



LAKE CHARLES

SOUTHWEST LOUISIANA

CONVENTION & VISITORS BUREAU

Putting Service Back in Customer Service



Today's
Customer's
are **Revolt**ing..

*“Excuse Me...I'm
done with
apathetic and bad
service!!!”*





Stop the **Revolt** by asking **Tough Questions**

- Do we have the right people in the right role?
- What are our hassle points for service?
- What details are we overlooking?
- What is our weakest link?
- What is our 'service recovery' plan?
- What is our point of difference?
- What is our enthusiasm factor?
- What training do we need?

What is Your Service Reputation?



- Why is it difficult to define?
- Why is it challenging to know?



**“At the end of each day, play
back the tapes of your
performance.**

**The results should either
applaud you or prod you.”**

Jim Rohn

Have We Dehumanized the Customer Experience?



People or Machines?

Has Service Been Replaced with Self-Service?



Fast Food



You dislike faceless, disrespectful relationships...so do your customers!



**The best thing
you can do for
your business is...
something simple -
and more
dependable.**



Humanize each customer interaction -

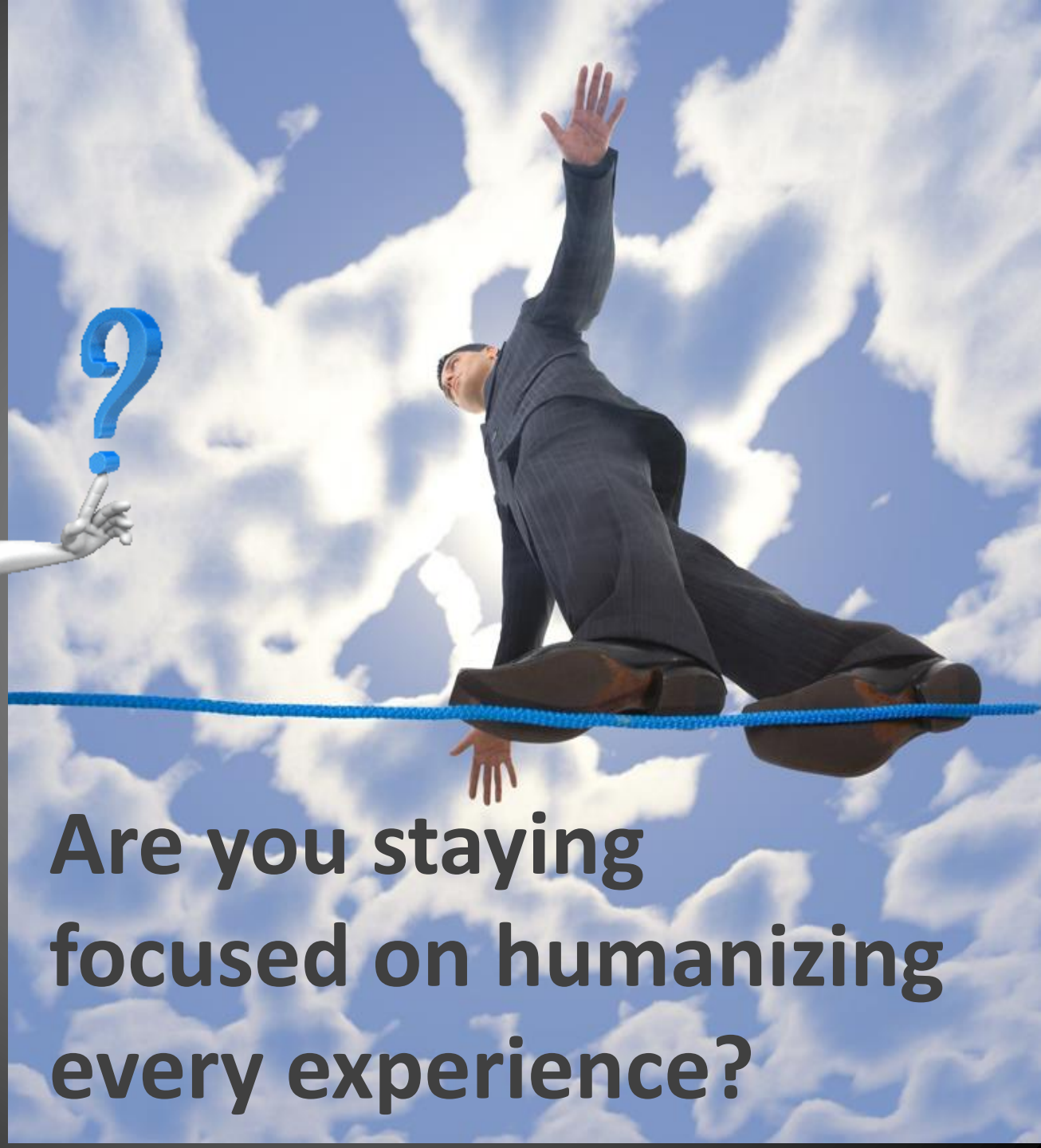
turning products or services in to more than a commodity.

Commodities are interchangeable and replaceable.

