

## The Rewards of Outstanding Customer Service



---

---

---

---

---

---

---

---

---

---

## Who are your customers?

- Anyone with whom your business has dealings
- Can be internal or external
- Not always obvious

2

---

---

---

---

---

---

---

---

---

---

## What you'll learn today

- What is customer service?
- Steps to building an outstanding customer service program
- Strategies for implementation

3

---

---

---

---

---

---

---

---

---

---

## What is customer service?

- People serving people
- Outstanding customer service is creating a relationship that keeps customers coming back and keeps them talking about you!
- Listening to and serving every customer as if they ARE your #1 client

4

---

---

---

---

---

---

---

---

## Eight Steps to Outstanding Customer Service

5

---

---

---

---

---

---

---

---

## Step 1 – Build the foundation

- Outstanding customer service has its basis in good manners
- Courtesy, caring, willingness to serve
- Let the customer know they matter and that you care
- Listen to the customer
- Teach your staff flexibility. Help your staff understand why asking the question is important and why we need the answer.
- Don't make promises you can't deliver
- Always go the extra mile!

6

---

---

---

---

---

---

---

---

## Step 2 - Hire the right people for your team

- Find, train and retain
- Look for individuals with character and competence, values and ethics
- If you hire for potential, be willing to spend the extra time
- Communicate your focus to staff
- Reward and recognize excellence

7

---

---

---

---

---

---

---

---

## Step 3 - Train your staff

- Be a role model of excellence in customer service
- Communication, conflict resolution, problem solving, listening & needs identification
- Talk to staff regularly about what is (or isn't) good customer service
- Practice, practice, practice

8

---

---

---

---

---

---

---

---

## Step 4 - Empower your staff

- Provide staff the knowledge and confidence to solve problems on the spot
- Teach them how to listen, ask questions and understand the problem and respond in a manner that doesn't cost you
- Teach them to demonstrate empathy and mean it
- Encourage them to admit errors and work to resolve them

9

---

---

---

---

---

---

---

---

 We guarantee it™  
National Student Loan Program

*If they (employees) make a wrong decision, that's something that can be corrected later. At least they acted in good faith. This is part of our commitment (to our customers).*

- Isadore Sharp  
Chairman, Four Seasons Hotels

10

---

---

---


---

---


---

---

---

 We guarantee it™  
National Student Loan Program

## Questions?



11

---

---

---


---

---

---

---

---

 We guarantee it™  
National Student Loan Program

## Step 5 - Listen to your customers

- Practice active listening
- Listen without interrupting
- Give the customer your full and undivided attention
- Don't make them repeat their request
- Ask questions to better understand the issue and customer needs

12

---

---

---

---

---

---

---

---

### Step 5 - Listen to your customers (cont.)

- Give the customer feedback to be sure you both understand the request
- Confirm that request and let them know when they can expect a response

13

---

---

---

---

---

---

---

---

*People don't buy because they are made to understand. They buy because they feel understood.*

– Sales maxim

14

---

---

---

---

---

---

---

---

### Step 6 - Deal with complaints

- Does your staff know what to do when things go wrong?
- Do they know the questions to ask?

15

---

---

---

---

---

---

---

---

## Step 7 - Follow through

- Address problems immediately!
- Don't make promises you can't keep!
- Reliability is one key to good relationships
- Contact the customer – thank you note, phone call, e-mail

---

---

---

---

---

---

---

---

## Step 8 - Go the extra mile

- Basic courtesy counts!
- Give more than expected
- Personalize service when possible
- Do the right thing!

---

---

---

---

---

---

---

---

*It is just the little touches after the average man would quit that makes the master's fame.*

- Orson Swett Marden  
Founder, *Success Magazine*

---

---

---

---

---

---

---

---

## You can do it!

- Every contact with a customer counts
- Treat your employees and customers with respect and courtesy
- Provide your employees with the tools to shine
- Listen to your customers and follow through

19

---

---

---

---

---

---

---

---

## Questions?



20

---

---

---

---

---

---

---

---

## To find out more

- *Delivering Knock Your Socks Off Service*, Performance Research Associates
- *Customer Service for Dummies*, Karen Leland and Keith Bailey
- *Best Practices in Customer Service*, Ron Zemke and John A. Woods, editors
- *Customer Mania!*, Ken Blanchard, Jim Ballard and Fred Finch

21

---

---

---

---

---

---

---

---



## More information

National Student Loan Program  
1300 O St., PO Box 82507  
Lincoln, NE 68501-2507  
[www.nslp.org](http://www.nslp.org)

Shelley Sutton  
785-224-8069  
[ssutton8@cox.net](mailto:ssutton8@cox.net)

22

---

---

---

---

---

---

---

---