



The **Power** of *Service*





20% to 80%

Trust

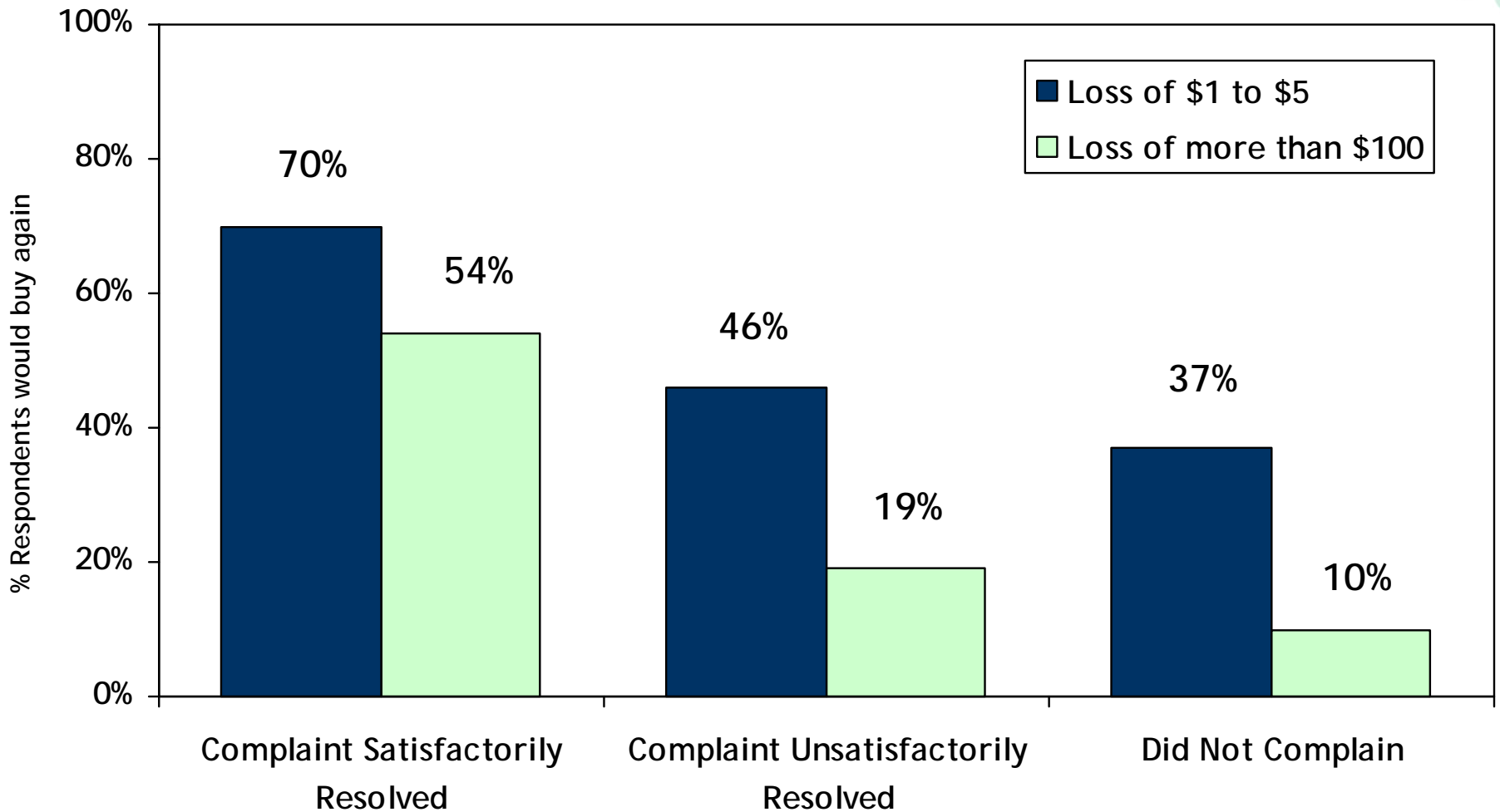
Loyalty

Brand

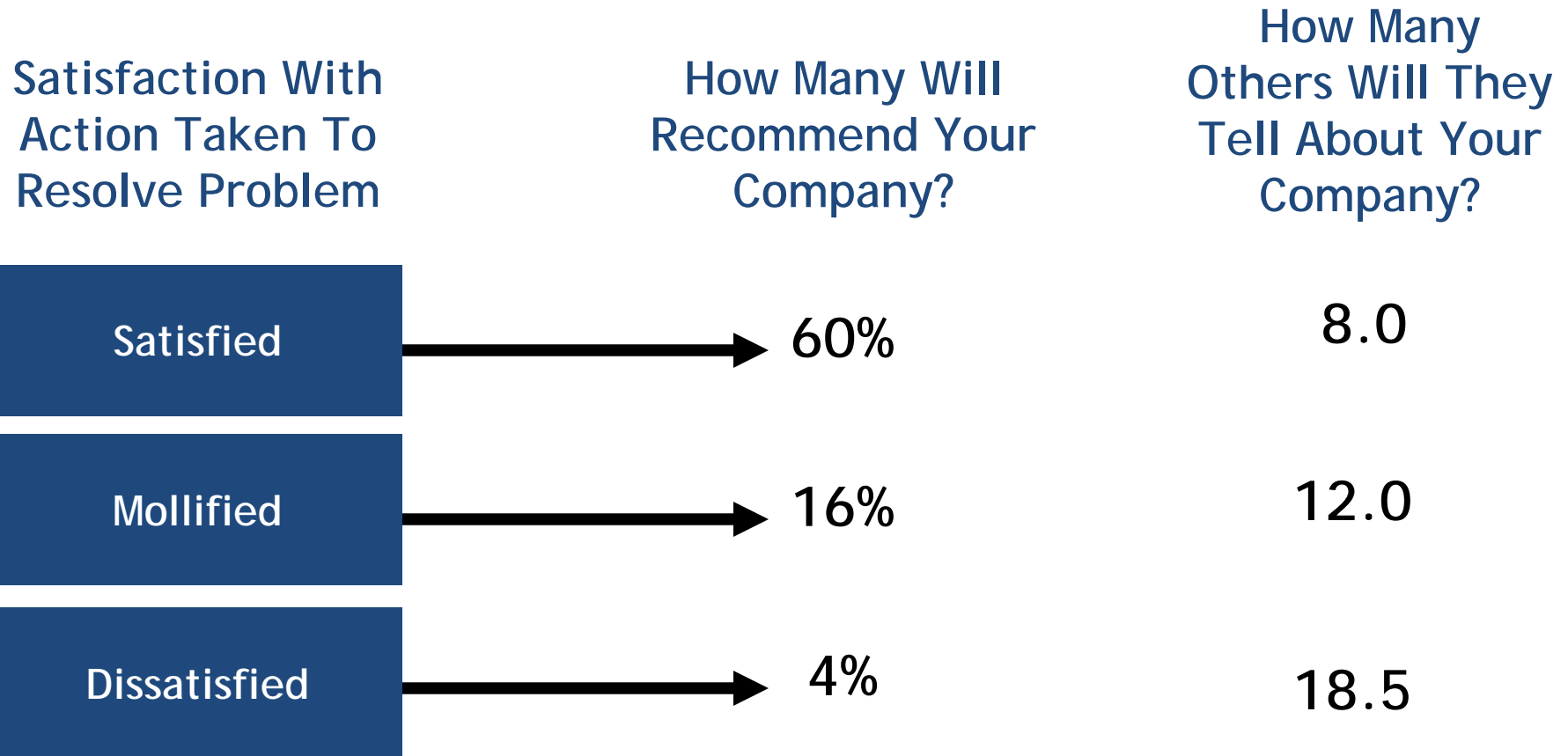
Word Of

Mouth

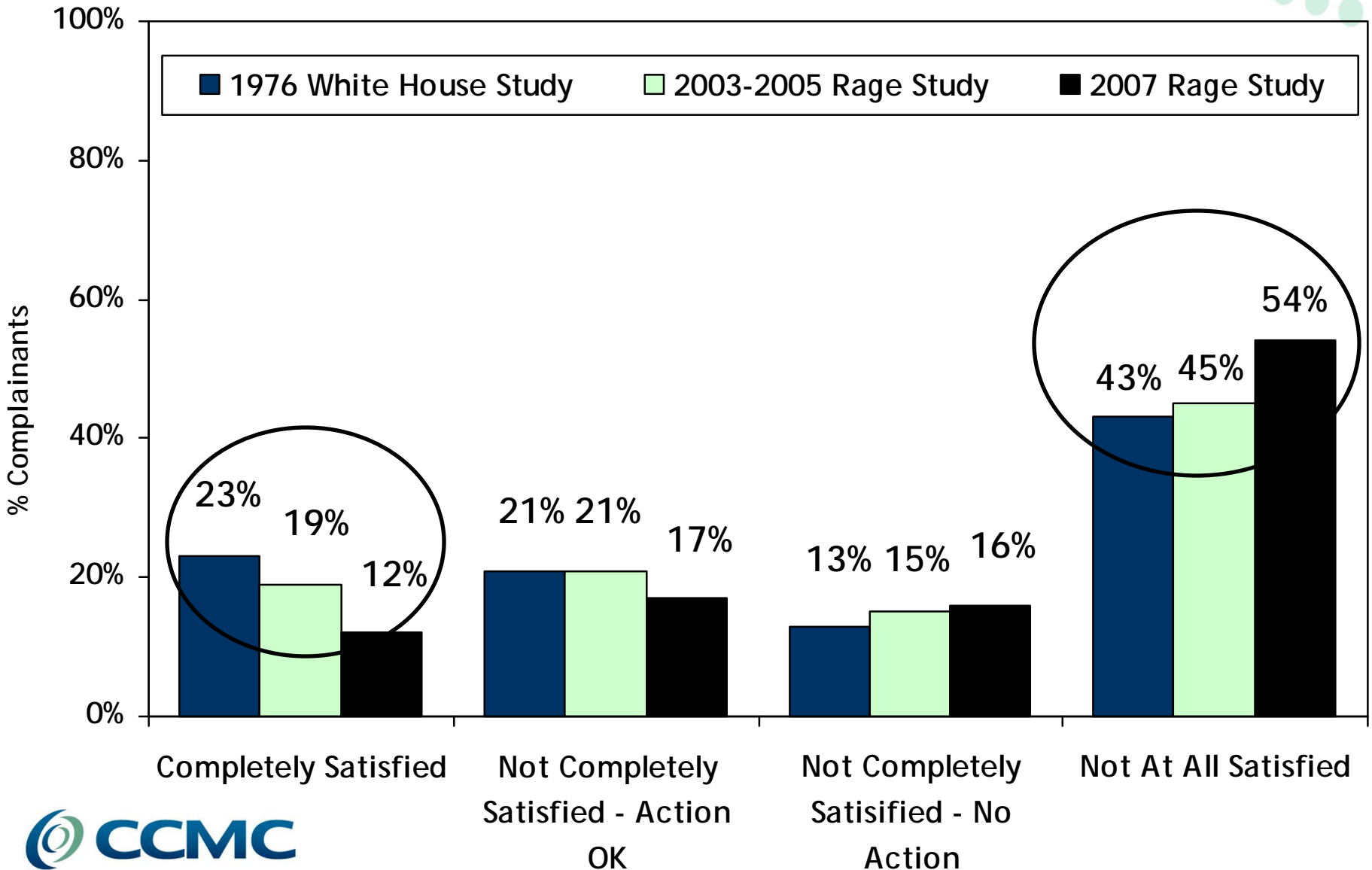
Almost A Universal Law Of Nature



Almost A Universal Law Of Nature



Putting Customer Care In Perspective



The difference between the right word and the almost right