



Tips for Providing

Excellent Customer Service



GREAT SERVICE

IS A CHOICE



Hire the Smile!

- **Appearances**
- **Eye Contact**
- **Smile**
- **Energy**
- **Humor**
- **Manners**
- **Pride**
- **Train the Skills**



EVERYONE CAN BE GREAT

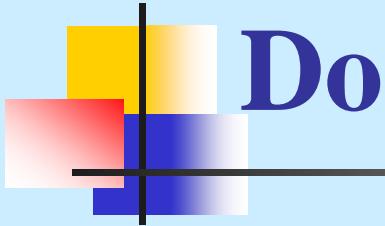
**BECAUSE EVERYONE CAN
SERVE**

DR. MARTIN LUTHER KING, JR.



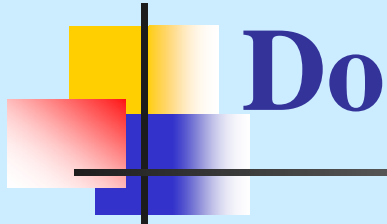
Set Expectations

- **Impress the Importance of Excellent Customer Service**
- **Benchmark Current Performance**
- **Measure Performance**
- **Consider using the word “Guest” instead of Customer!**
- **Survey Guest Feedback**
- **Review Performance**



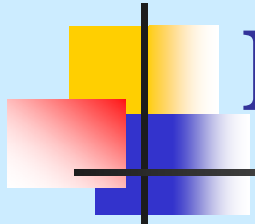
Do

- **Keep work areas clean and in good repair**
- **Wear appropriate attire (nametags)**
- **Say “thank you”, “your welcome”, “please come again”, “may I be of other assistance”**
- **Make eye contact**
- **Use the customer’s name**
- **Notify other departments of “opportunities” in the spirit of making improvements**



Do

- **Use proper phone etiquette: “Good morning, front desk, this is Ron speaking, how may I assist you?”**
- **Recognize children with a kind word or something special**
- **Return all internal phone calls and emails same day, external calls within 24 hours**
- **Proactively treat complaints as opportunities for process improvement**



Don't

- **Entertain personal visitors in customer contact areas**
- **Chew gum when in visitor contact areas**
- **Blame other departments for problems**
- **Let the phone ring, and ring, and ring**
- **Lie, cheat, steal**



AIM FOR SERVICE

AND SUCCESS WILL FOLLOW

ALBERT SCHWEITZER



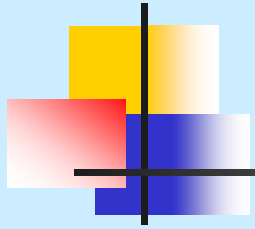
Golden Rules for Success

- **Success or failure will not be determined by the Head Librarian. Success will be determined by the respect you command from staff.**
- **You have two ears and one mouth. Successful leaders use them in this proportion.**
- **As coworkers, be a united team. You can disagree, debate and have differing opinions about issues behind closed doors. Be 100% supportive of one another.**
- **Your daily attitude is one thing that you control each and every day.**
- **All tasks that are assigned to you must be done to the best of your ability, in a timely fashion.**
- **2nd rate work never leads to success.**
- **Successful employees take complaints personally!**
- **Successful employees are honest, ethical, have and care deeply about success.**
- **Tenure is an honorable trait. Reward and recognize it!**
- **You will never have a second chance at a first impression. Successful managers are well groomed, well dressed, polite and respectful.**



More Golden Rules for Success

- **Praise one another.**
- **Do not ever expect preferential treatment over other staff members**
- **Write goals – both personal and professional!**
- **Communication, organization, time management and interpersonal skills are crucial to success.**
- **Surround yourselves with competent people and give them credit for success.**
- **Consider yourself a teacher each and every day.**
- **Whenever possible, promote employees from within.**
- **You will spend one third of your active life working. Love your job with a passion or seek a career path that makes you happy.**
- **One third of your life is also spent sleeping, so don't buy a cheap mattress.**
- **Make time for your family and the people you love in your life.**



GREAT SERVICE USES OUTSIDE-THE-BOX THINKING



Rising Star Program

**Designed to recognize employees for
work above and beyond their
“daily” job duties in great
customer service**

**Awards “engaged” employees who
are caught in the action of providing
superior customer service**



THE BEST WAY TO HAVE A
GOOD IDEA

IS TO HAVE LOTS OF IDEAS

LINUS PAULING



GREAT SERVICE

SURPRISES PEOPLE



Face to Face Greetings

- **Make Eye contact**
- **Smile**
- **Verbally offer assistance “Good morning/afternoon/ evening may I help you please?”**
- **Use Guest name as much as possible**
- **Ask open questions –”Good to See You Again”
“Welcome Back”**



The 5-10 rule

- Applies while on or off duty
- When passing guests or associates within a 10 foot radius make eye contact.
- When passing guests or associates within a 5 foot radius, acknowledge, and greet with “Good Morning, Afternoon, Evening”



The 5-10 Rule

5 Ft Radius

**Acknowledge and
Greet Guests**

10 Ft radius

**Make eye contact
with Guests**



Telephone Etiquette- (5 steps)

1. All calls answered within ___ rings.
2. "Good morning/afternoon/ evening guest name, this is your name speaking. How may I assist you?"
3. Closing: "Thank you and have a pleasant day/evening."
4. When it is necessary to place in-house calls on hold: "guest name, may I put you on hold for one moment please?"
5. Smile over the phone!

WE DO NOT REMEMBER
DAYS



**WE REMEMBER MOMENTS IN
OUR LIVES**

-unknown



Dealing With Difficult Customers

- ✓ **Listen – do not interrupt**
- ✓ **Apologize – show empathy, emphasize that you understand what the problem is**
- ✓ **Solve – the problem together, ask how you can correct the problem**
- ✓ **Apologize for the problem, do not blame other departments or people**



Guest Recovery

- **Effective Customer Recovery is essential in business.**
- **Empowers all employees to solve issues on the spot.**
- **Empower the face of your business**
- **Ask “What can I offer you to rectify your situation?”**
- **When discussing a problem with a guest, look at the guest.**
- **Give each guest your undivided attention**



AFTER ALL

I AM NOT JUST A BAGGER



Questions

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