Delivering Exceptional Customer Experience

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Citizens™

What Is Customer Service?

"Customer Service is the new marketing, it is the new sales, and this is where we anchor the relationship with the customer."

- Mikkel Svane, CEO & Founder of Zendesk

"The Competition is anyone the Customer compares you to."

- Tom Connellan, author of Inside the Magic Kingdom

Recall An Exceptional Customer Service Experience

How did your experience embody these characteristics?

Received personalized attention

Treated with respect and friendliness

Treated as though you were not an interruption

Empathy with your situation

Exceeded expectations

Why Does It Matter?

95%
of customers tell others about a *bad* experience

87%
of customers share a *good* experience

15
is the average number of people someone shares a *bad* experience with

24% of students who left college decided to do so due to bad service/being treated poorly

https://www.customerthermometer.com/customer-service/customer-service-and-satisfaction-statistics-for-2019/
http://academicmaps.blogspot.com/2016/09/why-students-left-college-2016-neal.html

What Is Exceptional Customer Service?

- Positively impacts the institution's value and reputation
- Builds and maintains relationships
- Retains customers and positively influences future customers
- Drives perception of the institution and retention
- Increases return on investment
- Keeps employees motivated

Customer Service Starts With A First Impression

First impressions are formed within **7 to 17 seconds** of meeting someone

93% of people's judgments of others are based on non-verbal input[1]

55%
of first impressions are made by what we ***see***

38%
is the way we ***hear*** their first words

7%
are the actual ***words*** they say

https://www.businessinsider.com/20-ways-to-nail-a-good-first-impression-2010-12?op=1#4-readjust-your-body-language-4

Tuning Into Communication Channels

VISUAL

- Maintain approachable body language – stand up straight
- Show engaged/concerned facial expressions
- Maintain eye contact and actively listen
- Nod when appropriate

VERBAL

- Be aware of your tone of voice (negative, neutral, positive)
- Meet the pace of the customer
- Gain attention by changing your volume
- Use emphasis and inflection to convey interest and concern

VOCAL

- Use positive phrases to show customers that you care:
  - Acknowledging phrases
  - Affirming phrases
  - Assuring phrases
- State the customer's name for personalization

Keys To Providing Exceptional Customer Service

DEVELOP AND DEPLOY GOOD CUSTOMER SERVICE HABITS:

- Think like the customer
- Treat the customer the way you want to be treated
- Express understanding
- Use positive language
- Make the interaction simple
- Be accessible and flexible
- Take ownership
- Provide alternatives
- Follow up and be proactive
- Generate good feelings/passion

Dealing With Difficult Students & Parents

REMAIN CALM AND DON'T TAKE IT PERSONALLY

BE PATIENT

LISTEN WHILE TRYING TO SEE THEIR PERSPECTIVE

SYMPATHIZE AND APOLOGIZE

FIND A SOLUTION

Overcoming Barriers To Customer Service

	HUMAN	ENVIRONMENTAL
WHAT ARE DRIVERS?	• Lack of care for consumers • Dislike for job • Prolonged stress • Tired • Personal problems	• Technology issues • Lack of training/knowledge • Short-staffed • Legal barriers • Issue is not your responsibility
HOW TO OVERCOME	• Review basic customer service skills • Keep personal and professional life problems separate • Seek new career options	• Inform the customer about the barrier • Work around environmental barriers and seek alternatives • Enhance customer service skills

Practice Using Positive Phrases

Use assuring phrases that show you're solving the problem vs. creating a barrier

✘ "I'm not the right person to help you with that…"

✓ "I'm happy to transfer you to someone who can help you with that…"

✘ "I don't know the answer to that…"

✓ "I'm happy to look into this and call you back with an update within <<xx days>>…"

Use phrases that imply favor with a description vs. command

✘ "Give me your student ID number."

✓ "Could I please have your student ID number."

✘ "Hold on."

✓ "Let me look into this for a second and see what I can find."

Timely Follow Up Is Just As Important As The Interaction

- **Set realistic follow up/next step expectations**
- **Provide a dedicated contact and phone number should issues arise in the interim of the solution**
- **Be proactive – reach out to your customer in a timely manner**
  - Provide an update - confirm the problems that have been solved and/or issues still being worked
  - Inquire if there are any underlying questions or new problems

Training Activities For Your Staff

Practice scenarios that improve listening and delivery skills to help them navigate difficult situations and conversations to improve customer experiences and retention

ACCELERATE LISTENING SKILLS

- Focus on customers' responses - tone of voice, body language
- Identify ways to reduce miscommunication
- Make adjustments according to the customer's responses
- Identify customer needs by asking the right questions

PRACTICE WAYS TO IMPROVE THE EXPERIENCE / DELIVERY

- Navigating difficult situations
- Using positive phrases
- Turning 'no' into 'yes' scenarios
- Valuing complaints/feedback
- Responding when the customer is wrong - what does this mean we want them to do?
- Thorough follow up

THANK
YOU