

# Managing Customer Service

Course Code: CS-02



# Housekeeping



# Course Agenda

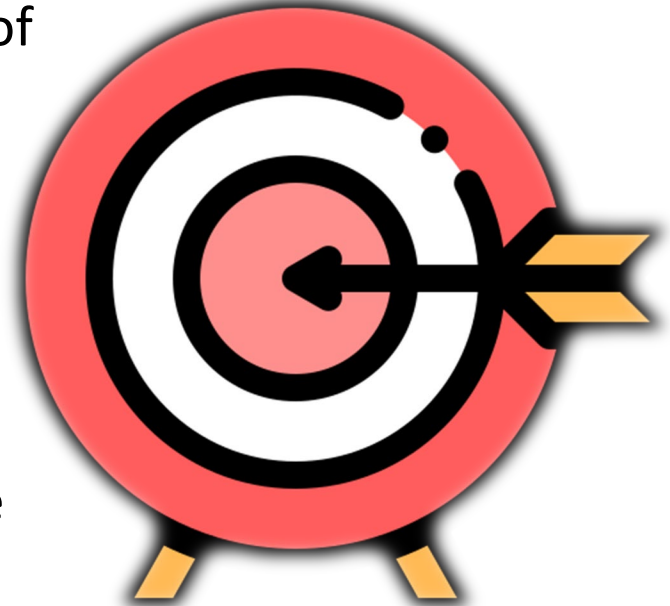
| Time            | Topic  |
|-----------------|--|
| 08:30 - 08:45am | Welcome and Brief Introduction   |
| 08:45 - 09:00am | <ul style="list-style-type: none"> <li>Housekeeping</li> <li>Course Objectives &amp; Agenda</li> </ul>   |
| 09:00 - 09:30am | Topic 1 <ul style="list-style-type: none"> <li>Honolulu Rail Transit Project Vision</li> </ul>   |
| 09:30 - 10:30am | Topic 2 <ul style="list-style-type: none"> <li>Internal and External Customers</li> <li>Motivating Service Staff</li> <li>Customer Expectations</li> </ul> |
| 10:30 - 10:45am | Coffee break   |
| 10:45 - 12:00pm | Topic 3 <ul style="list-style-type: none"> <li>Key Performance Indicators</li> <li>Bad Customer Service</li> </ul>   |
| 12:00 - 1:00pm  | Prayer Break and Lunch   |
| 1:00 - 3:00pm   | Topic 4 <ul style="list-style-type: none"> <li>Customer Value</li> <li>Internal Customer Service</li> <li>Avoiding Silos</li> </ul>                        |
| 3:00 - 3:15pm   | Q&A  |
| 3:15 - 3:30pm   | End of Training / Day 1  |

By the end of this training session, the participant will explain the significance of good customer service, Key Performance Indicators, and motivating staff.

# Enabling Objectives

At the end of this course, you will be able to:

- ❖ Summarize the Honolulu Rail Transit Project customer service strategy.
- ❖ By example, demonstrate the importance of providing superior service to internal and external customers.
- ❖ Identify Key Performance Indicators and acquire skills in delivery.
- ❖ Recognize customer and passenger expectations.
- ❖ Assist in building a strong customer service culture.
- ❖ Acquire skills in motivating, managing and mentoring customer service staff.



## ❖ Quick self introduction

- Name
- Something about you
- Roles & Responsibilities
- Work experience



# Module 1

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## Honolulu Rail Transit Project Vision





Vision: *'Inspiring Journeys'*

“To deliver a safe, secure, and coordinated metro service every day, on a real-time basis to meet the actual situation and demands of its passengers”



# Purpose of Customer Service

- ❖ Meeting the customers' wants and needs
- ❖ Providing service to customers before, during, and after a purchase
- ❖ Goal is to not only meet customers' needs, but to exceed their expectation



- ❖ Formed by staff attitude, experience, beliefs and values of an organization
- ❖ Customer Service is a core value of Honolulu Rail Transit Project
- ❖ Both internal and external customer service are important
- ❖ In order to work it must be:
  - Believed by you
  - Delivered through your service



- ❖ Provide comfortable and reliable travel
- ❖ Simple, straightforward service
- ❖ Make sure passenger is safe everywhere on the network



# Group Discussion

How will you contribute to the Honolulu Rail Transit Project Vision?



What do passengers expect from your frontline staff?

# Module 2

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Internal and External Customers  
Motivating Service Staff  
Customer Expectations



## External Customer

- Someone who paid for our service/ products
- “A person who buys from a company” (Oxford Dictionary)

