Awesome Customer Service

Objective: Develop and integrate a customer service plan that creates connections with your customers.

Literature Review

What is your purpose? Mission/Slogan
Can you communicate this?
Does your image match your brand?

Customer service is an economic asset – the expression of your brand

Four keys of customer service
Courteousness – VIP, Efficiency –, Safety –
Show – Seamless performance

Touch points (vs customer interaction) – sidewalks, landscaping, pavement changes to fit brand – these are all customer service. Where are your initial touch points for your customers?

Employees are never out of character (in front of customers). Off Stage/On Stage

Keep moving the bell curve right

"The extent to which you care about your employees is the extent to which they care about your customers."

Training: Beyond developing plan, it is really about training everyone to adhere to the plan.

Policies – Why do we have policies? (explain the why so they will not skirt the rule)

If you let the little things slide, customer service declines rapidly.

Example: Trampoline incident in CANADA

Empowering employees – Let them be the hero (they solve the issue)

Make a decision and go with it

Managers must be consistent, that way employees know how to be a hero

Speeds up the development of happy customers

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Make customers feel welcome (they always have the choice of another farm)

Greet or acknowledge each customer if possible (Subway does this well)

Be enthusiastic and positive

Use body language that indicates you are friendly and approachable

Be relaxed, make eye contact and look interested

Smile, no one likes a grump

Employee appearance and training

Make sure everyone is dressed and groomed appropriately

Identify all employees – Dress, Nametags

All are trained in customer service expectations (See above)

Don't make up an answer

Respond "I'll find out for you"

Continue to improve employee relations

Reward and encourage employee contributions

Owner should be an expert on your business and industry

Don't complain about your day or company to a customer

What time you came into work

When your break will start

Treat customers with respect and be considerate of their time

The customer in front of you is more important than the one on the phone

Listen to customer

Acknowledge customer remarks

Evaluations, surveys or anecdotal

Provide customer with a quality product

Exceed customer expectation

Be remarkable for the right reasons

Make a good parting impression (Customers matter even after the purchase)

Ask if there is anything else you can do for them

Example: bringing their "shopping wagon" back from the parking area

Handle any complaints

Thank them for coming and invite them to come again

Notes for changes:

Mirror people's words. It sounds counterintuitive, because repeating other people's words back to them makes it seem as though you are not actually listening. But studies have shown how many times I've seen people's eyes light up when you repeat their words back to them, as in: "This app is going to revolutionize the way people order local chickens from the farm," to which you would say, "This is going to revolutionize... from the farm? How?" to which the person would reply, "Yes! So glad you asked...." You've made an instant friend.

Ask questions. How many conversations have you been in where someone says something completely nonsensical and you just nod and go along? It's not that you don't care, it's just that you're not sure how to respond. The best way to do it is to actually interact with them, so it's not them talking without you. Next time, make a point to stop the conversation and ask about the point of the confusion. It will not only create a more dynamic connection, it will also signal to the person that you're actually listening to what they're saying.

Stop looking around the room. One of the things I love about live television interviews is the intensity of it--two people staring intently at each other, sometimes tensely. The problem is, in real life, nobody talks to each other that way. Most of us are half engaged in our conversations, thinking about what we want to eat, our dinner plans, or the work on our desk. At cocktail parties, many of us are half engaged in our conversations, looking around the room physically or looking around the room in our brain. To which I say, stop. Stop looking around the room physically or looking around the room in your brain. Five minutes spent fully engaging with one person as if he or she is the only thing in the room at the moment is worth 10 times more than 15 minutes half-heartedly tittering on about the dullest subjects.

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What is Customer Service?

...is the brand in action.

There are four steps to providing excellent, awesome customer service:

1. Prepare
2. Respond & Mitigate
3. Recover
4. Improve Practices

Activities to print
Presentation slides

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"Come in WE'RE AWESOME"

www.google.com/awesomeness

1 2 3 4
Before You Can Serve Your Customer, You Need to Know Your Customer

The 3 Reasons Customers Shop

- Price
- Convenience
- Experience

Major Focus?
The 3 Reasons Customers Shop

- Convenience

The Reasons People Buy

- 19% Brand
- 19% Product
- 9% Price
- 53% Experience

Why Do Businesses Lose Customers?

