

Customer Service in Today's Economy

By

Gary A. Higbee EMBA CSP



Agenda

- **Introduction**
 - **Why is this economy different?**
 - Stress the cash flow
 - Cutbacks in equipment and expansion
 - Cutbacks in personnel
 - **Monopoly**
- **What determines the quality of Customer Service**
- **Competencies**
- **Excuses**
- **The WOW Factor**



What is Customer Service

- Write down a brief description of what customer service is.
- Discuss in your groups
- Present your description to the group

Excellent/Poor Service

- Write Down What Made It Excellent?
- Write Down What Made It Exceptionally Poor?

How We Loose Customers

- 1% Die
- 3% Move Away
- 5% Develop Other Relationships
- 9% Leave For Competitive Reasons
- 14% Dissatisfied With Product/Service
- 68% Rude or Discourteous Service

You Loose What You Abuse!



CS Competencies

- Communication Skills
- Integrity
- Customer Sensitivity, Motivated To Serve
- Situational Analysis
- Decisiveness – Flexibility - Judgment
- Job Knowledge and Confidence
- Follow-Up

Never Make Promises You Can Not Keep!

Excuses

- I do not have enough time
- I do not get paid to be nice
 - Productivity and Accuracy
- I deal with stupid disrespectful people
- Computer is always down
- No support

Customer Complaints

- What are the top two customer complaints?
- What are you doing about it?

WOW Factor

- Give the customer more than they expect!
 - Mentor the customer
 - Become a partner
 - Help them get better
 - Solve their problems (Related or not)
 - Give it away – Material & Effort
 - Build the relationship

Managing Complex Change

