

“You want fries
with that?”



ATU Workshop Presented by:
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“You want fries with that?”



Rules of engagement

- Cell phone courtesy
- Highly participative workshop- Let's share and NETWORK!
- 'Parking Lot'



“You want fries with that?”



Objectives

- Discuss the elements of customer service excellence
 - ✓ “Order taking” is no longer acceptable
 - ✓ What ‘experience’ is being created?
- Discuss the elements of a first impression
 - ✓ Think about the 5 senses
 - ✓ Giving you a different set of ‘eyes’
- Understanding your customer



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Objectives

- Skills necessary to provide excellent customer service
 - ✓ Do you have the right people in the right positions?
 - ✓ How the right or the wrong 'fit' affects customer satisfaction
- Key components for every guest interaction- creating a service culture
 - ✓ 3 Steps of Service
 - ✓ Speech and voice quality
 - ✓ The 'big picture'



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Challenge

- Write down a one sentence definition of 'Customer Service'



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Customer service defined

- Wikipedia defines 'Customer Service' as:
 - ... “the provision of [service](#) to [customers](#) before, during and after a purchase.”
 - “Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, **the feeling** that a product or service has met the customer expectation.”



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State of Affairs

- Economy
 - ✓ Gas prices ^
 - ✓ Airfare increases
 - ✓ Stay and Play continues
- Travel: a luxury
- More Choices
 - ✓ Supply/Demand
 - ✓ More demanding, educated consumers



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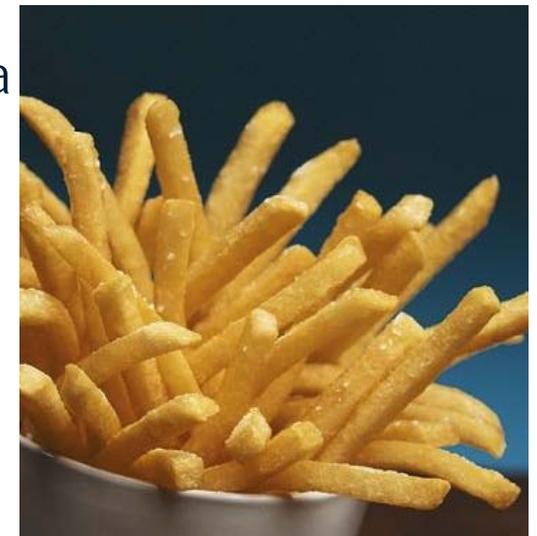
Quotable

“What makes customer satisfaction so difficult to achieve is that you consistently raise the bar and extend the finish line.

You never stop. As your customers get better treatment, they demand better treatment.

Expectations are fueled not just by how well a business performs versus its competitors, but also versus standards set by other industries.”

~JD Powers and Associates



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First Impressions

- What 'experience' are you or your employees creating?
 - ✓ Appearance
 - ✓ Body language
 - ✓ Tone of voice
 - ✓ Choice of words; terminology
- In every interaction – think about the 5 senses
 - ✓ How do they play into impressions?
 - ✓ Are you aware of your surroundings?



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Challenge

- Expand on the word 'experience'
 - ✓ What makes an experience memorable
 - ✓ Good vs. bad
- Think about one experience that was 'memorable' in a bad way...why?
 - ✓ 5 senses



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Who is your customer or guest?

- More than just a number!
 - ✓ First timers?
 - ✓ Repeats?
 - ✓ Locals?
 - ✓ Business?
 - ✓ Leisure?
- How would knowing this information help your team customize their experience in every interaction?



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So what does it take?

- Communication skills
- Customer sensitivity – empathy
- Demonstration of honesty and integrity
- Energy
- Flexibility- one size does NOT fit all
- Initiative
- Integrity
- Knowledge- be an ambassador
- Motivation to serve



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So what does it take?

- Opportunity solving attitude
- Exhibiting versatility – adapting to the pace and style of the guest to increase their comfort level
- Guest service is more than following a process
- Consistent commitment to quality
- Accountability and celebration



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Effective listening traits

- Is your staff prepared? Are they ready?
 - ✓ Are they focused?
 - ✓ Do they avoid interruptions?
 - ✓ Is their environment conducive to a positive experience?
 - ✓ Do they take notes and follow-up?
 - ✓ Do they respond with empathy?



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Key components for every guest interaction

- The 3 steps of service
 - 1) Warm welcome
 - 2) Discovery, anticipation, and compliance with guest needs
 - 3) Fond farewell



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Key components for every guest interaction

- The 3 steps of service
 - 1) Warm welcome/greeting
 - Greeting – in person, on the phone or in writing
 - Establish rapport
 - 2) Discovery, anticipation and compliance of guest needs
 - Asking the appropriate ‘discovery’ questions to customize the experience
 - Offer options
 - 3) Fond farewell
 - Offer additional assistance
 - Thank the guest



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Key components for every guest interaction

- A closer look
 - 1) Warm welcome/greeting
 - *Greeting – in person, on the phone or in writing*
 - ✓ Phone: answer within three rings and with a smile
 - ✓ Can they ‘hear’ your smile
 - ✓ Be conscious of your tone of voice and verbiage used
 - ✓ Telephone etiquette



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Key components for every guest interaction

