Awesome Customer Service

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What about this morning was less than awesome?

Customer gossip…

Purpose
What is your purpose?

• Brand = Customer Service
  • Public Image
  • Place Image
  • People

Major economic value of your business!

Does your image match your purpose?

Does he emulate his brand?

I care about what I do!

Yes, I’m granola and proud of it!
What do customers think of you?
What do employees think of you?

What are four values in your operation?
1.
2.
3.
4.

Four Keys to Customer Service
• Courtesy – VIP
• Efficiency
• Safety
• Show – Seamless Performance
Customer service is part of every decision you make.

Spontaneous v 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

**Step 1**
**Step 2**
**Step 3**
**Step 4**

Always Scripted, Always Improving

- Position Descriptions (Pumpkin Princess)
- Trash Can Positions (27 steps)
- Smiles (Energetic)

Touchpoints
Where is your first touchpoint?
• On farm?
• Off farm?

Non-Verbal customer Interaction

• Sidewalks
• Landscape
• Pavement / Stone
• Split rail / White picket
• Cleanliness
• Trash Cans
• Friendliness / Smile

Touchpoint: Always ‘on’

Touchpoint: Smiling
Touchpoint: Always something to do!

- Emotional Connections
- Comfort
- Thinking about the customer

Example: Disney

- Fast Pass Lines
- Lines

Touchpoint: Signage (good signage)

What makes it ‘you?’

- Fits brand
- Keeps people looking
- Slows the down
Knowing What To Do

- If your setting is positive, employees are much better at customer service
- Purpose trumps task
  - Dropped ice cream off cone
  - Lost glasses in maze
  - Child cries, does not want to ride

Empowerment: Let them shine!

It's not my fault, but it is my opportunity to provide great service.
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?
The extent to which you care about your employees is the extent to which they care about your customers.

Empowering Employees
- Make a decision and go with it
- Quicker decisions, happier customers
  - Too short for ride?
  - Line too long?
- Bottom Line – ‘Consistent Managers’

Who fixes most problems?

Case Study: Positive Experience
Who is good about being great? What can you learn from them?

Case Study: Lowest common denominator
<table>
<thead>
<tr>
<th>Who is good at being bad? What can you learn from this?</th>
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<p>| CFAES \n---|---|---|---|---|</p>
<table>
<thead>
<tr>
<th>Analyze: Negative Experience</th>
<th>Service Issue</th>
<th>How You Were Treated</th>
<th>Other VAM/PUE</th>
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| CFAES \n---|---|---|
| Goals/Tasks for me and my staff |
| --- | --- | --- |

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| CFAES \n---|---|---|
| How can you create awesome customer service? |
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