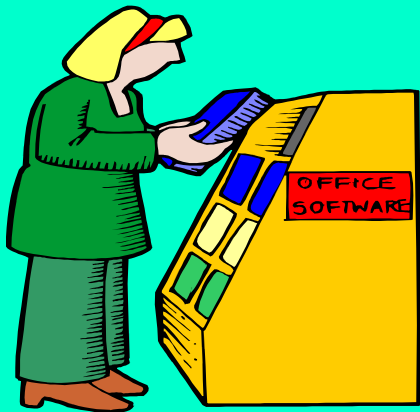


GOLDEN RULES TO GREAT CUSTOMER SERVICE

*Presented by
Bill Hunninghake & Rich York*



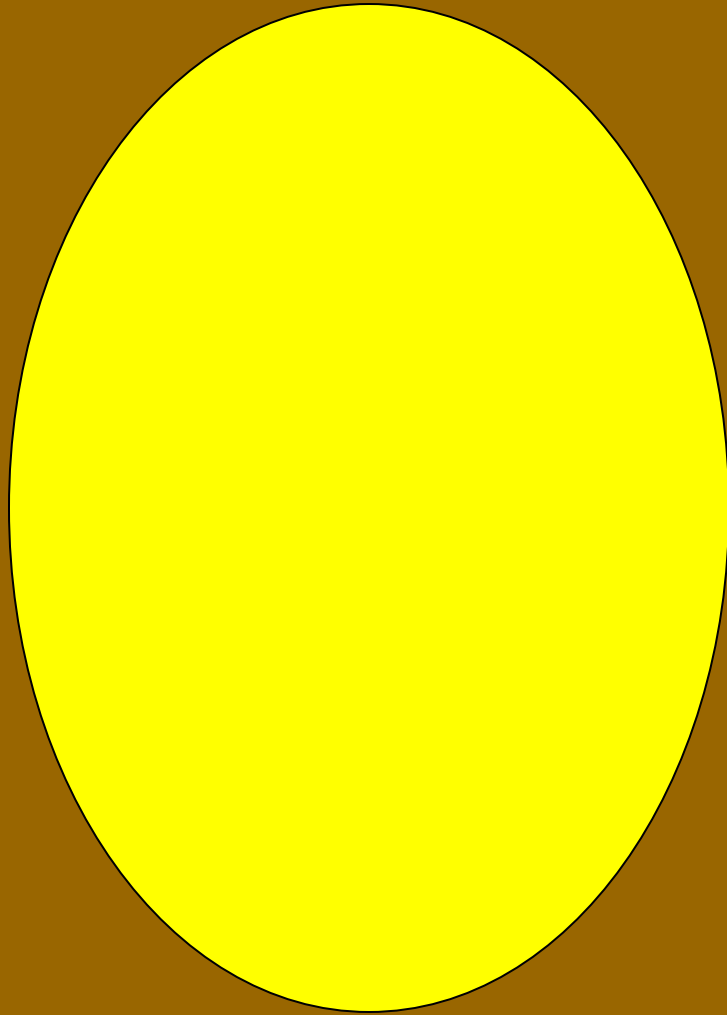
THE GOLDEN RULE

**DO UNTO OTHERS AS YOU
WOULD HAVE THEM DO UNTO
YOU.**

GOLDEN RULES TO GREAT CUSTOMER SERVICE

1. A CUSTOMER IN NEED IS A CUSTOMER INDEED.
2. HIRE PEOPLE WITH GOOD CUSTOMER SKILLS
3. TRAIN YOUR EMPLOYEES ON STORE POLICIES.
4. CROSS TRAIN YOUR EMPLOYEES.
5. TRAIN YOUR EMPLOYEES HOW TO BUILD RAPPORT.
6. KNOW YOUR CUSTOMERS NAMES AND USE THEM.
7. TRAIN YOUR EMPLOYEES HOW TO ASK OPEN ENDED QUESTIONS.
8. INSTILL A SENSE OF URGENCY IN HELPING CUSTOMERS.
9. TRAIN YOUR EMPLOYEES HOW TO HANDLE ANGRY CUSTOMERS.
10. DON'T LET AN UNHAPPY CUSTOMER LEAVE YOUR STORE.

WHAT IS YOUR GOLDEN EGG?