word is the difference between lightning and the lightning bug.

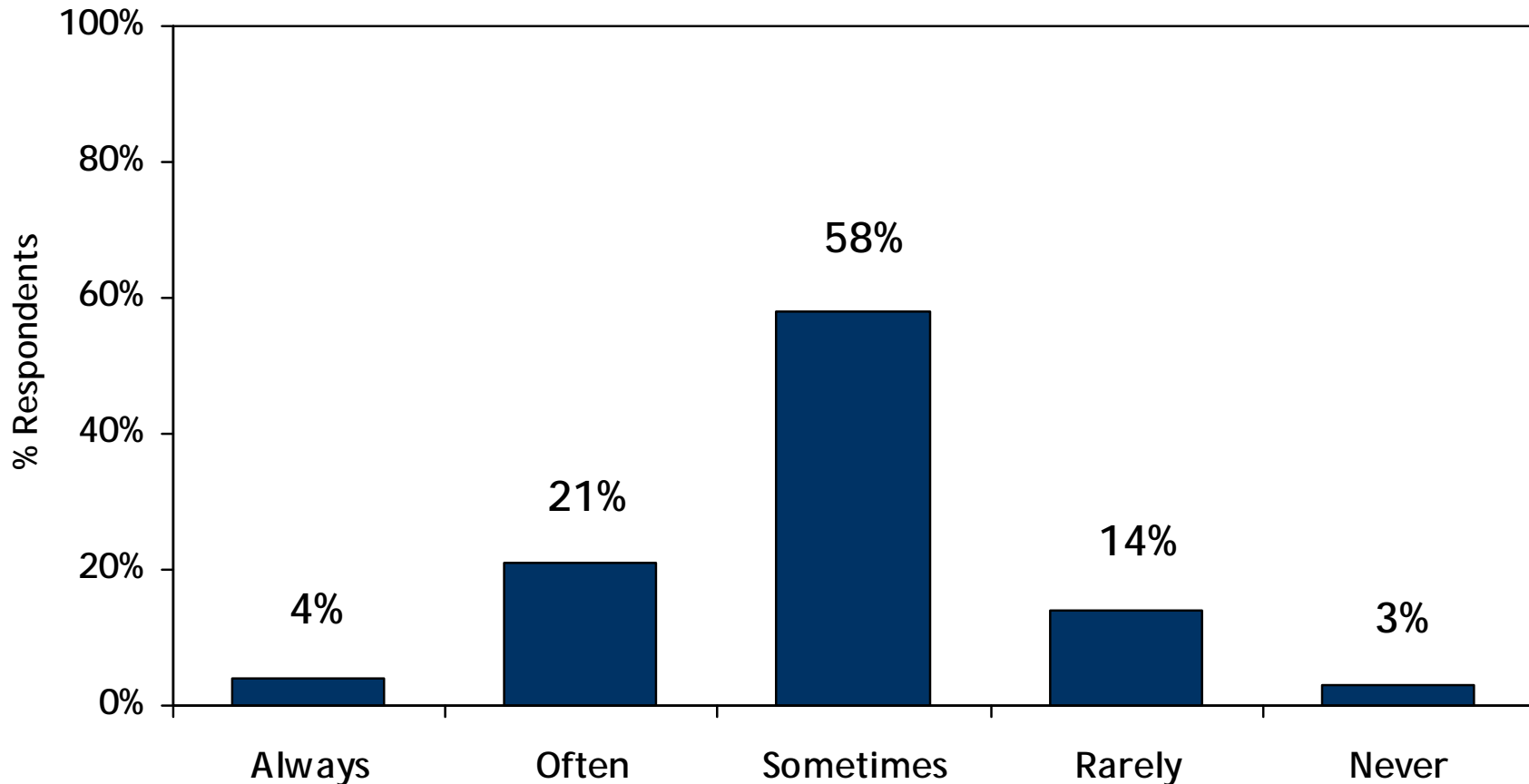
Mark Twain

The Customer Is
ALWAYS Right



Is The Customer Always Right?

Thinking about the product and service complaints you've made to companies during the past 12 months, which one of the following statements best describes how companies treat their customers today?