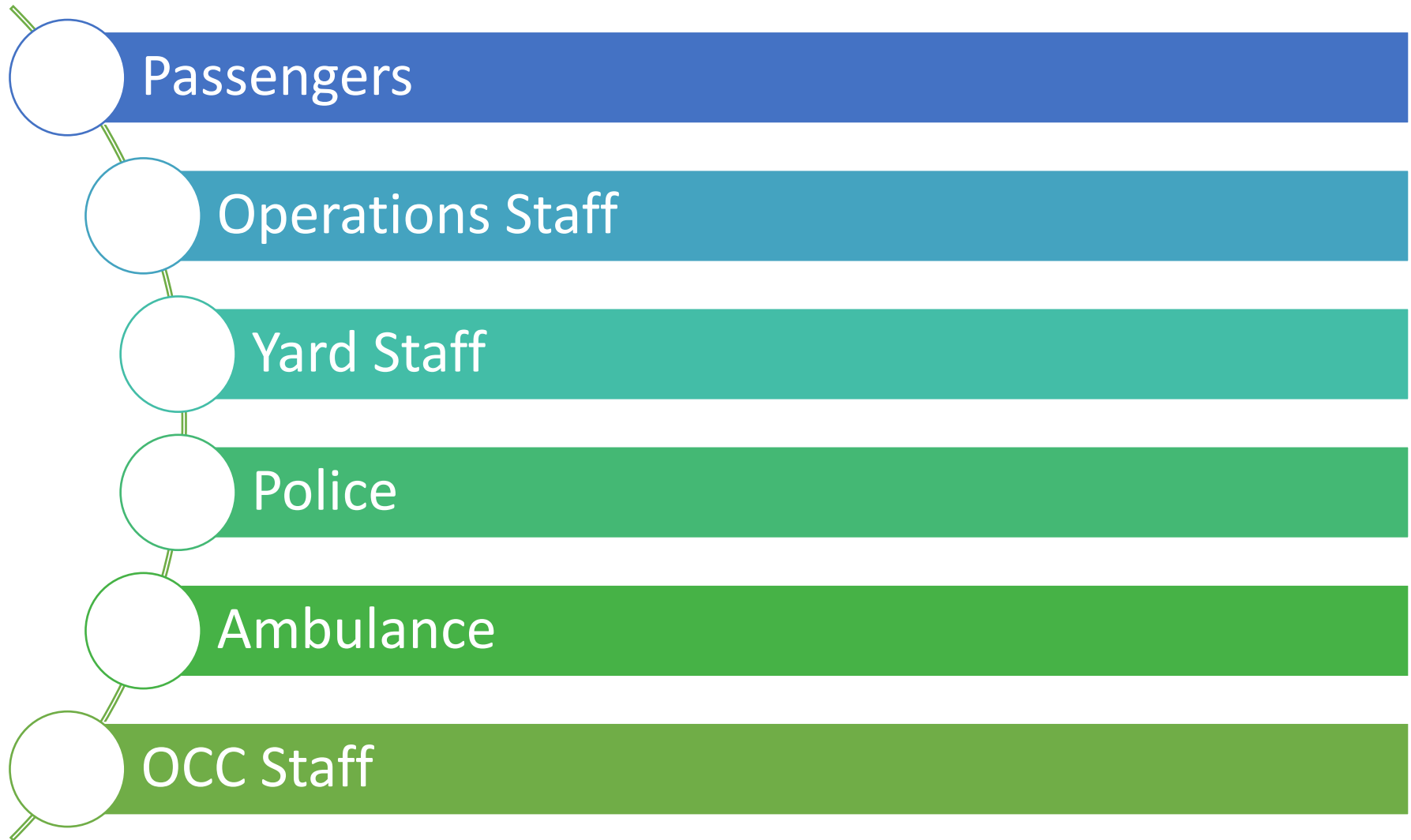
## Internal Customer

- Person/group one has to provide service to within an organization
- Usually the staff serving external customers become internal customer of the support or back office staff

## Third Party

- Individuals or groups who are outside the organization but involved in the service delivery

# Who among these belong to different customer type?



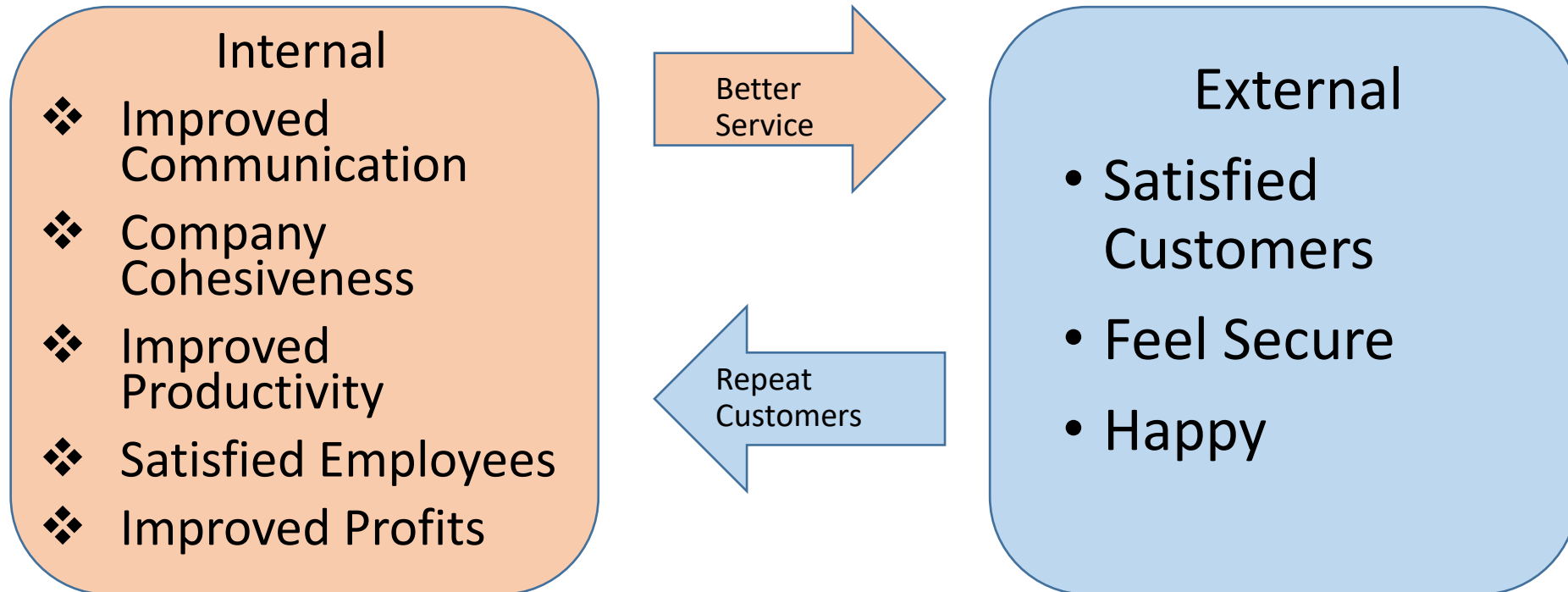
Please discuss among your group members regarding the following:

- ❖ What does it mean to be an internal or external customer?
- ❖ Which one is more important?