1. IMPROVE CUSTOMER RETENTION
2. COMMUNITY INVOLVEMENT
3. INCREASE NEW CUSTOMERS
4. FRIENDLIEST PLACE AROUND
5. BEST PERISHABLES IN TOWN
- 6. BEST MEAT DEPARTMENT AROUND**

WHY DID THE CUSTOMER CROSS THE ROAD?

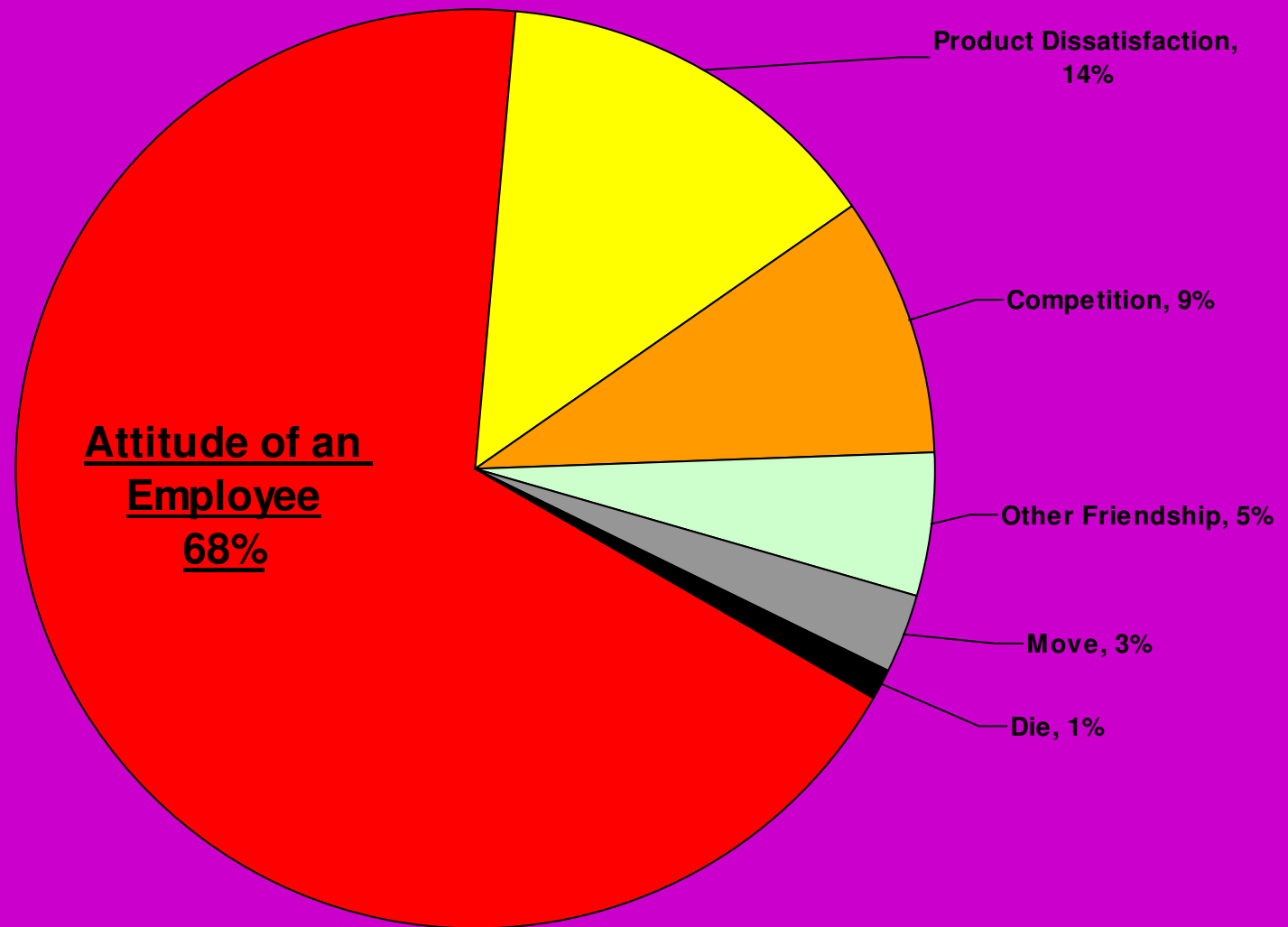
**AFFILIATED
FOODS
STORE**



SUPERCENTER



Why Customers Quit Shopping Your Store



FIRST GOLDEN RULE

**A CUSTOMER IN NEED
IS A CUSTOMER INDEED**

When there is not much difference between your product and the product of your competitor, there needs to be a BIG difference in the quality of service you provide your customer.