Humanized relationships are not.



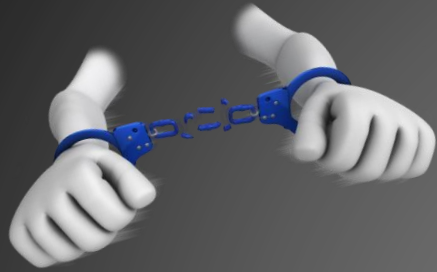
Welcome to Lake Charles/SW Louisiana!



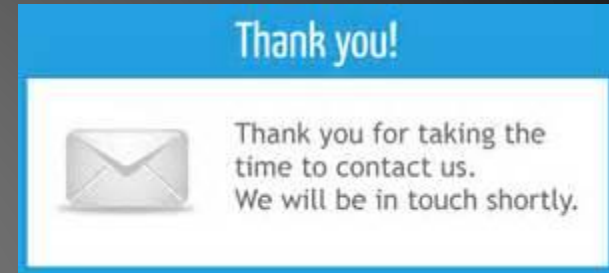
**Are you staying
focused on humanizing
every experience?**

Humanizing the Customer Experience

Examples



THANK YOU FOR CHOOSING



Service...The New Marketing
A satisfied customer can become
your most powerful advocate
and ultimate marketing avatar.



Word of Mouth...is **BIG!**



59%...

of customers use social media to “vent” about a customer experience



A Superior customer
experience doesn't just
happen...

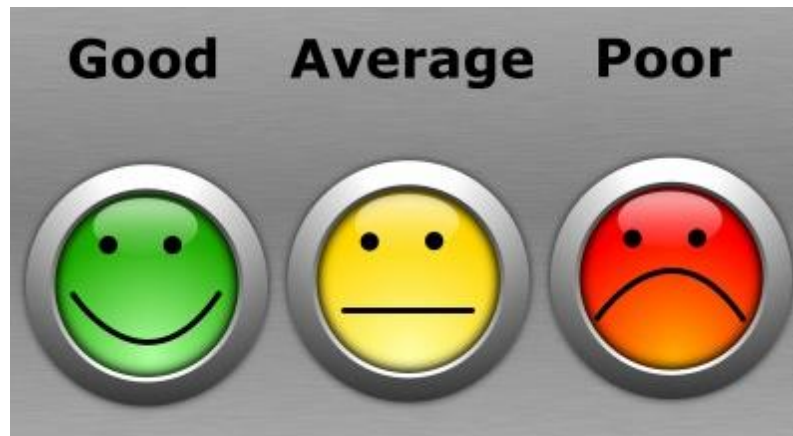
It's a process!

"If it ain't broke
...don't fix it!" has
outlived it's time.



Customer Expectations

- Know Me
- Understand Me
- Lead Me
- Help Me
- Serve Me
- Respect Me
- Thank Me
- Surprise Me



CUSTOMER SERVICE

Online. On the Phone. In Person



HOW MAY WE SERVE YOU BETTER?

Are you
creating
“Concierge
Service” ... with
your products,
services and
brand?

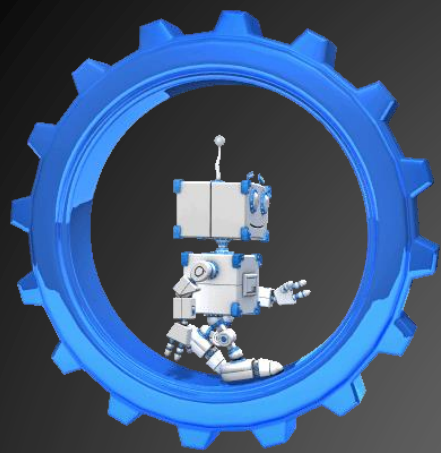




*Every business needs
a lobby*

And... Welcoming Faces





Stay Focused...Be in the Present

Remember...

- Every face-to-face and telephone interaction counts and cannot be recreated.
- Every contact is a new performance.
- The **LITTLE THINGS** are the “**BIG THINGS**”
- Personalized service vs. robot service.
People – vs. paperwork.

“90% of brand marketers state **CUSTOMER EXPERIENCE** is among the best determinants of brand strength and business growth.”

Forrester Research



**What
experience
are you
creating?**

Great Experiences Create Advocates

55% are willing to recommend a company due to outstanding service, more so than product or price





*in*experience
*is*expensive

your front-line is the *key*!

The Front-Line

where the heat is in the kitchen.

