

**UNDERSTANDING
CUSTOMER
SERVICE**

with Ron Kirsop

Flexible Agenda

- Why is Customer Service Important?
- Enhancing Customer Experience
- Helping Angry Customers
- Email Etiquette (if we have time)

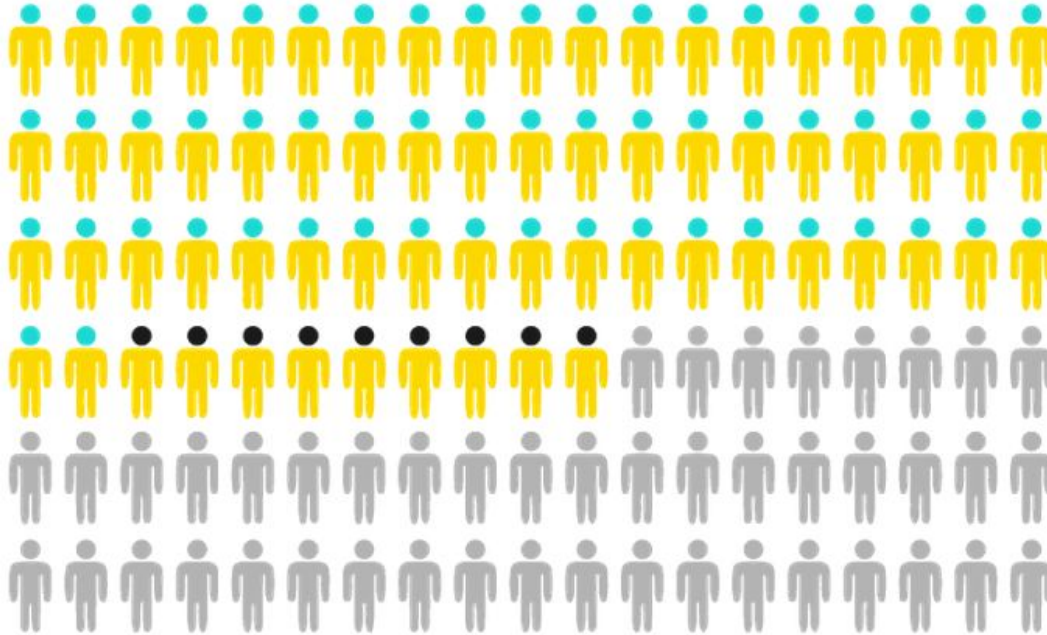
why is (library)

Customer Service

so important?

66%

SWITCHED
BRANDS



82%

SAID THEY
COULD HAVE
BEEN STOPPED

3 OUT OF 5

PEOPLE WOULD TRY A NEW COMPANY

FOR BETTER SERVICE

“Receiving great customer service triggers the same cerebral reactions as feeling loved.”

increased employee retention
(or attrition)

Traditional
Customer Service
Workshop Skills

LISTEN

WATCH FOR CONFUSION

APPROACH CUSTOMERS

(no velcro butt)

BE INVITING

SAY THEIR NAME

USE POSITIVE LANGUAGE

SMILE

CUSTOMER EXPERIENCE

CUSTOMER
SERVICE

ENHANCING

THE
CUSTOMER
EXPERIENCE

“THE SUM OF ALL EXPERIENCES A CUSTOMER HAS WITH A SUPPLIER OF GOODS AND/OR SERVICES, OVER THE DURATION OF THEIR RELATIONSHIP WITH THAT SUPPLIER. THIS CAN INCLUDE AWARENESS, DISCOVERY, ATTRACTION, INTERACTION, PURCHASE, USE, CULTIVATION AND ADVOCACY. IT CAN ALSO BE USED TO MEAN AN INDIVIDUAL EXPERIENCE OVER ONE TRANSACTION.”

IN OTHER WORDS...