SECOND GOLDEN RULE

**HIRE PEOPLE WITH
GOOD CUSTOMER
SERVICE SKILLS**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A -- 1
T -- 20
T -- 20
I -- 9
T -- 20
U -- 21
D -- 4
E -- 5

**Attitude
equals
100%.**

**ATTITUDE IS A LITTLE THING
THAT MAKES A BIG DIFFERENCE**

HOW TO HIRE GREAT EMPLOYEES:

Seek out the great employees who already work for you. Interview them, find out what makes them tick. Write profiles of great employees. Find out what qualities they have in common. Then look to hire people with the same qualities.

THIRD GOLDEN RULE

**TRAIN YOUR
EMPLOYEES ON STORE
POLICIES**

**BE THE EXAMPLE FOR
YOUR EMPLOYEES TO
EMULATE.**

**DON'T ASK YOUR
EMPLOYEES TO DO
SOMETHING YOU
WOULDN'T.**

EXAMPLE POLICIES

- Visit with customers
- No whispering
- Walk the customer to product
- Don't get in the customer's way when working in the aisles
- 10 ft rule – Greet the customer
- 2 is company but 3 is a crowd – more than two in line call for help
- 3 sacks = mandatory carry out
- Thank the Customer no matter what

FOURTH GOLDEN RULE

**CROSS TRAIN YOUR
EMPLOYEES**

Provide opportunities for employees to learn.

The kind of employees you want are the kind who want to learn. Good workers improve their skills in many areas of work and life. They can either do it on their own, and be more inclined to go elsewhere for continued challenge and learning, or they can learn under your auspices, and develop close ties to your organization while they do.

- Communicate the task. Describe exactly what you want done, when you want it done, and what end results you expect.
- Furnish context for the task. Explain why the task needs to be done, its importance in the overall scheme of things, and possible complications that may arise during its performance
- Determine standards. Agree on the standards that you will use to measure the success of a task's completion. These standards should be realistic and attainable.