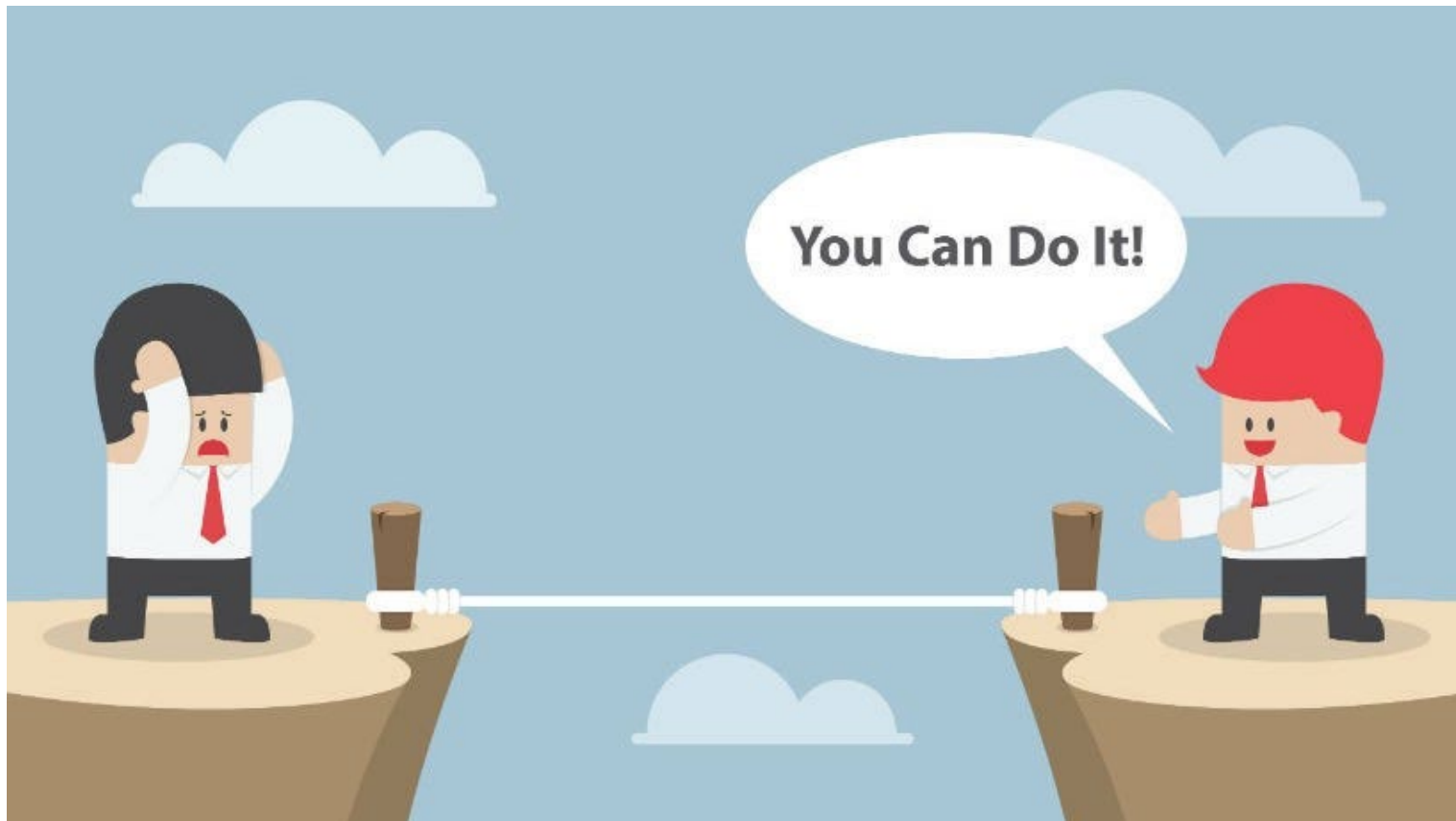


# Feedback Loop

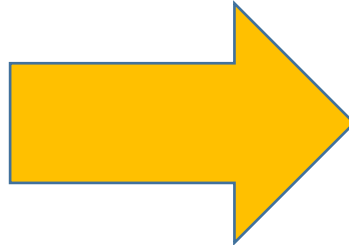


# Motivating Service Staff

Discuss how you will motivate the frontline staff who are constantly under the pressure of being measured and have to deal with customer's complaints?



- ❖ Continuous positive reinforcement will
  - Provide an incentive and motivate the staff to achieve a higher level of performance
  - Builds competence
  - Builds teamwork
- ❖ Show empathy
- ❖ Listen to their frustrations
- ❖ Share experience
- ❖ Offer support
- ❖ Management by example



The service staff  
will be more  
confident doing the  
job

# Management by Example



**"Example is not the main thing in influencing others; it is the only thing."**

Albert Schweitzer  
(philosopher and physician)



**"More Catholic than the Pope."**

U.S. Secretary of Defense Robert McNamara



**Setting the right kind of example**

# Management by Example



# Management by Example



# First Impressions

- ❖ A positive first impression is an important start to building a relationship with your customers
- ❖ The initial impression can set the tone for the entire customer experience
- ❖ Do everything you can to create a welcoming and pleasant experience



# Staff Expectations

Passengers expect Customer Service staff to be:

- ❖ Clean and professional
- ❖ Cooperative and helpful
- ❖ Able to provide accurate information
- ❖ Knowledgeable about the subject
- ❖ Able to explain clearly
- ❖ Friendly and polite
- ❖ Responsive and ready to help at anytime
- ❖ Readily identifiable and proactive
- ❖ Able to understand the needs of customers
- ❖ Smiling





- ❖ Brainstorm on the methods of how passenger's expectations can be monitored
  - How do you know Honolulu Rail Transit Project Customer Service meets customer/passenger's expectations?