The New Language



ANGIE'S LIST

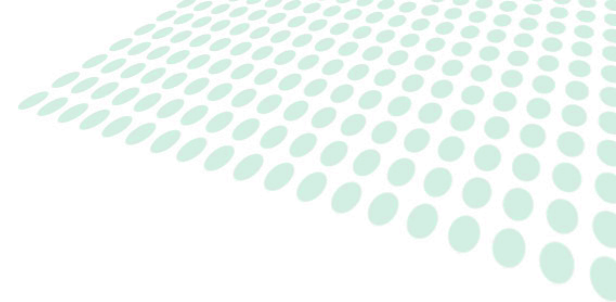
Coalition for Airline Passengers'
Bill of Rights



THE CONSUMERIST
SHOPPERS BITE BACK



The New Language



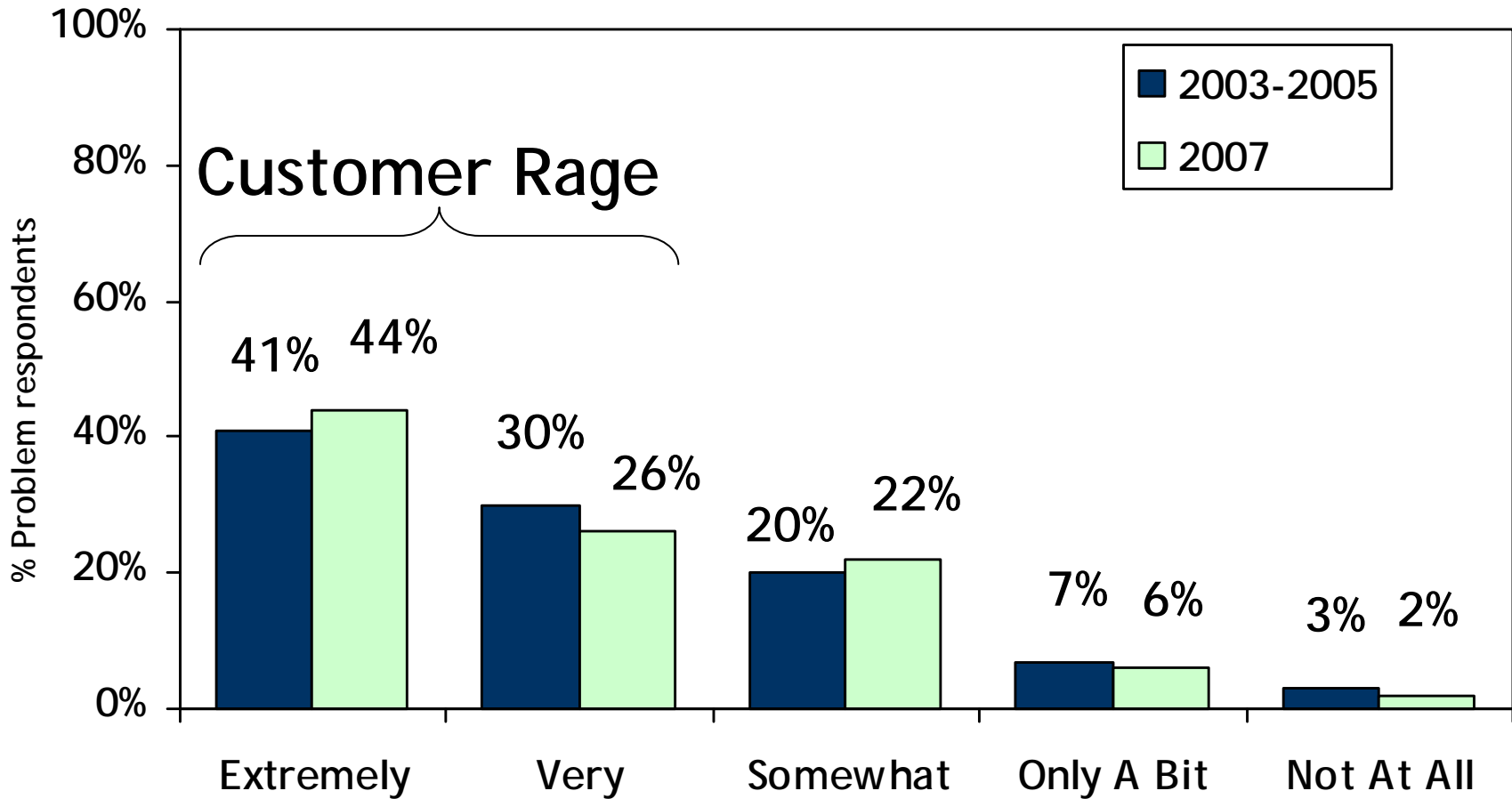
Customers
SUCK!

The New Language

When to Fire Your Customers: “The Sayonara Steps”

1. Never take it personally.
2. Offer an alternate service or product.
3. Encourage them to patronize another facility.
4. Ask for their membership cards or unused tickets to be returned. Deactivate their magnetic cards if they have one.
5. Ask your security staff to escort them from the facility.
6. Call a neutral third party to moderate, like the local police department, if things are out of control.
7. You or your legal counsel should send a letter to the patron, by registered mail, advising that you no longer would like them as a client.
8. In some jurisdictions, a restraining order or a trespass warning might be issued for this individual, to prevent them from coming back.
9. Do not back down from their demands, let them file their legal action and have your day in court.

The New Language: Customer Rage





To the passenger who called me a m---f--er, f--- you. I've been in the business 28 years. I've had it. That's it.

I applaud you sir ... grabbin' a beer for the slide was a nice touch! . . . [expletive] rude folks & their lack of respect.

You sir, are a god.

I raise a glass in your honor.

Kind of jealous. I'll write you in jail, darling!



