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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