Awesome Customer Service

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

INTRO ACTIVITY – Spell their names wrong
Gift under seat
4oz coffee cups instead of regular ones
20oz for when they complain

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

- Courtesy – 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

Training slides

go.osu.edu/awesomeness

Activities to print Presentation slides
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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
3. Recover
4. Improve Practices

Mirror people's words. It sounds counterintuitive, because repeating other people's words back to them makes it seem as though you're not listening. But the truth is, most people don't repeat themselves. They look for the take-away. If you mirror back how they say something, it gives them much more confidence and it is easier to understand what they are saying. A good technique to use is what I call the "repeat-back" technique. Let's say you see someone lighting up with excitement, or someone who is really passionate about something. Instead of you saying something, you are thinking, "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 the way people order local chickens from the farm? How?" to which the person would reply, "Yes! So glad you asked."

Ask questions. How many conversations have you been in where someone says something completely nonsensical and you just keep going along with them? It's not that you're being rude - it's just that you're not actively listening. The point is to listen more than to talk. Next time, make a point to stop the conversation and ask about the point of what they're saying. It shows the other person that you're actively interested in what they have to say.

Stop looking around the room. One of the things I love about live television interviews is the intensity of it - two people who are trying to get their point across to a large audience. 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 people will look around the room to see who's around. 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.
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!

Before You Can Serve Your Customer, You Need to Know Your Customer

The 3 Reasons Customers Shop

- Price
- Convenience
- Experience

The 3 Reasons Customers Shop

- Experience

“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”

Harvard Business School
But first, Why Do Businesses Lose Customers?

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

Maya Angelou — 'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

Customer Service Starts With Your Story

Tell Your Story

What is your Story?

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

Simon Sinek

Do you know why you do what you do?
Ex: Disney’s Four Keys to Operations

• Safety
• Courtesy – VIP
• Show – Seamless Performance
• Efficiency

Ex: Richwood Bank

• Trust
• Friendly
• Style
• Efficiency

What are four values in your business?

1.
2.
3.
4.

How Does Covid-19 Protocol fit in?

• Vision/Mission
• Team Approach
• Show
How are you true to your brand and provide service all your customers?

What is Your Story?

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

A New Paradigm for Customer Service

What is Customer Service?

...is the brand in action.
There are four steps to providing excellent, awesome customer service:
1. Prepare
2. Respond
3. Recover
4. Improve Practices
Purpose

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!

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

What do others think of you?

Spontaneous v Scripted

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”

Harvard Business School
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**

<table>
<thead>
<tr>
<th>Touchpoint: Always ‘on’</th>
<th>Touchpoint: Smiling</th>
</tr>
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Step 1
Step 2
Step 3
Step 4
Non-Verbal customer Interaction

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

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

The Interactions Set the Tone!
**What touchpoints do you need a plan/script for?**

1. Answering phone or phone message.
2. Dealing with lines.
4. Dealing with a negative event (child too short, need to go get ticket, drops ice cream cone, etc.)
5. Script your story (employees get asked about farming operation)
6. Etc...

**Empowerment: Let them shine!**

**Employee Power: Customer Communication**

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

**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.
Empower Your Employees

- The Power of the moment

Empowering Employees

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

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

Training: Responses to Covid-19 Questions

- Policies – Why do we have them?
  - Were to take them if an issue arises
- Deal with them before they get to the farm
  - Email and Phone conversations
- Dealing with them on the farm
  - Pass/Money back
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

Lowest common denominator

Lowest common denominator
What can you learn from this?

Make specific to your business

How can you create awesome customer service?

Goals/Tasks for me and my staff
go.osu.edu/awesomeness

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