BitCh Dog

Concentration



Thought an



Photo
from

www.JokeLibrary.150m.com



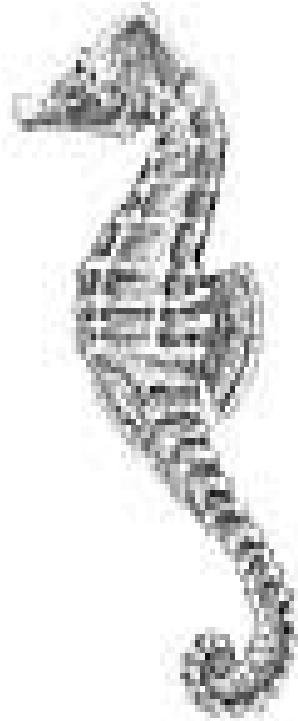
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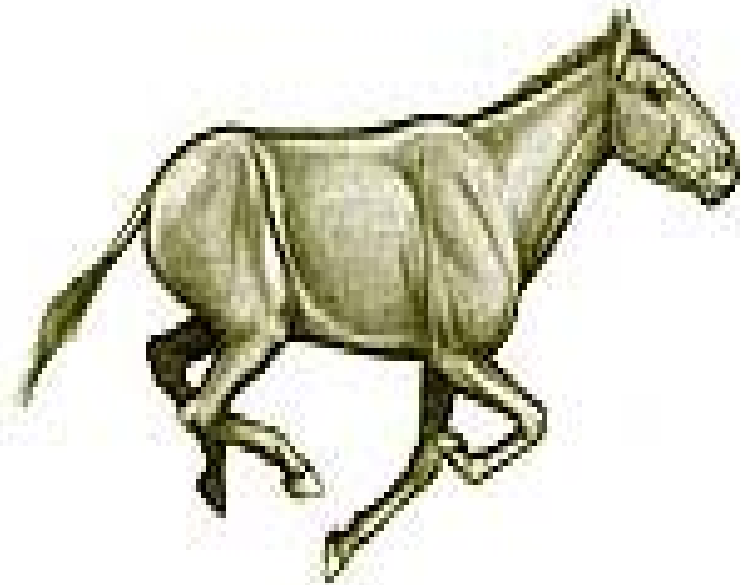
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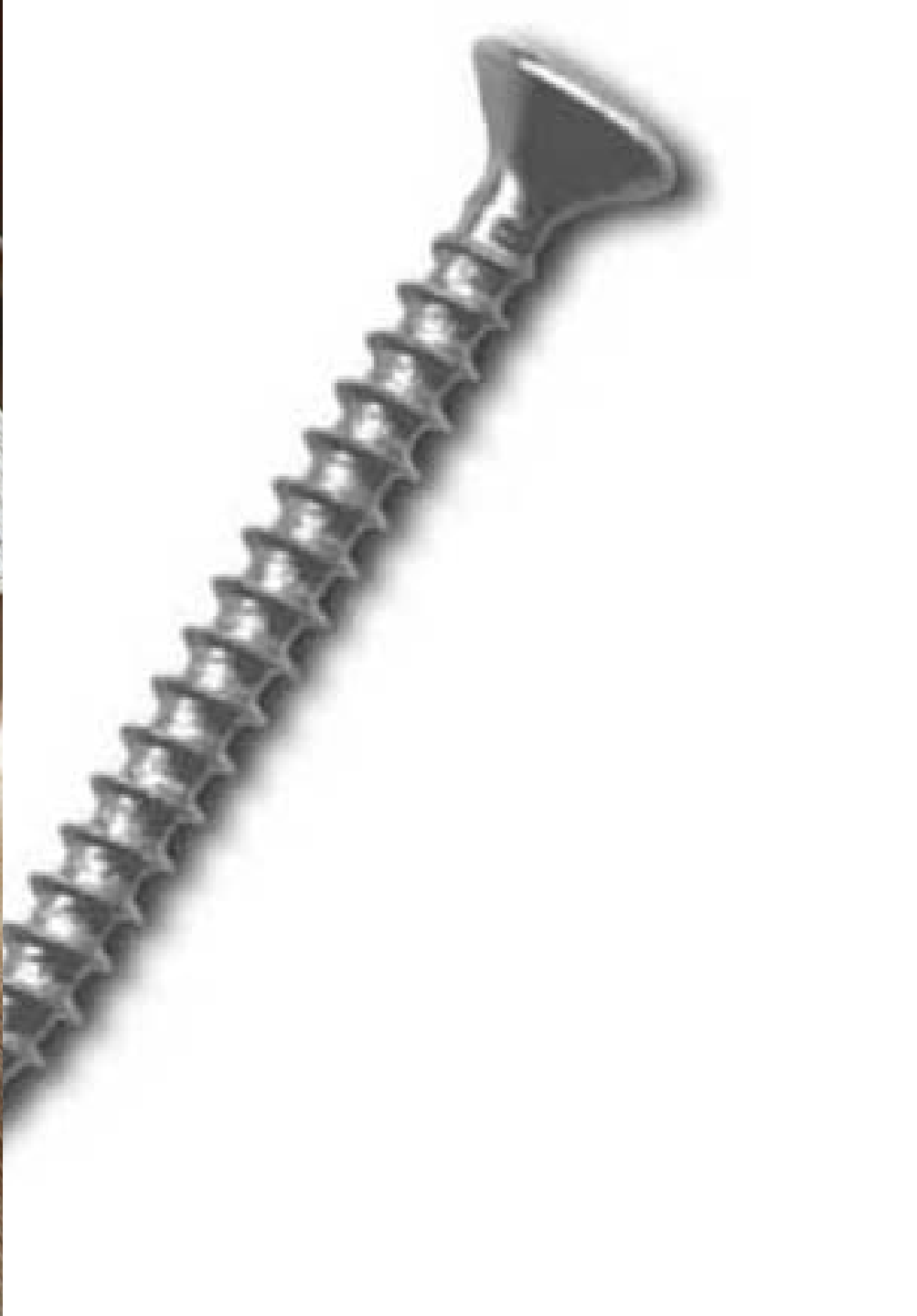


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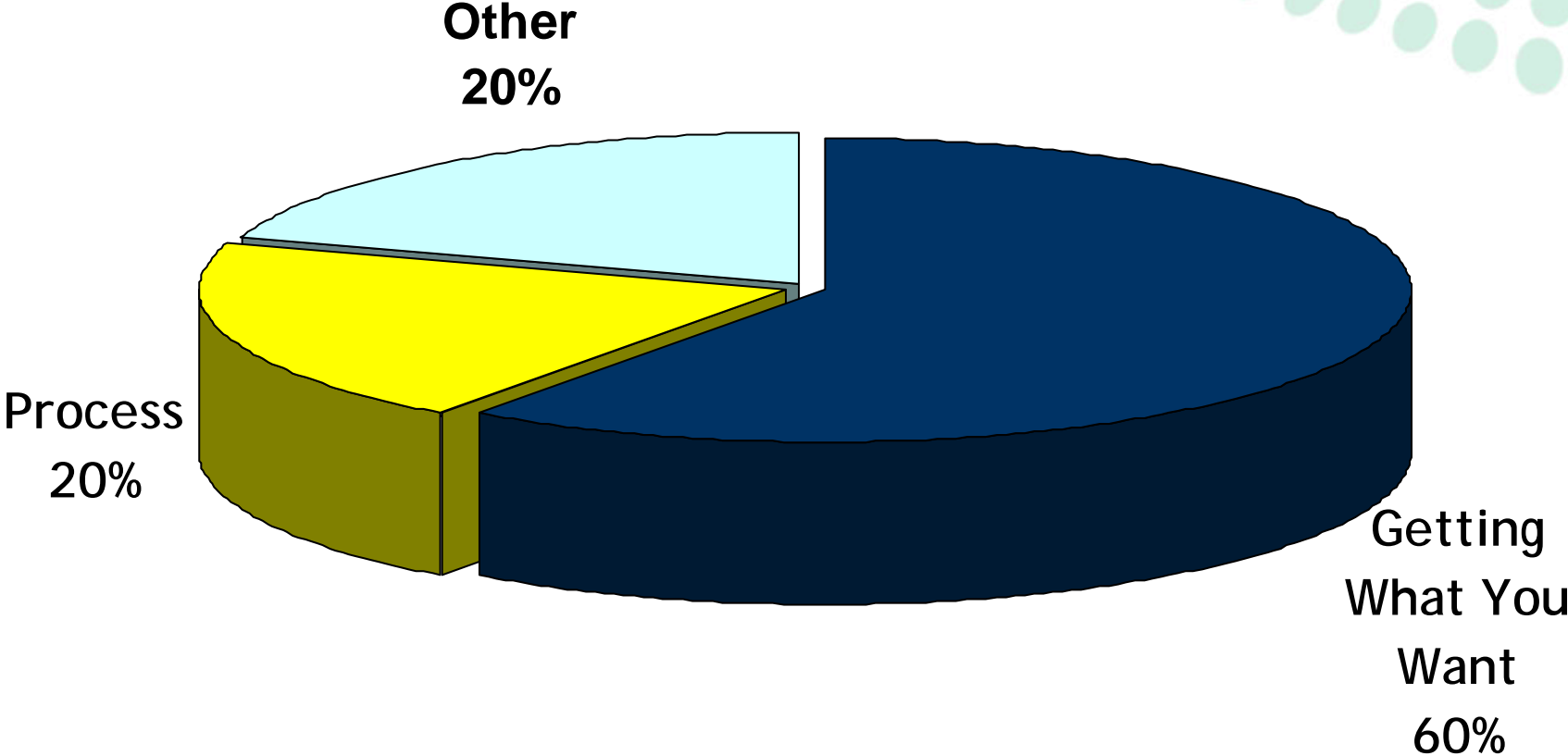
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A Customer's View Of ROI