PUTTING THE CUSTOMER FIRST

BY FOCUSING ON CREATING A POSITIVE EXPERIENCE

FACTS ABOUT

CUSTOMER EXPERIENCE



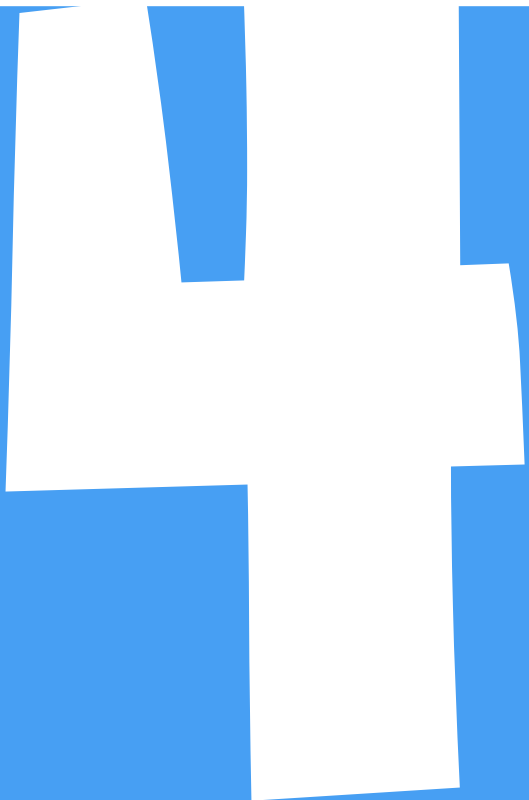
YOU ARE NOT
THE CUSTOMER



THE CUSTOMER
IS NOT BROKEN



GOOD CX
REQUIRES
RESEARCH



GOOD CX
REQUIRES
EMPATHY

5

CUSTOMERS ARE
NOT LISTENING
TO WHAT YOU SAY



CUSTOMERS

CREATE THEIR

OWN EXPERIENCES



CUSTOMER
INTERACTIONS
ARE COMPLEX

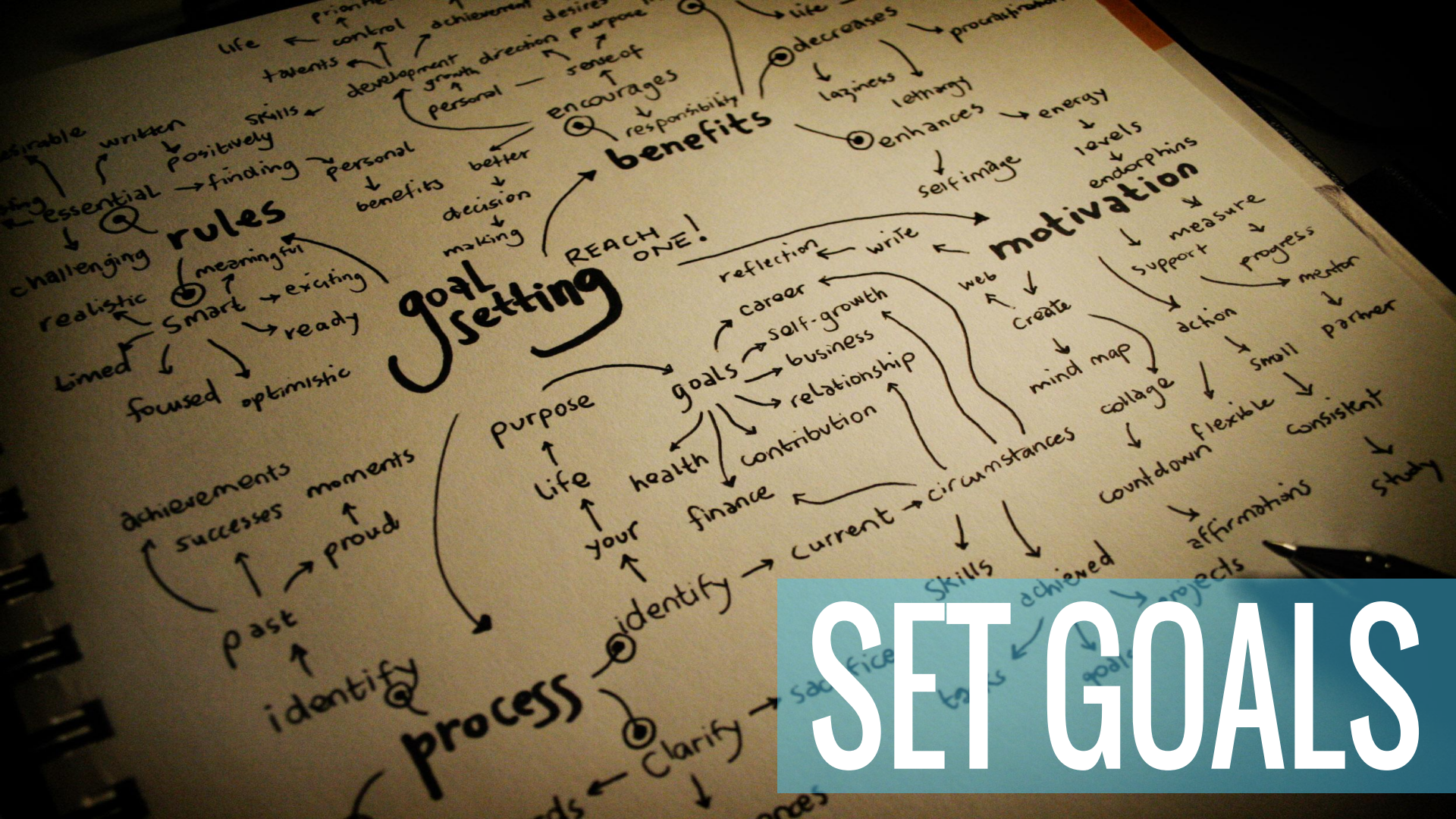


GOOD CX
IS HOLISTIC



CUSTOMER
EXPERIENCE
SHOULD BE EASY
FROM THE START

HOW?



SET GOALS

BE

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIMELY

have a

SERVICE

PHILOSOPHY

MAKE EVERY INTERACTION COUNT.

**WE TREAT EVERY CUSTOMER LIKE
THEY ARE THE ONLY THING IN THE
WORLD THAT MATTERS.**

**MAKE SURE THE CUSTOMER
ACHIEVES THEIR GOALS NO MATTER
WHAT THE COST.**

1. Smile

2. Say, “**HI, HOW ARE YOU TODAY?**”

3. Make sure they achieve their goal

4. Say, “**WHAT ELSE CAN I HELP YOU WITH?**”

EXCEED

EXPECTATIONS

1st

IMPRESSIONS

MATTER

THERE IS ONLY ONE BOSS.
THE CUSTOMER. AND HE
CAN FIRE EVERYONE
IN THE COMPANY...