# Monitor Customer Expectations



# Coffee Break



# Module 3

Key Performance Indicators  
Bad Customer Service





## What's KPI?

- a quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

# Key Performance Indicators

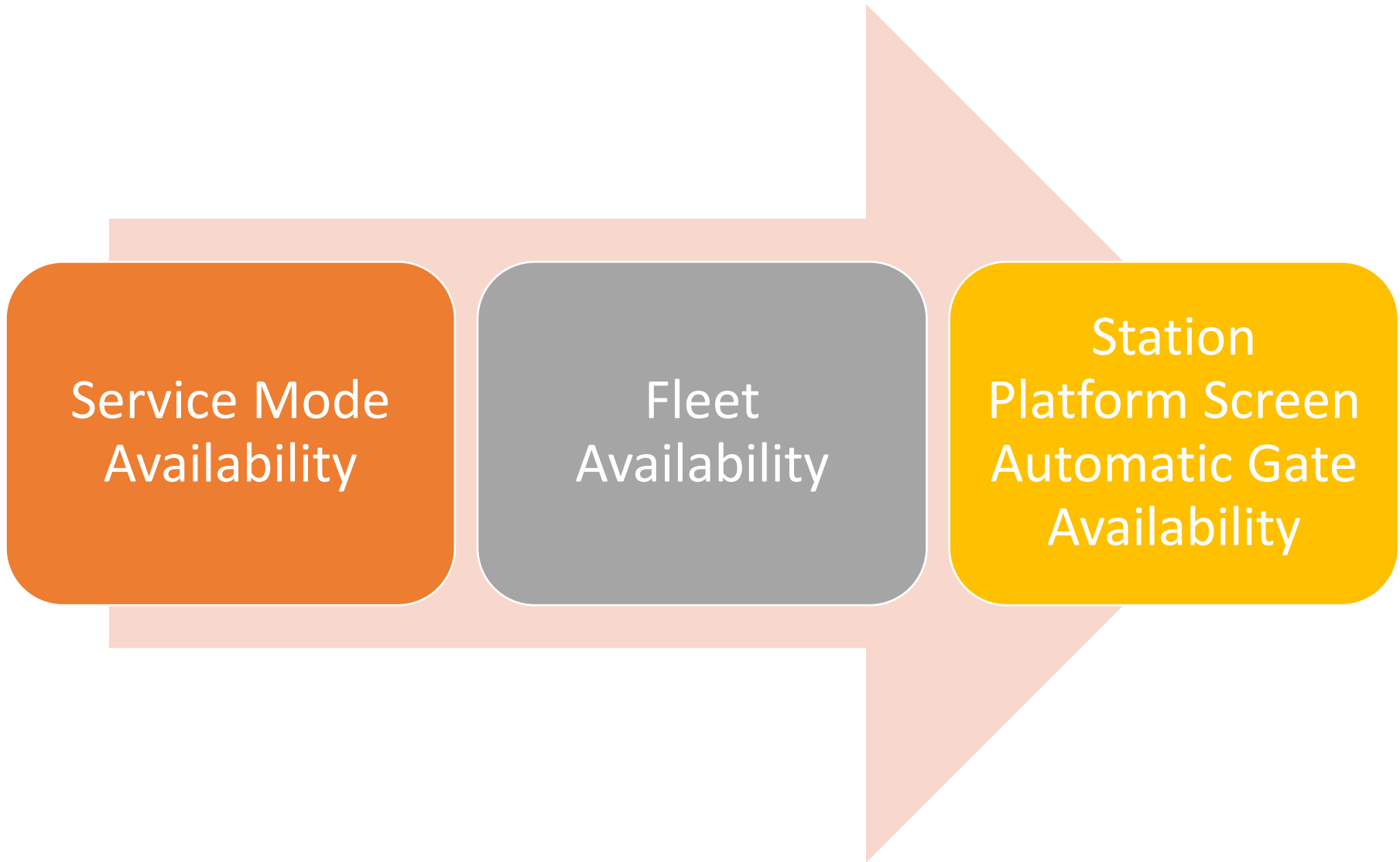


KPI are often used for measuring customer service performance

External KPIs are used to measure the performance of external customer service staff

Internal KPIs are used to measure the performance of internal customer service staff