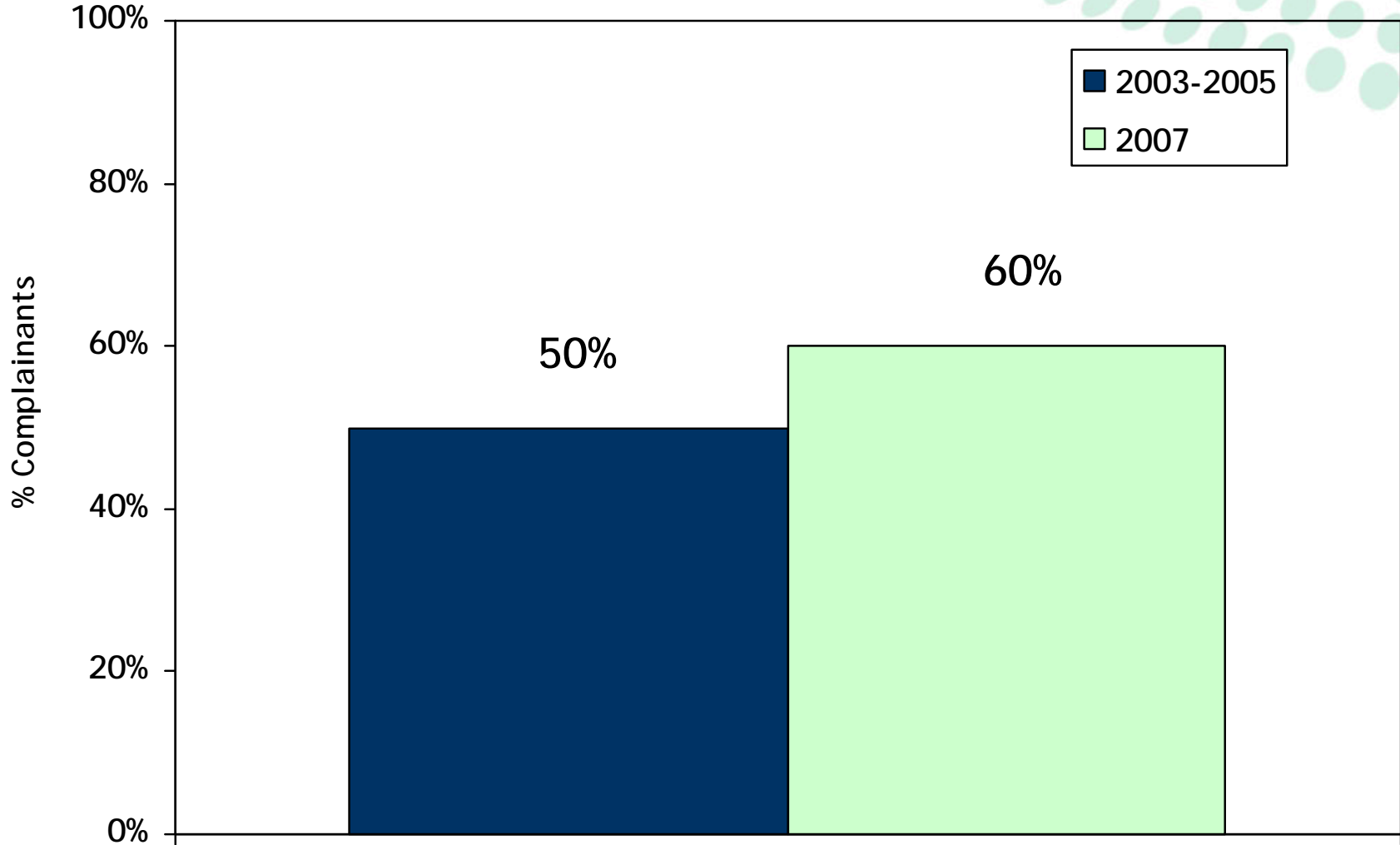
I'm going to read a list of things you might have *wanted to get* to resolve this problem.

Please tell me all of the things you wanted to get by answering YES or NO for each of the following items.

I'm going to read you a list of things that the ("offending company") might have *given you* to resolve your complaint.

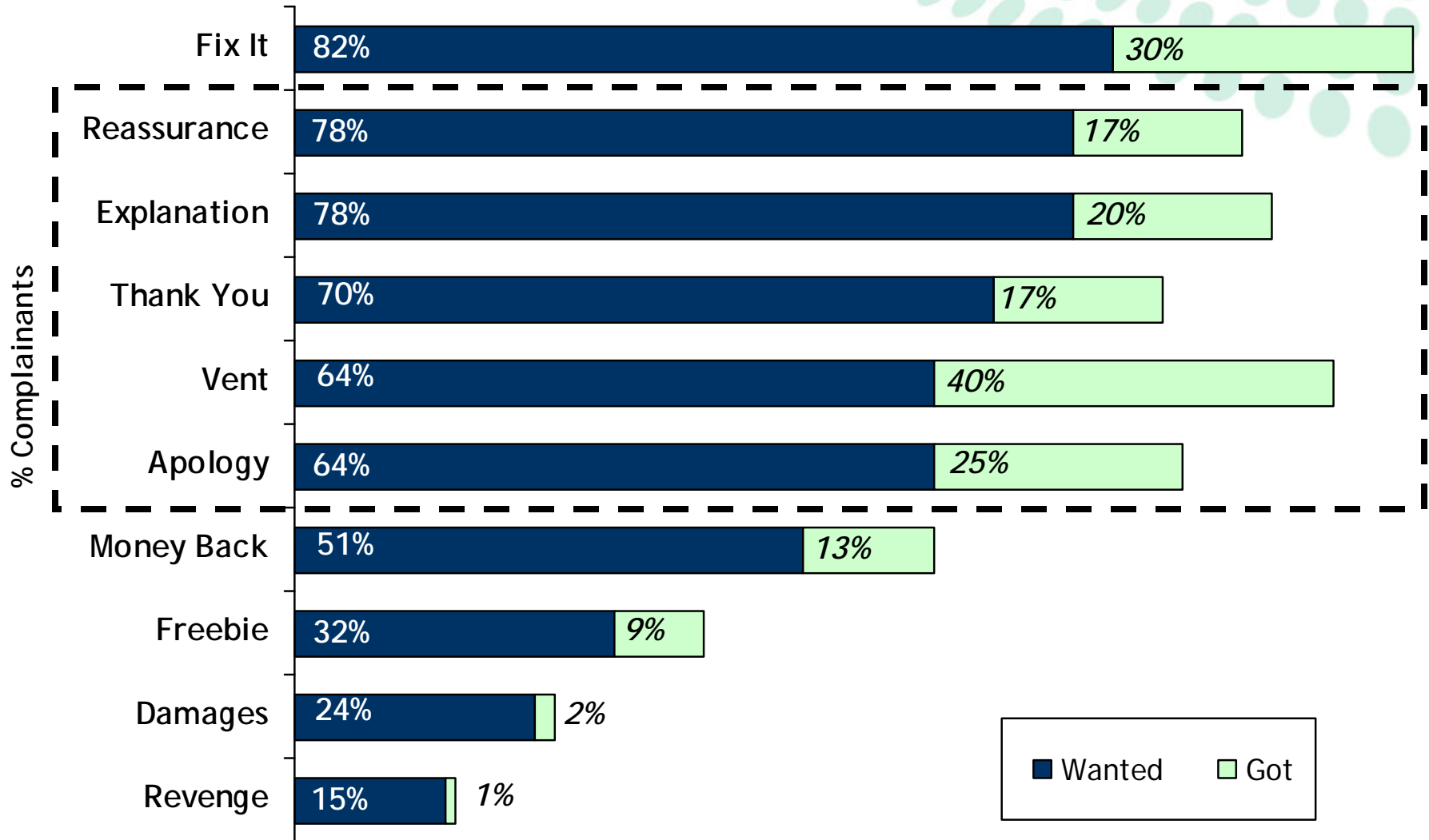
Please tell me what you got by answering YES or NO to each of the following items.