- 1% Died
- 3% Moved Away
- 4% Natural Float
- 5% Friends Recommendation
- 9% Price
- 10% Complainers
- 68% Expectations Not Met

Meet Customer Service Expectations of Customers!

“A Company that Intentionally uses its services as the stage and its produce as the props to engage individual customers in a way to create a memorable experience”

- Experience

Push back!
Do You Deliver Great Customer Service?

- 80% of Businesses say “Yes”
- 8% of Customers say they receive Great Customer Service.

Major economic value of your business!

Customer Service Starts With Your Story

What are four values in your Farm?

1.
2.
3.
4.

Ex: Disney’s Four Keys to Operations

- Courtesy – VIP
- Efficiency
- Safety
- Show – Seamless Performance
What are four values in your Farm?

1. 
2. 
3. 
4. 

What is your Story?

• People don’t buy what you do, they buy why you do it

Simon Sinek

Tell Your Story

Do you know why you do what you do?

What Do Your Customers Think Of Your Story?

• Do your story resonate with your target customer?
• How can you make your story part of your customers story?
• How do customers feel about your service?
What is Your Story?

Note: Employees is anyone that helps you with your farm business

**Ideas**

Put Yourself in Your Customers’ Shoes!

A New Paradigm for Customer Service
What is Customer Service?

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Awesome Customer Service

Example: Hiring........Start with Why
“If you hire people just because they can do a job, they'll work for money. But if you hire people who believe what you believe, they will work for you with blood and sweat and tears”

Simon Sinek
Behaviors are Important!

Free help is great, but are they giving good customer service?

Free help is not always free...prepare to train them!

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<th>CFAES</th>
<th>I care about what I do!</th>
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| CFAES |

What do customers think of you? What do employees think of you?

| CFAES |

Does he emulate his brand?

2/15/2020
Spontaneous vs Scripted
It is never good enough

Customer Service is Scripted!

- Spontaneous is not a plan
- Spontaneity is knowing how to respond, and doing so in a **scripted manner**
  - But, it looks spontaneous!
  - It feels natural

Example:
Step 1 – Greeting
Step 2 – Don’t use yes/no
Step 3 – Product info
Step 4 - Thankfulness
Touchpoints

Non-Verbal customer Interaction

- Signage
- Cleanliness
- Web Presence
- Social Media
- Packaging
- Dress
- Booth/Tent set-up

- Sidewalks
- Landscape
- Pavement / Stone
- Split rail / White picket
- Cleanliness
- Trash Cans
- Friendliness / Smile
Touchpoint: Signage (good signage)

Ice Cream Sammiches.
Loved by many.
Feared by the National Ice Cream Cone Coalition.

Can you explain what you do? Can employees? Are you anticipating questions?

The Interactions Set the Tone!

Empowerment: Let them shine!
Empower Your Employees

- Give your employees the power to be Day Makers
- Identify those employees you have who can be day makers and put them in the proper place.

Empowering Employees

- Make a decision and go with it
- Quicker decisions, happier customers
  - Abundance of product
  - Line too long
- Bottom Line – ‘Consistent Managers’

Who fixes most problems?

Training: Adhering to the plan

- Policies – Why do we have them?
  - Explain them so they will not skirt the rules
- Yes, the little things matter
  - Turn the frown upside down, quickly
- Yes, the big things matter
  - Safety – Canadian trampoline incident
"The Limelight" – Always On!

- Ready to go!
- Where is the line?

Case Study: Positive Experience
Case Study: Lowest common denominator

Customer Communication?
- 96% Unhappy Customers Never Complain
- 91% Will never come back
- 54%-70% Will Come back if......
- 97% if resolved quickly

CFAES
**Ideas**

Who is good at being bad? What can you learn from this?

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**Ideas**

How Can You Improve?

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**Ideas**

How can you create awesome customer service?

If you don’t do it in 72 hours, it won’t get done...

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go.osu.edu/awesomeness

Activities to print
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