- A closer look
 - 1) Warm welcome/greeting
 - *Establish rapport*
 - ✓ Effective listening
 - ✓ Establish confidence with the guest by assuring them that you are the one to help
 - ✓ Attain and use the guest name

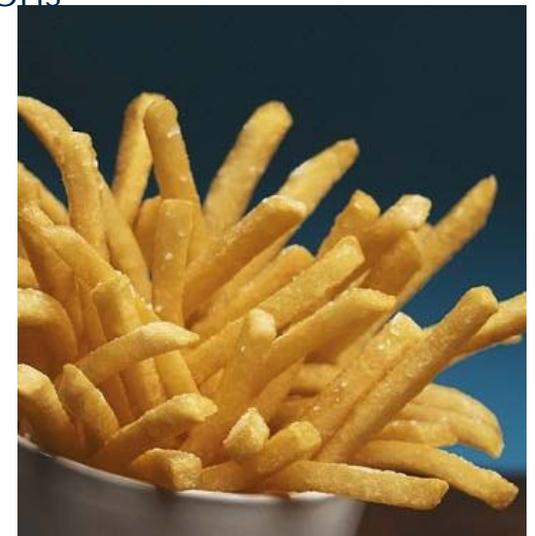


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Key components for every guest interaction

- A closer look
 - 2) Discovery, anticipation and compliance of guest needs
 - *Asking the appropriate 'discovery' questions to customize your experience*
 - ✓ Open-ended vs. close-ended questions
 - ✓ What questions could yield the best answers to help customize your presentation/experience



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Key components for every guest interaction

- A closer look
 - 2) Discovery, anticipation and compliance of guest needs
 - *Offer options*
 - ✓ Stay informed – be an ambassador and trusted advisor
 - ✓ Asking the right questions will uncover the right options versus a ‘menu’ type approach
 - ✓ Ensure the options match the need



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Key components for every guest interaction

- A closer look
 - 3) Fond farewell
 - *Offer additional assistance*
 - ✓ Common courtesy and an extension of hospitality
 - ✓ Remember your smile
 - ✓ Thank the guest and ask for their business again



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Speech analysis

- Sometimes the very basics are forgotten
 - Speech, grammar, diction and voice tones are the fastest indicators of a person’s general attitude and disposition.
 - Do you speak slowly enough to be understood?
 - Do you speak clearly and distinctly?
 - Do you speak loudly enough to be heard?
 - Is your tone pleasing?
 - Is your speech free of abrasive language and/or slang?
 - Do you use ‘industry’ words or ‘lingo’?



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Voice quality

- Be alert: a cheerful tone says you are ready to help them
- Be pleasant: a smile shows in your voice
- Be natural: use simple, straightforward language
- Be expressive: show enthusiasm for the services that you provide
- Be courteous: Display good manners



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The 'Big Picture'?

- Excellence in service and quality
 - ✓ When you and your team increase and improve your service, you:
 - 1) Entice people to buy
 - 2) Make your destination/business more interesting
 - 3) Stimulate the economy
 - 4) Drive revenue and repeat business
 - 5) Secure long term employment- saving the extraordinary cost to hire and train a new employee
 - 6) Increase tips
 - 7) Enjoy what you do more



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Consider these facts

- Customers are willing to pay more to receive better service.
- It can cost up to five times as much to attract a new customer than to retain an existing one.
- The average business never hears from 96% of its unhappy customers.



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Consider these facts

- For every complaint received, the average company in fact, has 26 customers with problems, 6 of which are serious in nature.
- The average customer who has a problem with an organization has no issue ‘publishing’ their experience on a social network page – reaching hundreds and potentially thousands of people in one ‘status update’ or tweet.

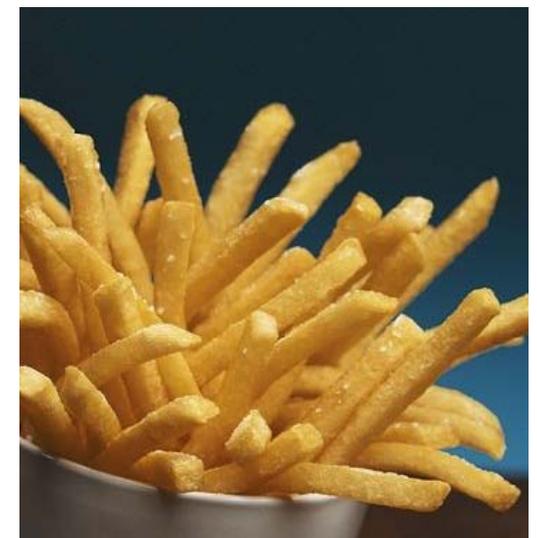


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Consider these facts

- Of customers who register a complaint, between 54% and 70% will do business again with the organization if their complaint is resolved. That figure goes up to an impressive 95% if the customer feels that the complaint was resolved quickly.



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Recommendations

- Get organized
- Make the commitment for continuous improvement every day.
- MODEL THE BEHAVIOR YOU WANT! Be the example for each other and reward excellence.
- Be flexible. Be ready for changes.
- Build, Develop and Nurture - relationships are the key.
- Shop your competition...know them better than they know themselves.



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Q&A

- What have we missed?
- Any 'parking lot' items?



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Thank You!

For additional information or more training topics and presentations, contact:

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