I Got Nothing





They Want Psychological Currency



Fairy
dust

The Magic Of Psychological Currency

Satisfaction
with action taken

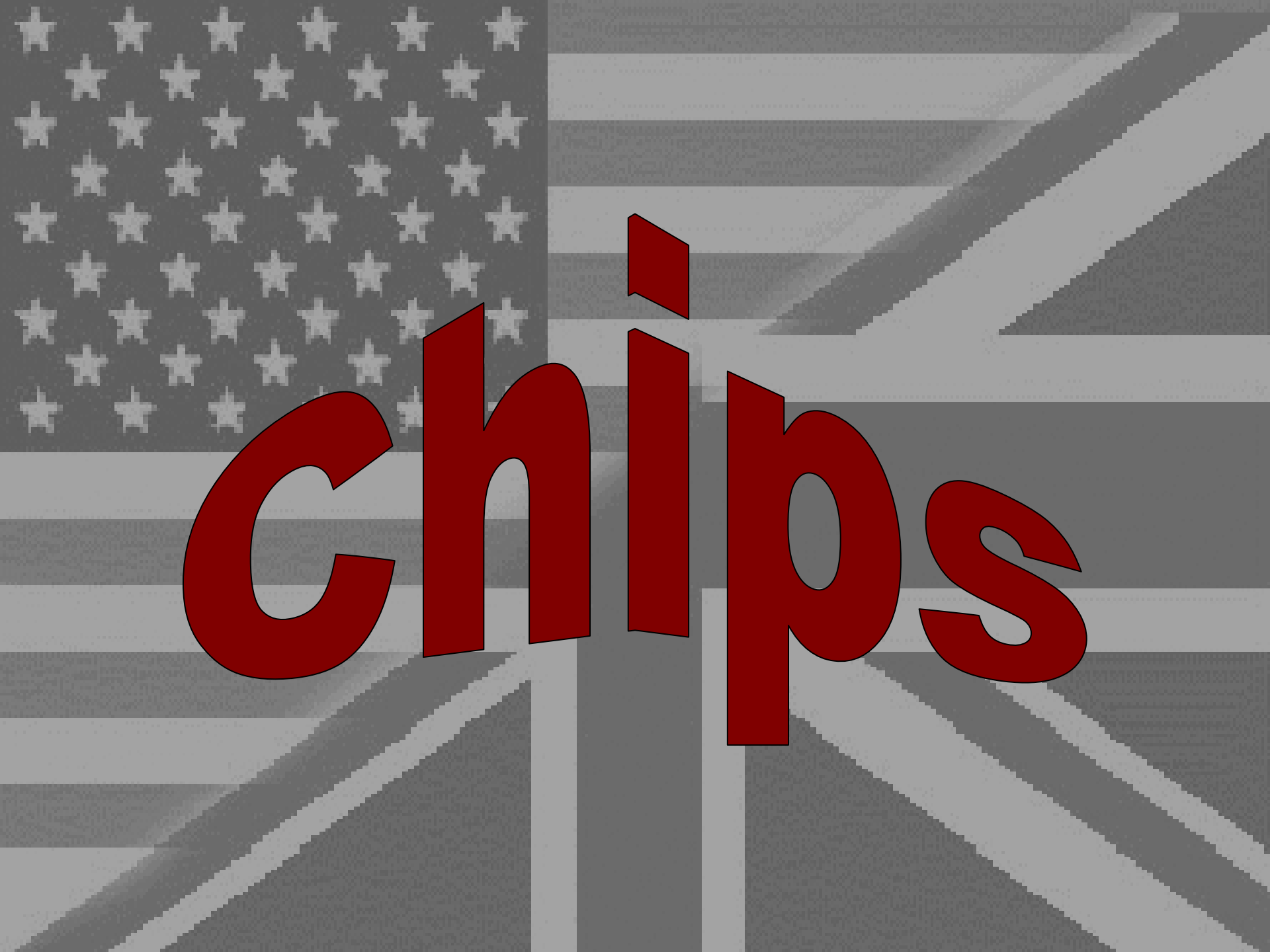
If they got...how satisfied are they....

Satisfied

Mollified

Dissatisfied

	Nothing	Apology	Explanation	Vent	Reassurance	Thanks
=	18%	24%	24%	24%	24%	31%
=	14%	47%	40%	24%	53%	46%
=	68%	29%	36%	52%	24%	23%



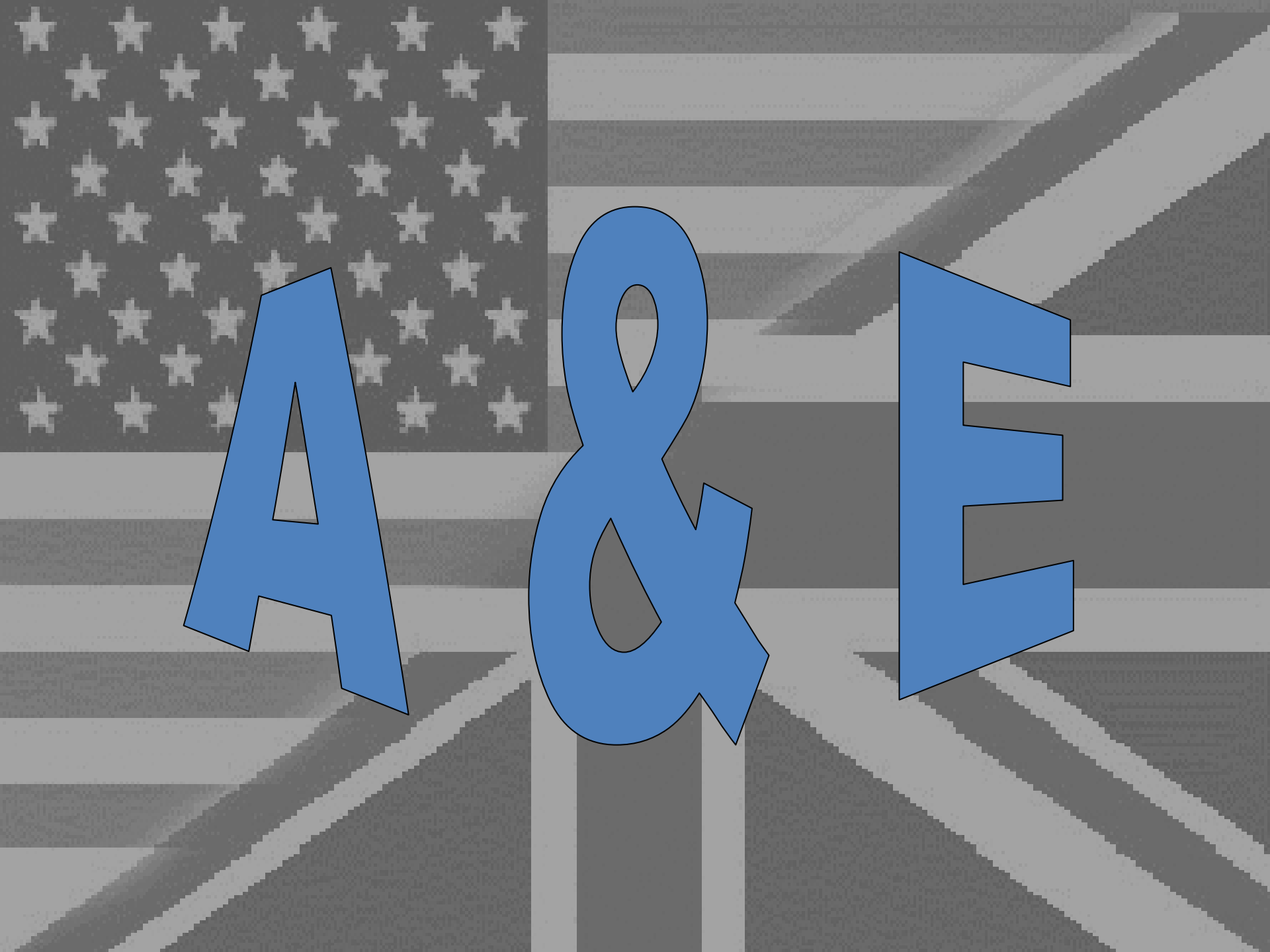
chips



Prom

The background of the image is a stylized, grayscale American flag. It features a field of stars in the upper left corner and horizontal stripes across the rest of the image. The stars are arranged in a grid pattern, and the stripes are alternating light and dark gray.