FIFTH GOLDEN RULE

**TRAIN YOUR
EMPLOYEES HOW TO
BUILD RAPPORT WITH
THE CUSTOMER**

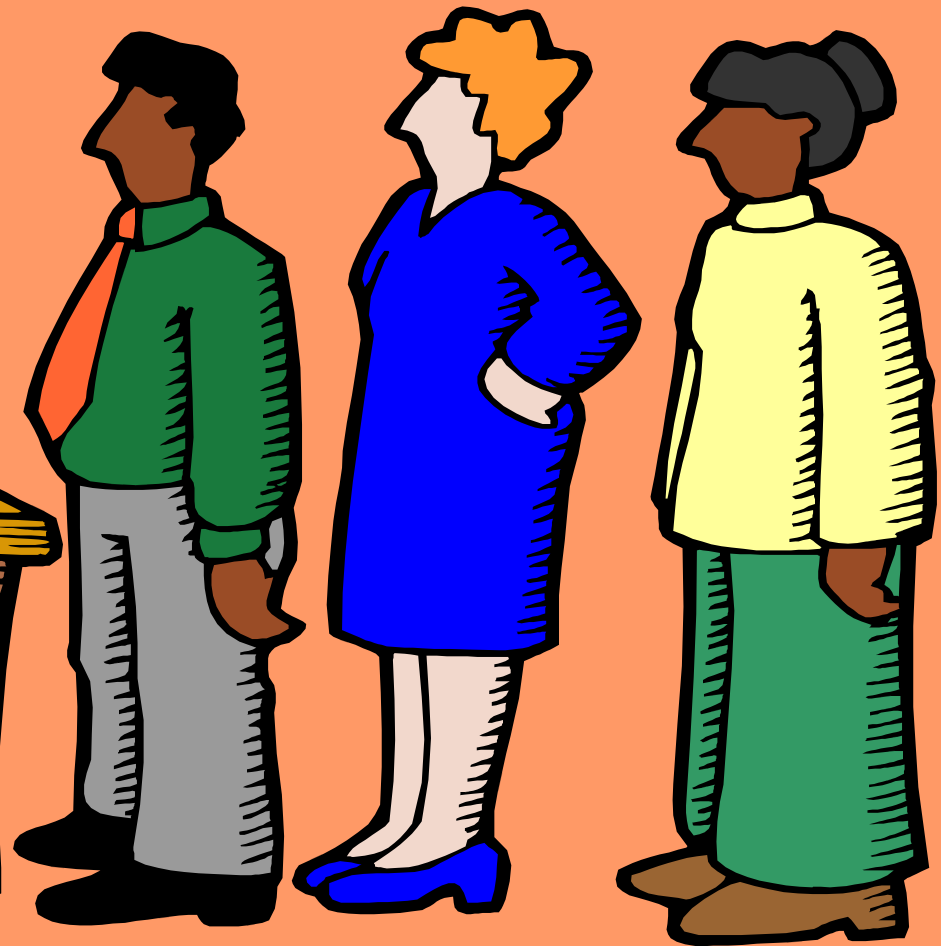
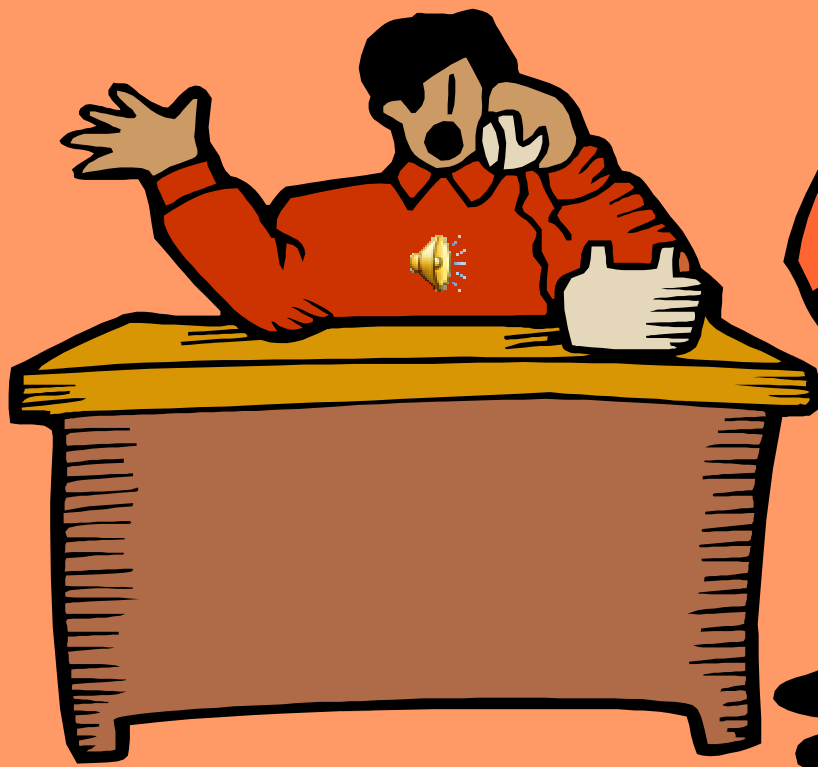
Teach your employees how to create excellent customer service through human interaction

- **All customers are greeted politely and courteously.**
- **Create an atmosphere of friendliness throughout each customer interaction.**
- **Professionalism is displayed through word and deeds.**
- **Show empathy and understanding for a customer with a problem**
- **All customers are treated fairly in every interaction with the store**
- **Conduct yourself with tact**

SIXTH GOLDEN RULE

**KNOW YOUR CUSTOMERS
NAMES AND USE THEM**

CUSTOMER SERVICE



Use the following to build positive relationships with your customers

- KIDS NAMES
- ACHIEVEMENTS
- HONOR ROLL
- MARRIAGE
- NEW CAR
- HAIR STYLE CHANGE

****STAY AWAY FROM PERSONAL SENSITIVE SUBJECTS**

EVERYONE HAS AN INVISIBLE
SIGN HANGING FROM HIS OR
HER NECK THAT READS
“MAKE ME FEEL
IMPORTANT,”
NEVER FORGET THIS WHEN
WORKING WITH PEOPLE.

