

CREATING A CULTURE OF

CUSTOMER SERVICE

GOOD MORNING!

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- ▶ Way back when...

ATTRIBUTES OF SUCCESSFUL CUSTOMER SERVICE

LOOKING INSIDE OUR TEAM

CREATING THE CULTURE

RAISING THE BAR

DISCUSSION / QUESTIONS?

WHO ARE WE?

WHAT IS OUR ORGANIZATIONAL MISSION?

WHO IS OUR CUSTOMER?

WHAT ARE THEY EXPECTING?

ATTRIBUTES OF SUCCESSFUL CUSTOMER SERVICE

COMMUNICATION

- ▶ Listening skills
- ▶ Ability to read customers/situations
- ▶ Using positive language
- ▶ Face management
- ▶ Empathy
- ▶ Staying proactive

KNOWLEDGE OF THE PRODUCT

- ▶ Understanding the product
- ▶ Provide comprehensive training on the product
- ▶ Create the ability to speak confidently about the product

ATTRIBUTES OF SUCCESSFUL CUSTOMER SERVICE

- ▶ Attentiveness

- ▶ The practice of noticing

- ▶ Time management

- ▶ Staying productive

- ▶ Adaptability

- ▶ Empathy

- ▶ Understanding the customer experience
 - ▶ Practicing patience & respect

- ▶ Emotional management

- ▶ Ability to stay productive under pressure

**LOOKING INSIDE
OUR TEAM**

GETTING THE MOST FROM OUR STAFF

- ▶ Motivational factors
 - ▶ \$ / co-workers / environment / upward mobility / fulfillment / career goals
- ▶ Generating investment
 - ▶ Work environment
 - ▶ Creating a community
- ▶ Building trust and respect
 - ▶ Trust is earned
 - ▶ Respect is demonstrated
- ▶ A little appreciation goes a long way

BUILDING OUR TEAM

- ▶ Knowing the needs of your organization
 - ▶ What are you looking for?
 - ▶ What do you need from a new team member?
- ▶ Establish expectations
- ▶ The hiring process
 - ▶ Evaluate and evolve the process

THE NEW NORMAL

- ▶ Establishing the expectation norm
 - ▶ Methods of communication
- ▶ Maintaining expectations
 - ▶ Performance evaluation
 - ▶ Feedback

PROVIDING THE TOOLS

- ▶ Staff training plan
- ▶ Assess staff needs
- ▶ Give the “why”
- ▶ Receive feedback
- ▶ Refresh and evolve the plan

**CREATING THE
CULTURE**

CREATING THE CULTURE

OWNER/MANAGER —> CS AGENT —> CUSTOMER

- ▶ It starts at the top
- ▶ Modeling the expectation
- ▶ Staying present with your company culture
- ▶ Take an interest in your team

BUILDING CREDIBILITY & INVESTMENT

- ▶ Recognize the customer perspective
- ▶ Expectation + emotion = willingness to share
 - ▶ Volunteer marketers
- ▶ Consistency creates trust and fuels customer investment

MANAGING THE SOCIAL CUSTOMER

- ▶ Observe the customer experience
- ▶ Customers amplify their experience on social media
- ▶ Engage!
 - ▶ Respond quickly
 - ▶ Take action
 - ▶ Stay professional
- ▶ The gift of customer feedback
 - ▶ Look for commonalities and investigate change
 - ▶ Remember : while it can hurt it is beneficial

AVOIDING THE TOUGH SITUATIONS

- ▶ Always acknowledge the problem
- ▶ Always apologize
- ▶ Always attempt to fix the problem
- ▶ Own it
- ▶ Act with urgency

FOLLOW UP

RAISING THE BAR

RAISING THE BAR

BEYOND THE EXPECTATION

- ▶ Recognition
 - ▶ The customer makes it all possible
 - ▶ Our staff are essential
 - ▶ Experience is the product
- ▶ Evolving our process
 - ▶ Listen to customers & team members
 - ▶ Put positive protocol into action
 - ▶ Being proactive in self assessment
 - ▶ Thoughtfully explore new ideas

**“CUSTOMERS MAY FORGET WHAT YOU SAID BUT
THEY’LL NEVER FORGET HOW YOU MADE THEM
FEEL.” -UNKNOWN**

**“CUSTOMER SERVICE SHOULD NOT BE A
DEPARTMENT, IT SHOULD BE THE ENTIRE COMPANY.”
-TONY HISON, CEO OF ZAPPOS**

QUESTIONS?