

The Real Magic Behind Magnificent Customer Service

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Why?

- Why is magnificent customer service so important?
 - Examples



So – Why Not?

- Obstacles
- Intangible assets inventory (“Invisible Advantage”)
 - Study by Cap/Gemini/Ernst & Young



Are You Different?

- “If you are not different in a valuable way, you better have a very low price.”
 - Jack Trout, Marketing Guru
- “Have a simple idea that separates you from your competition.”

Attitude

- “It is not changing what you do, but changing your attitude toward what you do!”
 - Brother Lawrence, 17th century cook in a French monastery

Seven Secrets

- Seven “deceptively simple” secrets



It Starts At Home

- ① It all begins at home!
 - “Everyone makes a difference.”



A Customer-Centric Culture? Really?

- Are your incentives aligned and applied?
- Do your customers (and team) agree?
- Need a systematic and relentless pursuit of reality!

Respect

- Your people will never treat customers better than you treat them!
“Respect.”
 - Frederick Reichheld – “Loyalty Effect” & “Loyalty Rules”

Leadership Committed? Trusted?

- Goals
- Priorities
- Set the standard



Selecting The Right People

- Talent template (BBQ)
- Talent value proposition (TVP)
- Referrals from current team?
(Structured team interviews)

Customer Wins

② Make sure customers always win
their bet

- The best customer is the one you already have!
- Continuously create value!
- Believe, empathize, trust

Customer Delight?

- What makes them smile?
- Or customer disappointment?
What makes them snarl?



Through the Customer's Eyes

- ③ Always see it through your customer's eyes!



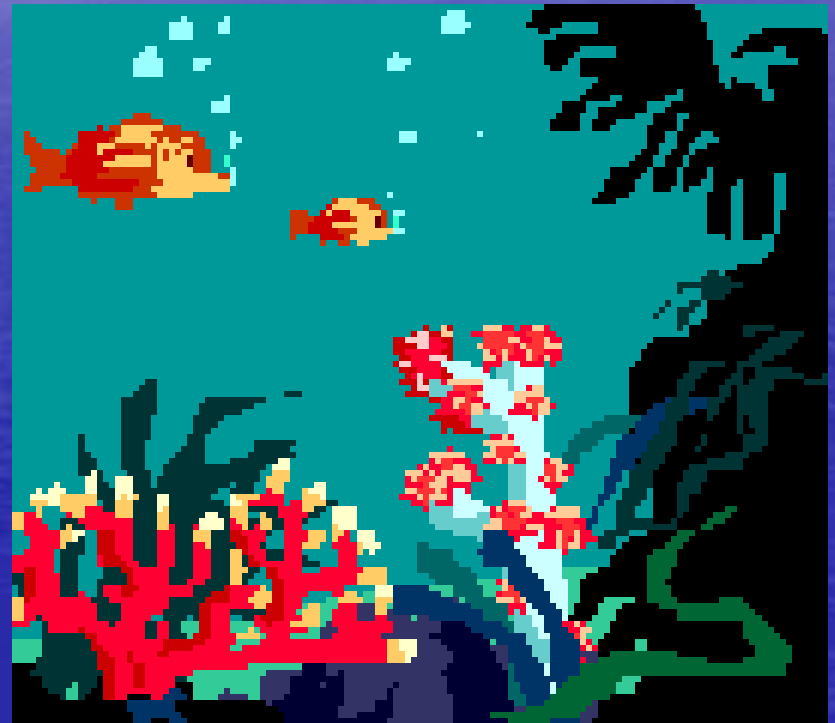
Do Your Customers Know You?

- “It is not so important that you know your customers as that your customers know all about you.”



Listen, Listen, Listen...

- And watch.
(LAW)
 - Fish tank example
 - K.I.S.S. “Embrace simplicity”
 - “Keep it simple & spectacular”



Different Customers

- Different customers see customer service differently
 - I.
 - D.
 - E.
 - A.

Examples

- Driving & restaurant examples
- Customer service examples



Staff

- Need staff that understands and can meet all types of needs



Trusting Relationships

- ④ It is all about a trusting relationship
 - Promise much, but deliver more
 - Actions not intentions
 - Trust is earned and pays dividends!

Best Buy System

- Contact
- Ask
- Recommend
- Encourage



Some Math

- What is each returning customer worth?
- What does each new customer cost?
- Do the math!

Give Them The Pickle

- ⑤ Give them the pickle!!! Meet special requests
 - You fight you lose!
 - Positively outrageous service
 - Continuous innovative improvement (Farrell's example)

Make It Fun

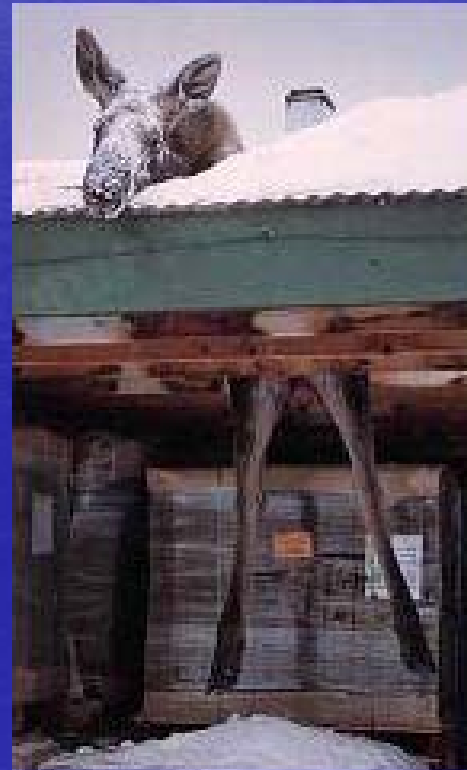
- ⑥ Make coming to see you fun
 - “Special request” concept
 - Celebrate customers and service
 - “Fish” example

Learn Something New

- ⑦ Make sure everybody learns something every time!
 - Good or bad! “Continue it or correct it!”
“No status quo”
 - Fast, unfiltered performance feedback!
 - Document it!

L.E.A.R.N.S.

- A service recovery system is a must!
 - Listen
 - Empathize
 - Apologize
 - Respond
 - Next level
 - Special request



Talent Template?

- Who are your heroes? Why?
- Why would anyone do more than necessary?
- Tell me three things that would delight our customers?

Customer Service

- Define service
- What's the coolest thing that has happened to you as a customer?
- What is the most extraordinary thing you have ever done?
 - Source Mark Sanborn - “Fred Factor”

P.O.O.F.

- The real magic behind magnificent customer service:
 - Putting Only Others First!



P.O.O.F. Day

- Have a P.O.O.F. day!
- Do one extraordinary thing



You Get What You Deserve

- You create and keep the customers (and staff) you deserve



The Way of W.O.W.

- Want your customers not to be just satisfied, but to be enthusiastic – to say WOW!
- Do this through “knock your socks off”, positively outrageous service!

Way of W.O.W.

- “We pack our own parachutes”
 - 100% customer enthusiasm is possible
 - Know your value delivery system
 - Meet and exceed customer needs and expectations

Golden Moments

- Manage “Golden Moment of Truth.”
- Celebrate customer service!
- Continuous innovation/create disruption!

Don't Ever Give Up!

P.o.o.f .Principles

- ① It all begins at home
- ② Make sure customers always win their bet
- ③ Always see it through their eyes
- ④ It is all about a trusting relationship
- ⑤ Give them the pickle! Meet special requests
- ⑥ Make coming to see you fun
- ⑦ Make sure everybody “learns” something every time

P.O.O.F. – put only others first