# System Service Availability KPIs

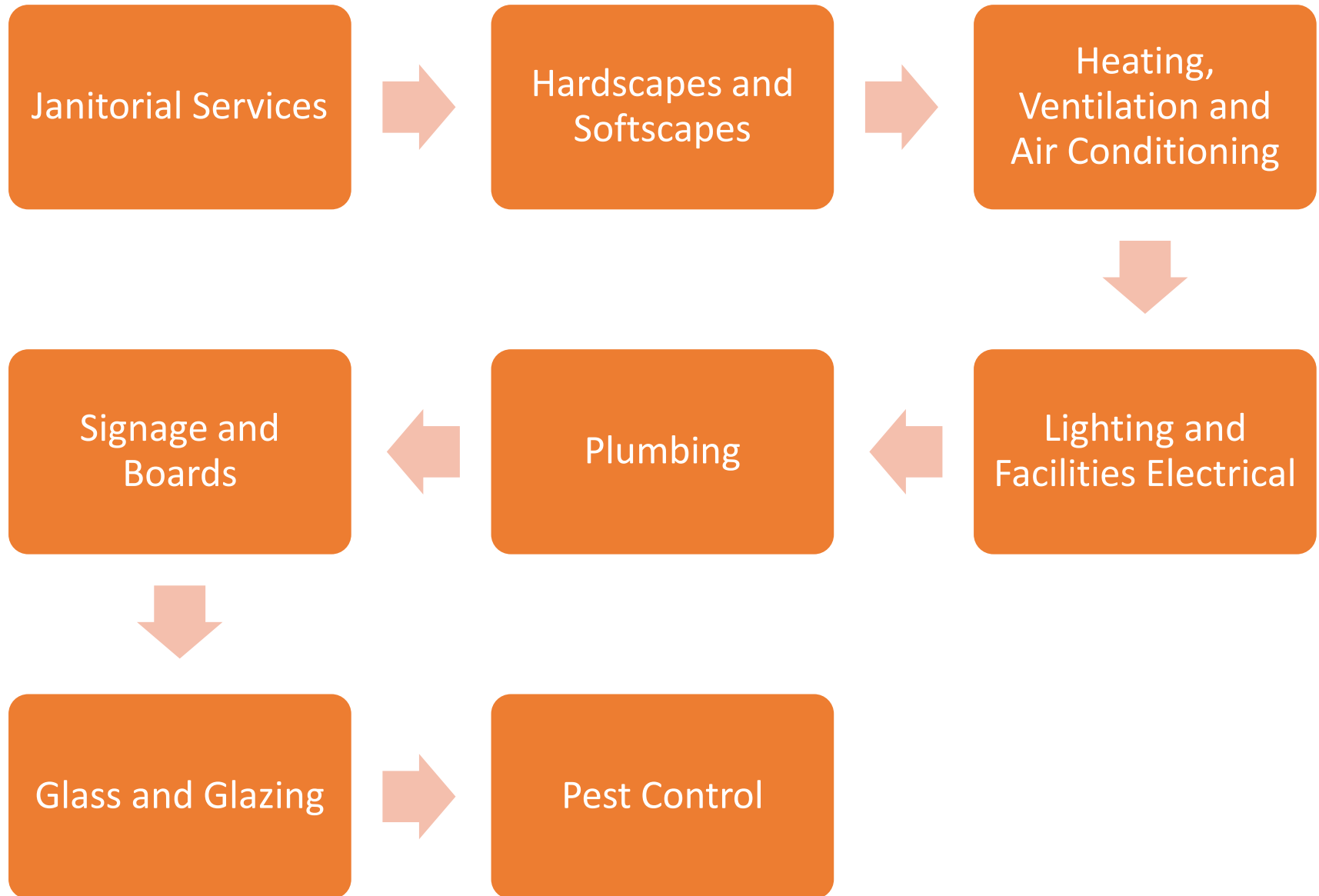




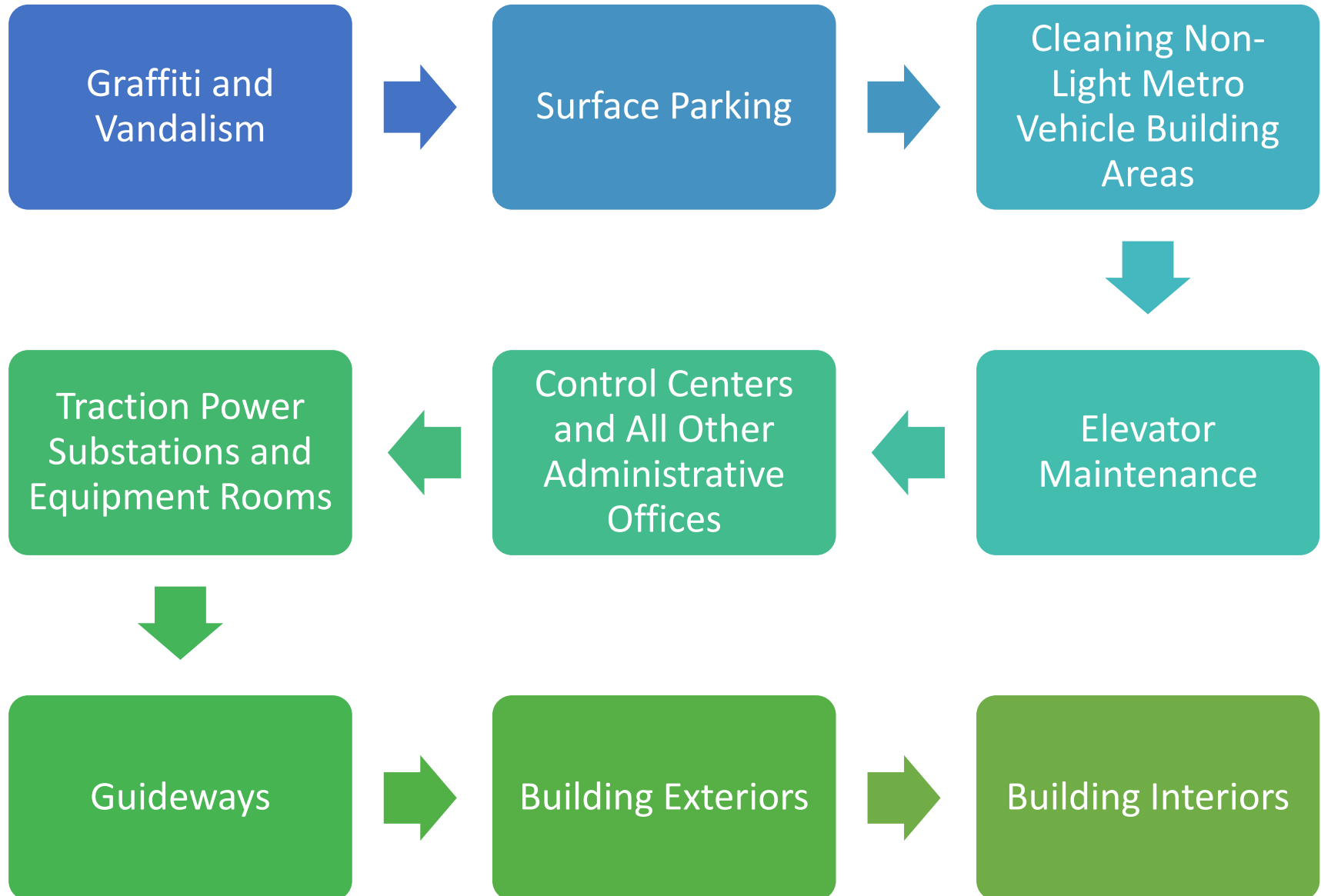




# Maintenance and Storage Facility KPIs **HITACHI** Inspire the Next



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# Dangers of Bad Customer Service