-Sam Walton

START WITH

EMPATHY

EMPATHY

**CUSTOMER
EXPERIENCE**

**CUSTOMER
SERVICE**

**IT'S NOT ABOUT THE LIBRARY, IT'S ABOUT
DELIGHTING, SURPRISING, AND SERVING CUSTOMERS**

HELPING

ANGRY


CUSTOMERS

WORST CASE

SCENARIO

**MAKE THE CUSTOMER HAPPY
(SO THEY WANT TO COME BACK)**

DEALING WITH
DIFFICULT CUSTOMERS
IS, WELL...DIFFICULT



Staff Feel Like They Have

CHOICES

BE



NICER



KINDER



APPROACHABLE



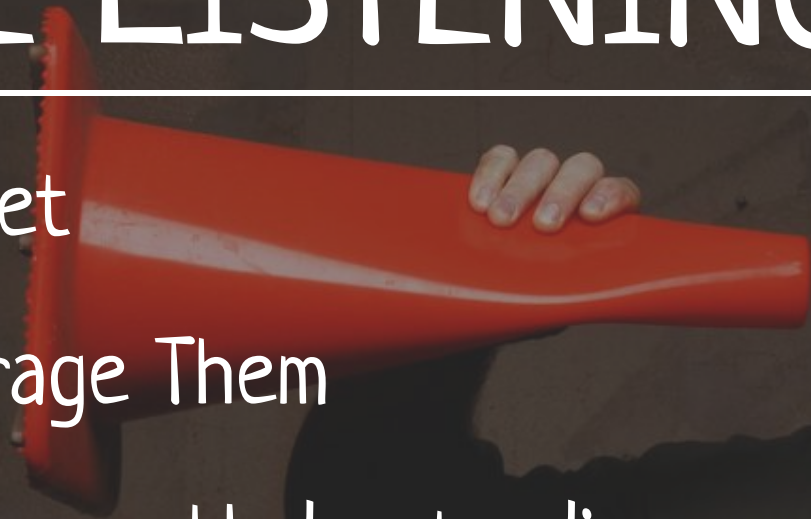
POSITIVE



ACTIVE LISTENING

ACTIVE LISTENING

1. Be Quiet
2. Encourage Them
3. Check your Understanding
4. Validate their Reasoning



LEAN INTO

CRITICISM



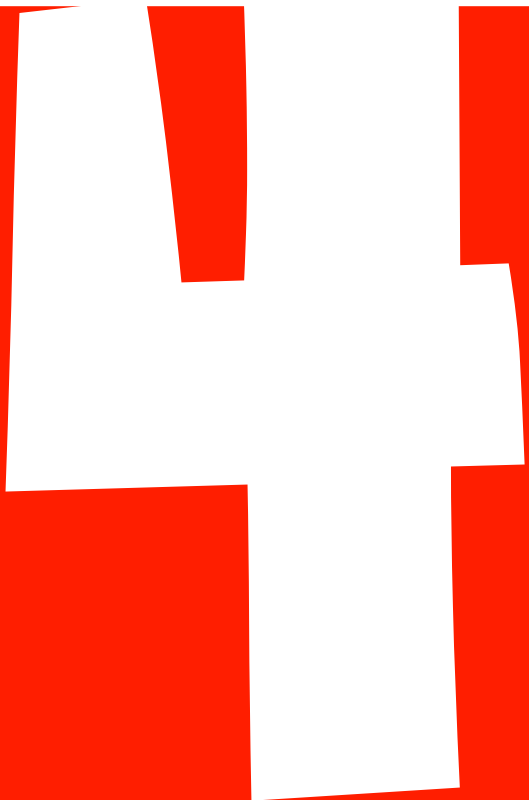
HAND THEIR
COMPLAINTS
BACK TO THEM

2

USE POWERFUL
WORDS



STEAL THEIR
GOOD LINES



NEVER
DEFEND
YOURSELF

ACKNOWLEDGEMENT:

THE KEY TO DIFFUSING
DIFFICULT SITUATIONS

THE LADDER OF ACKNOWLEDGEMENT



LEVEL 1:

PARAPHRASE

LEVEL 2: OBSERVE

LEVEL 1: PARAPHRASE

LEVEL 3: **VALIDATE**

LEVEL 2: **OBSERVE**

LEVEL 1: **PARAPHRASE**

LEVEL 4: IDENTIFY

LEVEL 3: VALIDATE

LEVEL 2: OBSERVE

LEVEL 1: PARAPHRASE

ACKNOWLEDGED

JUSTIFIED

INTENSE SITUATIONS

=

HIGH ALERT

avoid

TRIGGER PHRASES

“I UNDERSTAND”

“CALM DOWN”

or

“IT COULD BE WORSE”

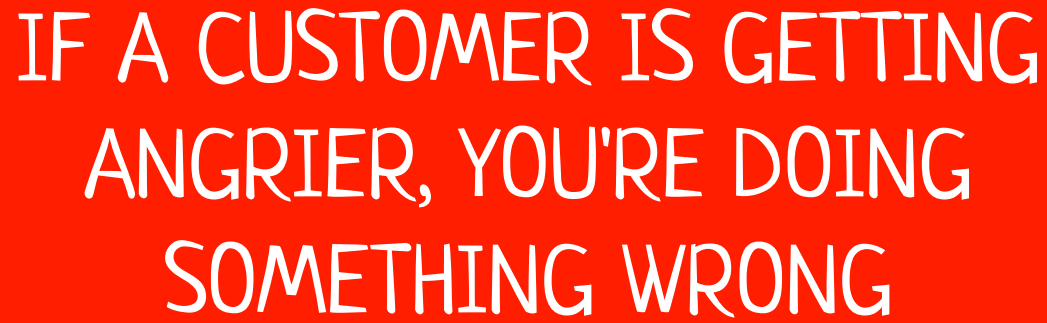