SEVENTH GOLDEN RULE

**TRAIN YOUR
EMPLOYEES HOW TO
ASK OPEN ENDED
QUESTIONS**

Open-ended questions are questions that encourage people to talk about whatever is important to them. They help to establish rapport, gather information, and increase understanding. They are the opposite of closed-ended questions that typically require a simple brief response such “yes” or “no.”

Examples of open-ended questions:

- How can I be of help?
- • Would you tell me more about ____?
- • Could you help me understand ____?
- • What are the good things and the less good things about ____?
- • What do you think you will lose if you give up ____?
- • What have you tried before?
- • What do you want to do next?

Affirmations

Affirmations are statements and gestures that recognize client strengths and acknowledge behaviors that lead in the direction of positive change, no matter how big or small. Affirmations build confidence in one's ability to change. To be effective, affirmations must be genuine and congruent.

Examples of affirmation statements:

- Thank you for ...
- I really like the way you ...
- That was a very creative how you ...
- You showed a lot of self-control in the way you ...
- It may not seem like much, but I think it was very impressive how you ...
- You have a real gift for ...

**“TO GIVE REAL SERVICE YOU MUST
ADD SOMETHING WHICH CANNOT BE
BOUGHT OR MEASURED WITH
MONEY, AND THAT IS SINCERITY AND
INTEGRITY”**

-Donald A. Adams

EIGHTH GOLDEN RULE

**INSTILL A SENSE OF
URGENCY IN HELPING
CUSTOMERS**

WHAT DO THESE CUSTOMERS HAVE IN COMMON?



EDUCATE YOUR EMPLOYEES ON FIVE PRINCIPLES OF A GOOD EMPLOYEE

- URGENCY
- OWNERSHIP
- LEARN-BY-DOING
- LIFELONG LEARNING
- MOTIVATION

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong

NINTH GOLDEN RULE

**TRAIN YOUR
EMPLOYEES HOW TO
HANDLE ANGRY
CUSTOMERS**

**NEVER ARGUE WITH A
CUSTOMER.**

LISTEN!

**CLOSE YOUR MOUTH
AND LISTEN!!**

**WHEN THAT DOESN'T
WORK.....**



APOLOGIZE

**Saying I'm
sorry will
often times
reduce anger.
Apologies
even if it was
not your fault.**



Defusing Angry Customers using the LARSON approach

- **Listen let them vent. Empathize, take notes**
- **Agreement find areas of agreement**
- **Repeat/Restate use the customers words for clarification of issue**
- **Seek Resolution Ask what can be done to resolve the problem**
- **Offer a sincere apology We're sorry this happened and if were responsible we will make it right**
- **Now solve the problem immediately**

THE FOUR R'S

- REPEAT
- REVIEW
- RESPOND
- RESOLVE

TENTH GOLDEN RULE

**DON'T LET AN ANGRY
CUSTOMER LEAVE
YOUR STORE**

10 WAYS TO BUILD CUSTOMER LOYALTY

1. Take ownership of your customer's problem. Even if you are not the cause of it.
2. Follow up with every customer who was upset or had a difficult problem.
3. Ask yourself with every customer interaction you have, "If this were me, what would I want?"
4. Thank your customers and co-workers every chance you get!
5. Fax articles or other materials to your customers if you think they can benefit from the information.

10 WAYS TO BUILD CUSTOMER LOYALTY (Continued)

6. Remember personal details about your customers such as birthdays, children's names and accomplishments.
7. SMILE every time you are on the telephone.
8. Look for ways to bend the rules and remove service obstacles.
9. Time is a person's most precious commodity. Respect your customer's time and schedule.
10. Provide your customers with respect, friendliness, and knowledge, and oh, yes, the products and services you sell.

DON'T TAKE IT PERSONAL



COMPARING A KNIGHT IN SHINING ARMOR TO A CUSTOMER SERVICE REPRESENTATIVE



WE CONTROL OUR OWN
DESTINY AND WE WILL GET THE
RESULTS WE WANT BY
WORKING THE GOLDEN RULES

THANK YOU FOR SPENDING
TIME WITH ME TODAY

THE END