A Damaged  
Reputation

Discourages  
New  
Customers

Lose Best  
Employees

Enter  
a Profit-loss  
Cycle

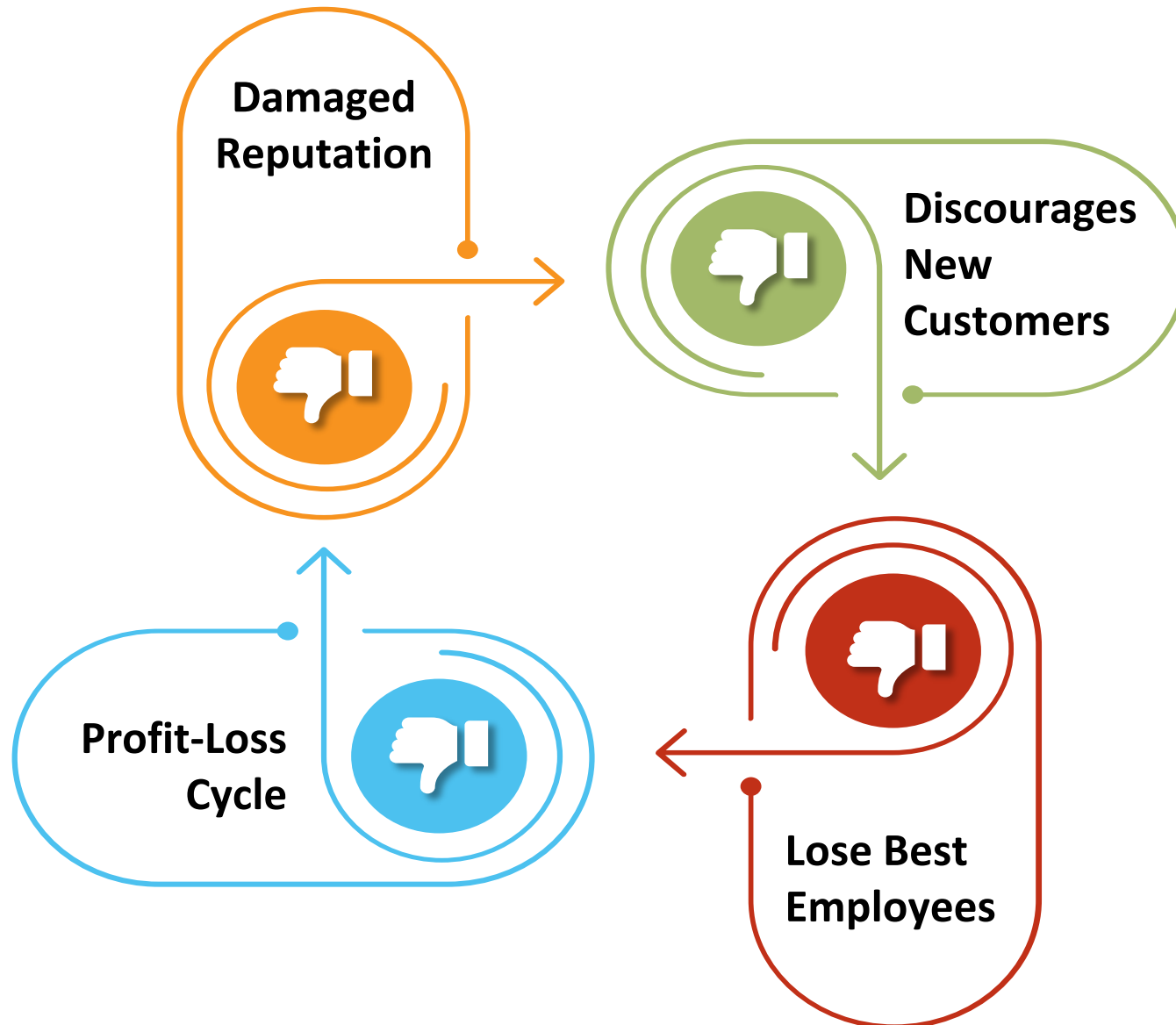
# Possible Causes of Bad Service

- ❌ Long wait times and response times
- ❌ Poor attention to detail
- ❌ Company reps with lack of experience and knowledge
- ❌ Poor communication
- ❌ Unprofessional and impersonal interactions



**Negative Consequences**

# Bad Service Side Effects



What is the worst customer service you have experienced?



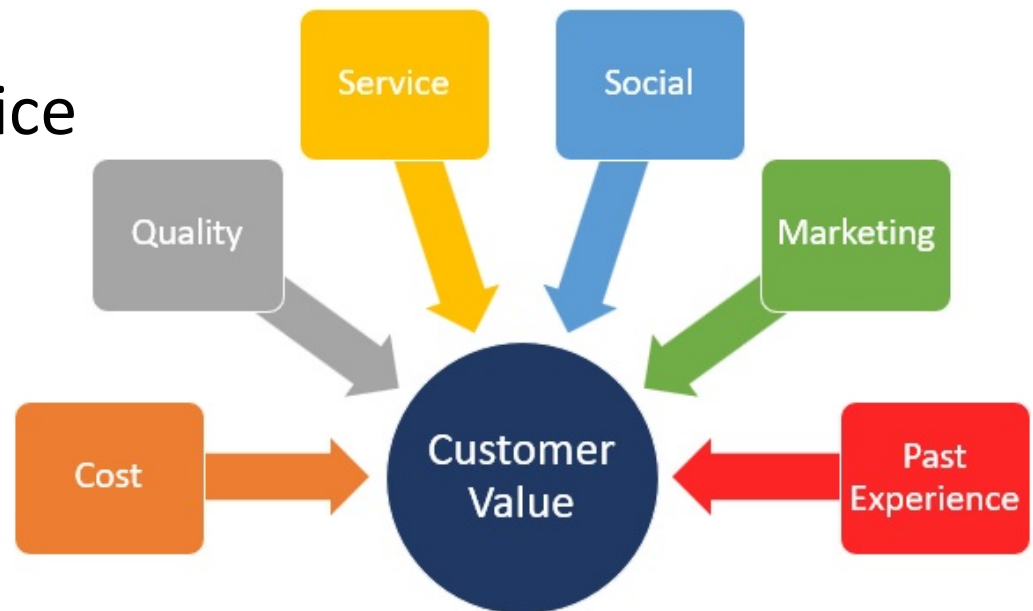
How did you feel about the product or service afterward?

# Lunch Break



# Module 4

Customer Value  
Internal Customer Service  
Avoiding Silos

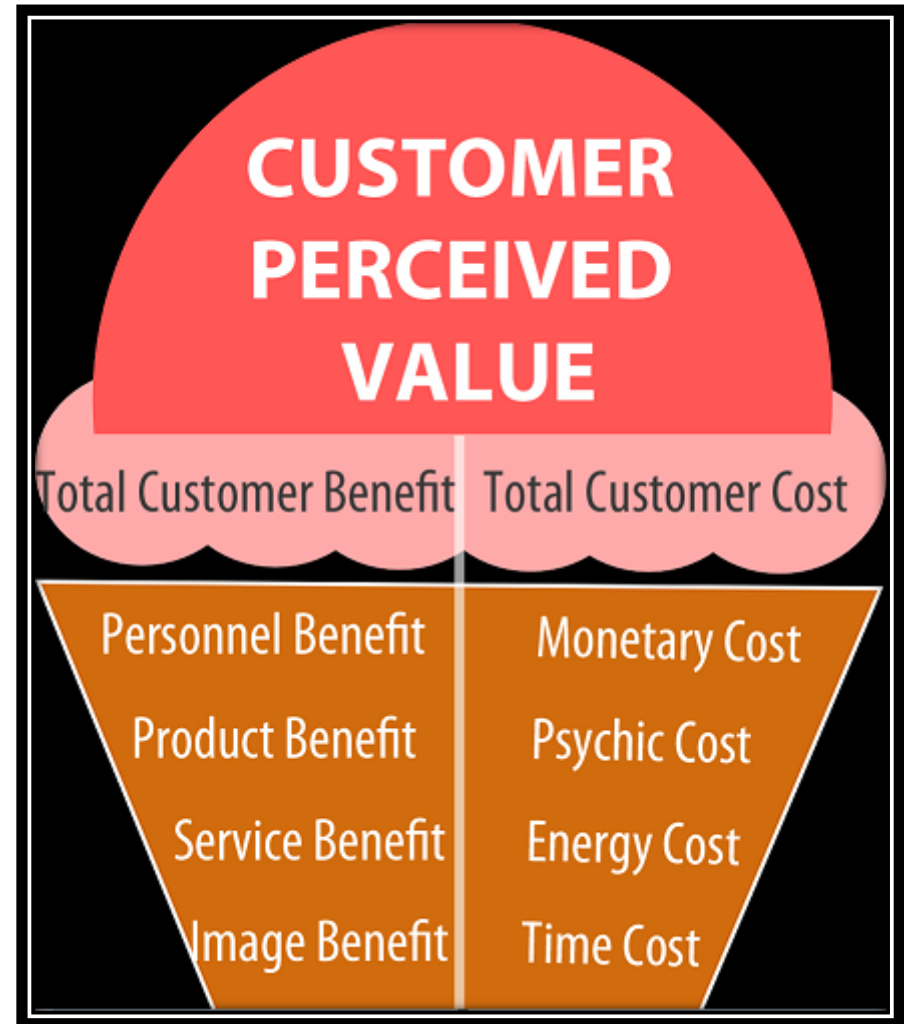




What it Means and How to Create it?