“WHO KNOWS?”

“I’M SORRY, BUT...”

“SORRY, THAT’S OUR POLICY”

EASY FIX

MENTAL ILLNESS

A red speech bubble with a white outline and a tail pointing downwards and to the left. The text inside is white and reads: "IF A CUSTOMER IS GETTING ANGRIER, YOU'RE DOING SOMETHING WRONG".

IF A CUSTOMER IS GETTING
ANGRIER, YOU'RE DOING
SOMETHING WRONG

GET HELP

- ALMOST DONE -

**CLOSING
REMARKS**

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Feel free to contact me.

READING LIST:

Brown, L., & Brown, C. L. (2014). *The customer culture imperative: A leader's guide to driving superior performance.*

Cockerell, L. (2013). *The customer rules: The 39 essential rules for delivering sensational service.*

Dasu, S., & Chase, R. B. (2013). *The customer service solution: Managing emotions, trust, and control to win your customer's business.*

Gallagher, R. S. (2013). *The customer service survival kit: What to say to defuse even the worst customer situations.* New York: AMACOM American Management Association.

Michelli, J. A. (2012). *The Zappos experience: 5 principles to inspire, engage, and wow.* New York: McGraw-Hill.

Michelli, J. A. (2014). *Leading the Starbucks way: 5 principles for connecting with your customers, your products and your people.*