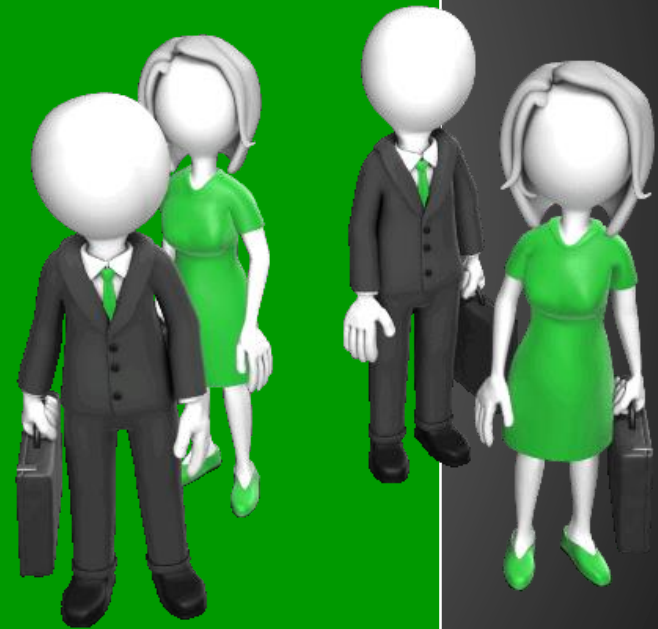


WHAT YOUR EMPLOYEES DON'T KNOW CAN CAUSE A

BLAZE!

**Your people
have to get it.**

They have to
THINK, ACT and
FEEL your brand.



Employees want to
be treated like
valued customers...



like **PRIZE**
THOROUGHBREDS
vs. **workhorses.**





John Willard Marriott

"Take care of your people and they will take care of your customers."



John Willard Marriott - Founder of Marriott



Customer Service Basics

A. Wipe the slate clean

Be personal-Be *human*

Don't let bad experiences carry over

Know your customer's expectations

Utilize your expertise

Be accommodating

B. It's a two-way exchange

Reassure the customer

Listen

Be honest

Ask open-ended questions:

Who – What – When – Where - How

**ARE YOU
LISTENING TO...
Customers?**



**ARE
YOU
HEARING?**



C. Time is valuable

Acknowledge wait times

Customer Convenience precedes yours

Always thank the customer (for their time)

**If you don't manage your
customer's expectations...they will!**

ARE YOU RESPONDING?



Or...



Accountability...
linking people to results.

**Individual
responsibility for the
customer experience.**





Sometimes...you have to
fake it until you make it.

What is Your Brand?



What is Branding?



- Your organization's personality
- Your customer's perception
- Communication influences positively or negatively
- Facts tell. Emotion sells.
- YOU are your brand in action
- Every engagement is judged
- Your name sets up an expectation



Your Brand is your Promise on
what it is that you deliver.



Write Down the Name of the Business You Represent



What words do you want people
to think of when they hear the
name:

Write Down Your Name

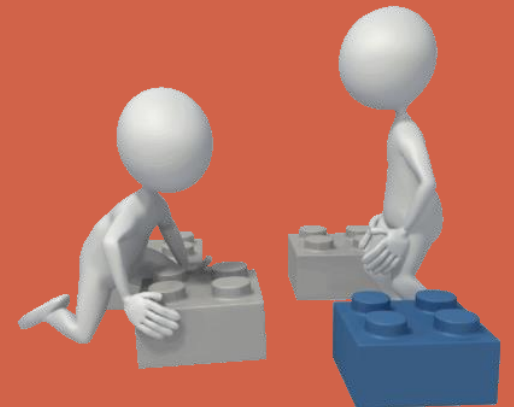
YOU

Have a Brand!

**What words do people think of
when your name is mentioned?**



use relationship
moments with
your customers
to build your
brand.



“Customer Touchpoints...your brand in action!”

Billboards – Direct Mail – Websites – Communication Vehicles
– Social Media – Tourism Entities/Volunteers
Local/Regional/State/Welcome Centers – Trade Associations
– Community – Employees... **“YOU!”**



Attributes

How are you different? What do you have that your competition doesn't?

Promise

What experience or value do you guarantee to customers?

Positioning

What's your brand's place in the market?
(Leisure, Corporate, Group, etc.)

Value

What do you ultimately deliver for the price?

Relevance

Do customers care about it? Does it matter to them?

identify
your
barriers
to giving
a great
experience

...I hear there's rumors
on the internets...



**What are your
barriers?**

**JUMP HIGHER
RAISE THE BAR**



**RISE
TO THE**



**BE YOUR
OWN
COMPETITION**



**BE AN ENEMY
OF
THE STATUS QUO**



**TAKE
ACTION...
NOT NOTES**



TAKE AWAYS

- **1st Meet** Customer Expectations before Exceeding.
- Identify **dehumanizing** interactions to **humanize**.
- Master the **A-B-C's** of Customer Service Basics.
- **YOU** are your brand.
- **Seize** “relationship moments.”
- The **little** things are the **BIG** things.
- **Take your shoes off** before walking in the customer's shoes.
- Knowing and **doing** are not the same.



PLEASE TAKE OFF
YOUR SHOES

“Only close attention to the fine details of any operation makes the operation FIRST CLASS.”



J.W. Marriott
1900-1985

**“Give people an experience
they can’t get anywhere
else...”**

and they won’t go anywhere else.”

Iven Frangi, Australia’s Customer Xperience Management Specialist



***Putting Service Back in
Customer Service...Starts with
YOU!***

FIVE STAR
☆☆☆☆☆ *Customer Service Strategies, LLC*



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