Customer value is the perception of what a product or service is worth to a customer versus the possible alternatives.

**Customer Value = Benefits – Cost (CV=B-C)**



## Cost

- Customers spend a lot more than just their cash when investing in products or services
- You have to consider what they pay in time, effort, convenience, energy and so forth

## Benefit

- Quality of the product
- Image
- Company brand and affiliation
- Access to a solution
- Experience
- Success from use of the product or service

Value, or perceived value, can change over the course of the customer's journey

- Value your offer when they're first introduced to your service
- Value will change once they begin to interact with:
  - Your service
  - Your people
  - Other customers

# Steps to offer Value Proposition



# Customer Retention > Acquisition



Build relationships with existing customers over acquisition

It costs less to keep a customer than to acquire a new one

Estimated that acquiring customers costs 6–7x more

Great service will boost the lifetime customer value, so each customer is worth more in the long run

Return customers refer others to your company

At the end of the day, both your employees and customers are people

Treating them as such can be extremely rewarding for both parties



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The quality of service provided by Honolulu Rail Transit Project employees is dependent on the quality of support you provided to them internally

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Superior Internal Customer Service is critical to the successful delivery of positive Moments of Truth

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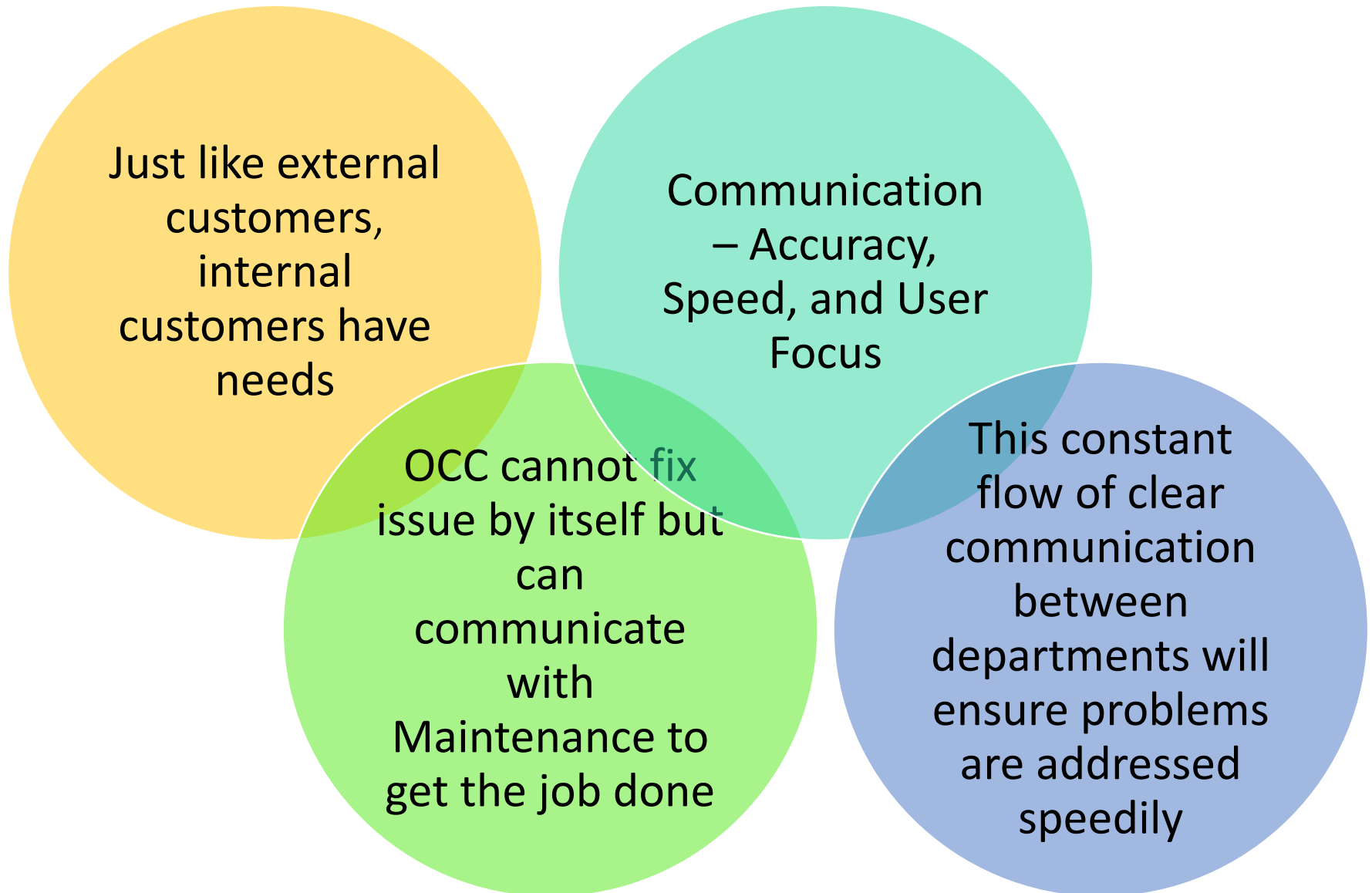
Contributes to the success of the company

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Customer satisfaction leads to job satisfaction and positive work atmosphere

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# Improved Communication





# Improved Communication

- ❖ Keeping constant check on the needs of colleagues
- ❖ Verify the communication by making sure everyone has the same understanding
- ❖ Spending few extra minutes up front clarifying the communication
- ❖ Confirm the agreements and deadlines before they are due
- ❖ Sharing ideas and encourage feedback
- ❖ Transferring information accurately and speedily



# Increased Company Cohesiveness

- ❖ Teamwork – Collaboration, Partnership and Common Goal
- ❖ Focus on working effectively and openly with internal customers
- ❖ Individuals and groups cannot work effectively on their own
- ❖ Work together as a well-oiled machine



# Improved Productivity

Increased teamwork leads to increased productivity

High performing organization which is committed to group success

Departments work with each other not against each other

Problems resolved faster



# Satisfied Employees

Research shows when an organization works together to achieve a common objective i.e. meeting the needs of internal and external customers internal customer satisfaction rises.



# Better Profits

Good, open communication plus cohesive working units plus increased productivity plus satisfied customers all leads to maximizing external customer repeat business and therefore profits.