Braces



A & E

The background of the image is a stylized American flag. The top-left corner features a field of white stars on a dark gray background. The rest of the image is composed of horizontal stripes in alternating shades of gray, with a perspective effect that makes the stripes appear to recede into the distance.

Hooker

#1: Hi. I'm calling to complain about the service I received from your company. I called this number yesterday to find the address of the (retail outlet) closest to my house and I was given the wrong address.

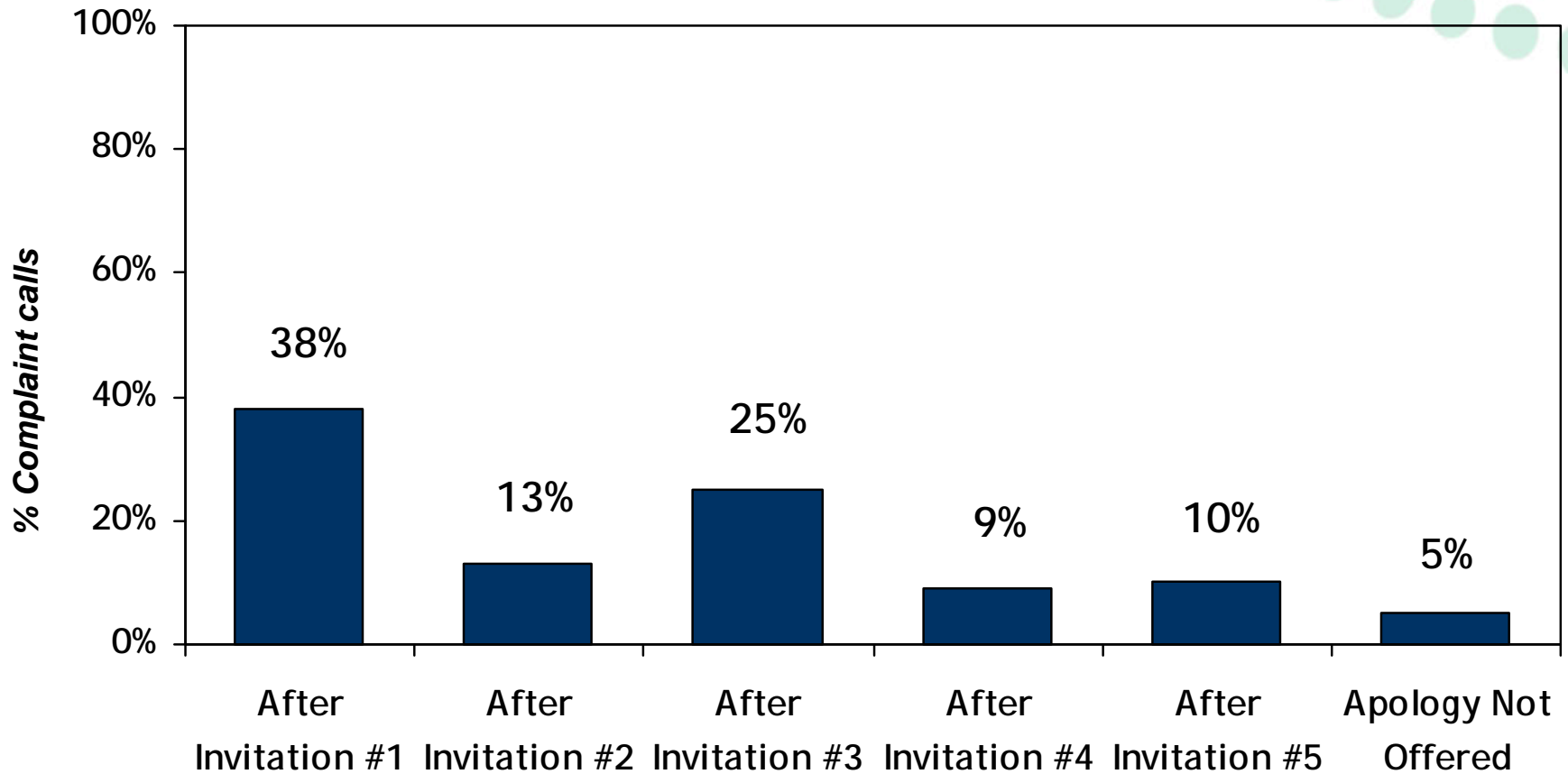
#2: The correct address was ... ; but I was given ...

#3: I just want you to know how I feel. I thought you might want to know I didn't feel you wanted my business. I expected more from your company.

#4: Well...I'm pretty disappointed. I'm not so sure I want to buy from your company in the future.

#5: I expected at least an apology.

Sorry Seems To Be The Hardest Word



Hi. I'm calling to complain about the service I received from your company. I called this number yesterday to find the address of the (retail outlet) closest to my house and I was given the wrong address.

PAUSE 3 SECONDS TO WAIT FOR AN APOLOGY.

- ▶ **Zip code?**
- ▶ **Where are you located?**
- ▶ **Did you get this information through the reservation people?**
- ▶ **What info did you give to get this info?**
- ▶ **I don't know who to transfer you to.**
- ▶ **You want to file a complaint?**
- ▶ **Oh, wow!**
- ▶ **Did you get the reps name?**

I just want you to know how I feel. I thought you might want to know I didn't feel you wanted my business. I expected more from your company.

PAUSE 3 SECONDS TO WAIT FOR AN APOLOGY

- ▶ **They gave you the wrong address?**
- ▶ **Goodness gracious.**
- ▶ **What was agent's name who gave the incorrect information?**
- ▶ **If this were a complaint about past service, I could transfer you to that department, but not about this.**
- ▶ **I need to have something more to go with.**
- ▶ **It was a simple mistake, Ma'am.**
- ▶ **We do have a lot of new representatives.**
- ▶ **Did you find the branch?**

Management by objective works
- if you know the objectives.

Ninety percent of the time you
don't.

Peter Drucker

Use a customer's first name or last name?

During peak calling times...

1. Busy out the trunk lines?
2. Use a recorded message asking callers to *call back* due to high call volume?
3. Use a recorded message asking callers to *leave a message* for a callback due to high call volume?

When fielding satisfaction surveys to e-mail contactors...

1. Include a web link to the survey *directly* in your e-mail response?
2. Send a web-link with a survey invitation *about one week after* sending your response?

