What are the 4 values of your farm?

A one word value	Definitions/phrases to explain to team



# Define Your Farm Culture

Farm Culture	Employee Behavior	Customer Experience



# Analyze Your Experiences

Service Provider	How You Were Treated	How You Felt



# Employee Selection

Desired Behaviors

Desired Skills



# Analyze Your Stereotype

Stereotype of Operation

Customer Impressions

Stereotype of Operators

Customer Impressions



# Your Customer Touchpoints

What happened?

What was the customer impression?



# Employee Empowerment

Your employees will treat your customers no better than you treat them.

Employee Touchpoints

Customer Impact





# Service Recovery: Preserve the relationship, not just resolve the issue

Activity Listen	Respond with Empathy	Employee Empowerment
What is the issue and are there other issue?	Explain the Reason or find offsetting compensation	What can the your Employee offer?

# Improve Practices

Issue/Challenge	How customer was treated	How you can improve timeliness?	How can you improve customer relationship?



# Goals/Tasks for me and my staff



# Notes for My Farm