# Profit through Customer Service

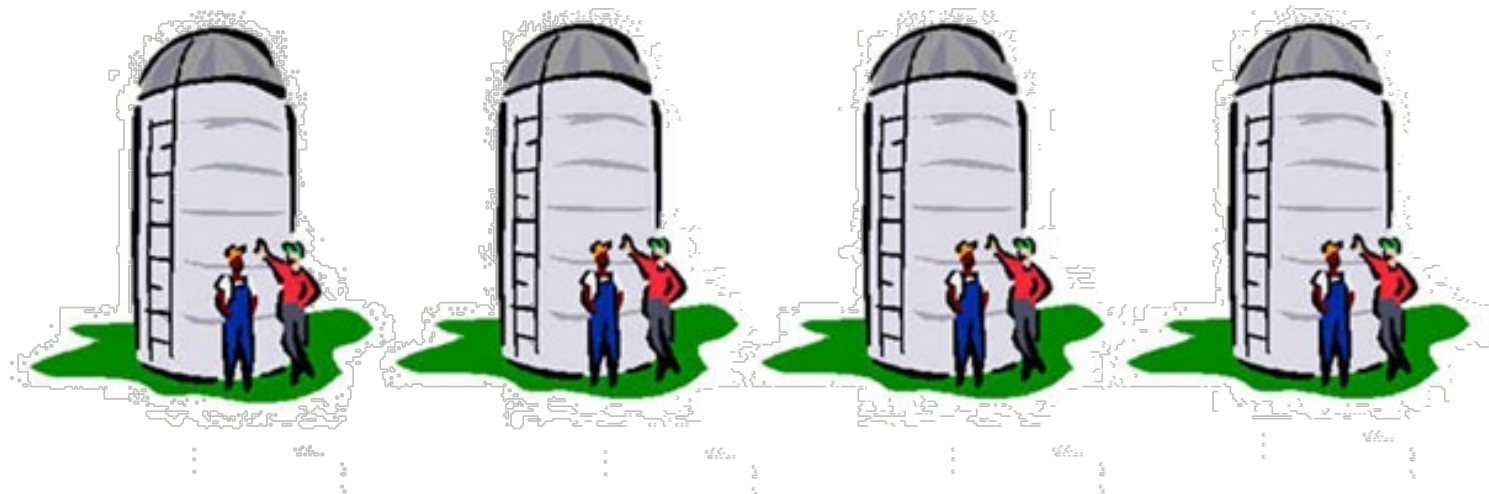
How can we gain profit via Customer Service?

- ❖ Must develop a strong customer service culture
- ❖ Excellence in both internal and external customer service
- ❖ Alignment in service vision
- ❖ Breaking organization silos



# Silos

Occurs when departments or management groups do not share information, goals, tools, priorities, and processes with other departments.



Train  
Operations

Maintenance  
Technicians

OCC

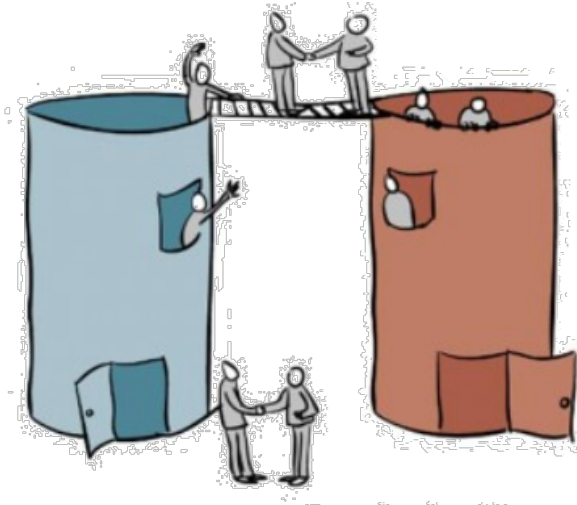
Station  
Operations



# Breaking Down Silos

Recent survey from the American Management Association showed that 83% of executives said silos existed in their companies and 97% of them think that they have a negative effect.

It's important that all departments within one organization have a common objective and vision of the company.

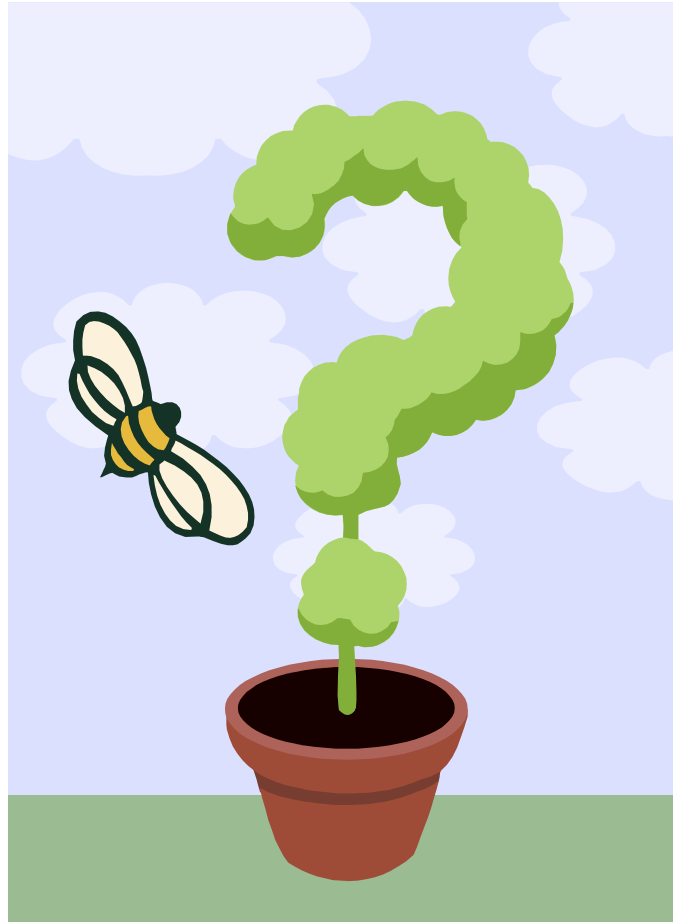




- ❖ The two major reasons for failure to provide good Customer Experience are:
  - Lack of a clear Customer Strategy
  - Lack of Internal Cooperation
- ❖ Build internal teamwork and cooperation
- ❖ An external Customer couldn't care less about internal silos
- ❖ External customers want a seamless experience



# Questions and Answers



❖ Please give us  
your feedback so  
we can improve.



A photograph of a modern high-speed train, likely a Shinkansen, traveling on a track. The train is white with a dark front and is moving towards the viewer. The background shows a sunset or sunrise with a sky filled with soft, golden clouds. The train is on a concrete track with metal rails. The image is partially framed by a white curved line that separates it from the dark grey background of the slide.

# Thank You