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

The 3 Reasons Customers Shop

- Price
- Convenience
- Experience
Do You Deliver Great Customer Service?

1. 80% of Businesses say “Yes”
2. 8% of Customers say they receive Great Customer Service.

What is your Story?

1. People don’t buy what you do, they buy why you do it
2. Simon Sinek

Do you know why you do what you do?

Ex: Disney’s Four Keys to Operations

1. Courtesy – VIP
2. Efficiency
3. Safety
4. Show – Seamless Performance
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

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

Purpose

I care about what I do!
Does he emulate his brand?

Spontaneous v Scripted
It is never good enough

Process
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

Touchpoints

**Touchpoint: Always ‘on’**

**Touchpoint: Smiling**

**Touchpoint: Signage (good signage)**
What touchpoints do you need a plan/script for?

- Answering phone or phone message.
- Dealing with lines.
- Social media responses.
- Dealing with a negative event
- Script your story (employees get asked about farming operation)
- Sidewalks
- Landscape
- Pavement / Stone
- Split rail / White picket
- Cleanliness
- Trash Cans
- Friendliness / Smile

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.

Empowerment: Let them shine!

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
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?

go.osu.edu/awesomeness

Activities to print
Presentation slides
barrett.90@osu.edu, leeds.2@osu.edu & Welch.183@osu.edu