85 customer care practices related to experience when complaining by telephone

62 customer care practices related to experience when complaining by e-mail

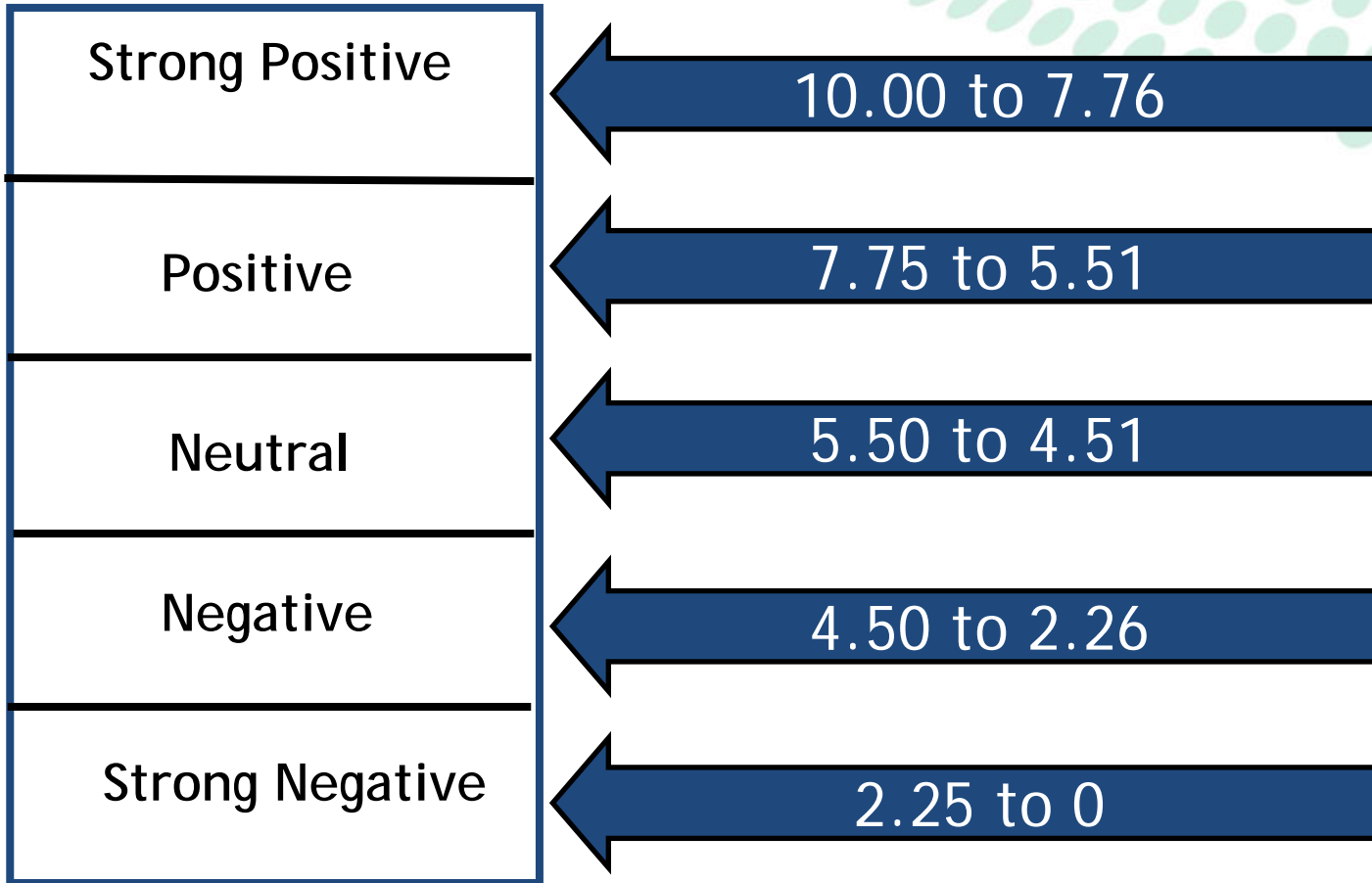
"10"

"Would significantly increase your satisfaction"



"0"

"Would significantly decrease your satisfaction"



Use a customer's first name or last name?

Telephone contacts

First name = 6.11

Last name = 5.13

E-mail contacts

First name = 5.69

Last name = 5.41

During peak calling times...

1. Busy out the trunk lines? = 2.33
2. Use a recorded message asking callers to *call back* due to high call volume? = 3.36
3. Use a recorded message asking callers to *leave a message* for a callback due to high call volume? 2.39

A recording tells you how long you'll have to wait
before talking to a person = 7.32

When fielding satisfaction surveys to e-mail contactors...

1. Include a *web link* to the survey directly in your e-mail response? = 5.06
2. Send a separate e-mail invitation with a web link to the survey *about one week after* sending your response? = 5.31

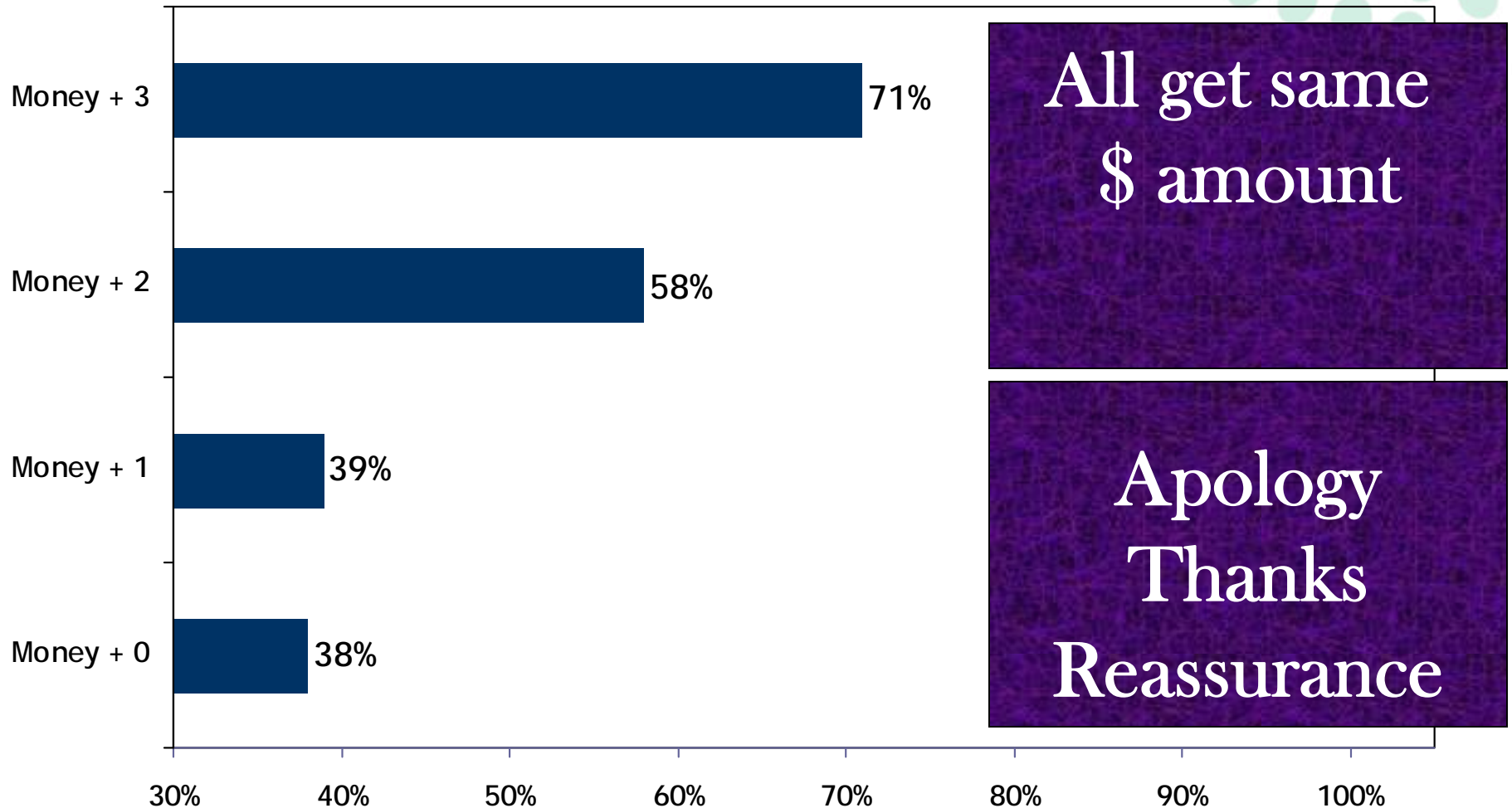
Response rates increase significantly when sending invitations independent of the response

Sending the invitation independent of the response provides an allowance for measuring follow through and the effectiveness of the response

They don't address your concerns after you use a survey to tell them you're dissatisfied = 1.45

Money Can't Always Buy You Love

% Satisfied with action taken



Power Of Customer Care

- Customer care is an imperative for creating enduring customer relationships
- Old school mentality and language are out of vogue
- Concentrate on giving them what they want – psychological currency
- Delivering extraordinary service is an acquired skill
- Manage and measure by fact – not intuition