



# Customer Service

# Introduction to Customer Service

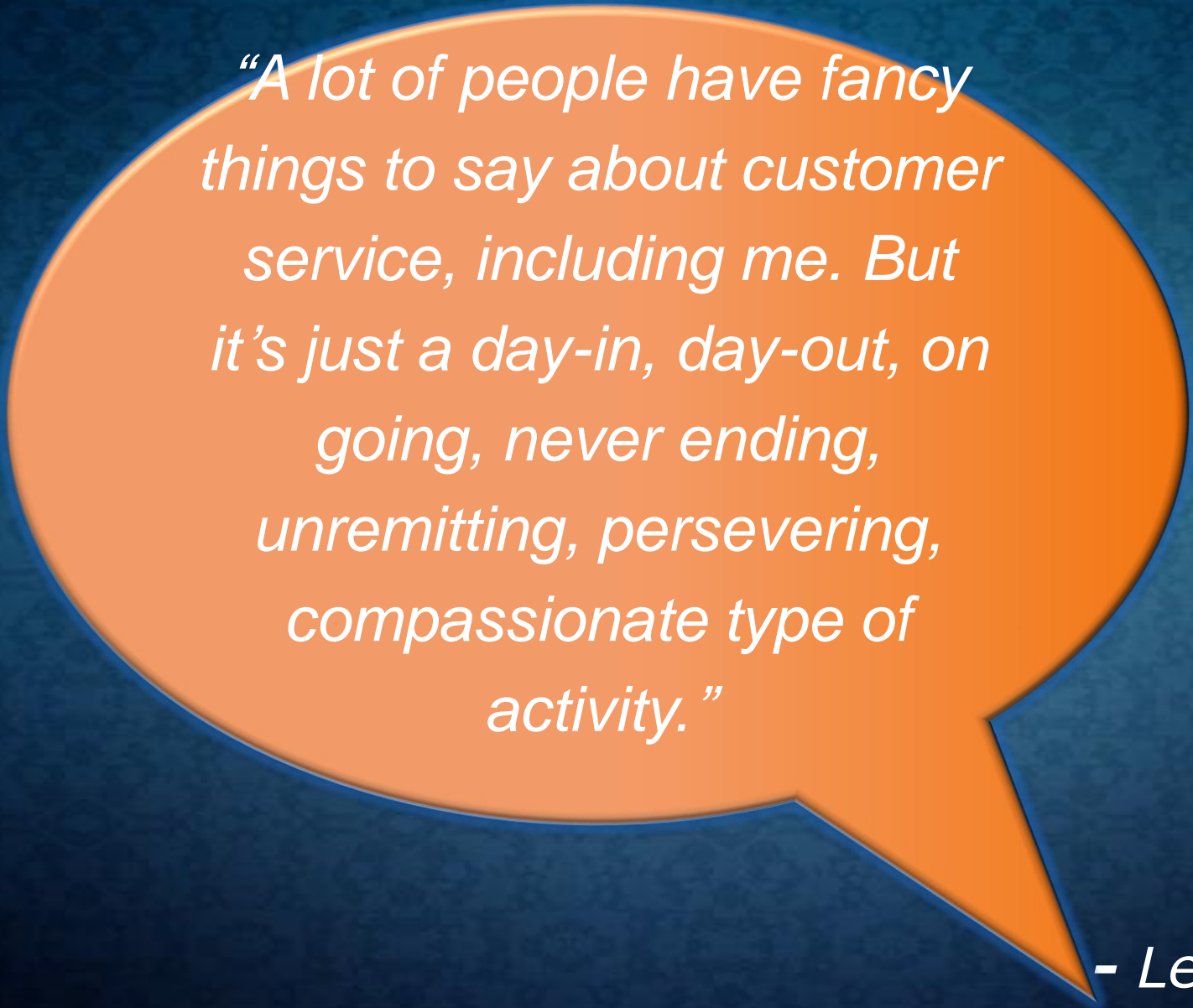
- “There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. **It is the customer!**
- **The customer is the person who pays everyone’s salary and who decides whether a business is going to succeed or fail.** In fact, the customer can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else.
- Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind – **pleasing the customer.**”  
**--Sam Walton, Owner & CEO, Wal-Mart**



# Customer Service in the 21<sup>st</sup> Century



- Manufacturing economy → Service economy → “Relationship Management” economy
- Increased importance on customer interaction as a high-tech environment has decreased personal contacts
- E.g. Today’s greeting of the customer support staff is “How are you doing today?”- makes the customer feel less like a number and more like a human being



*“A lot of people have fancy things to say about customer service, including me. But it’s just a day-in, day-out, on going, never ending, unremitting, persevering, compassionate type of activity.”*

*- Leon Gorman,  
Former President of LL Bean  
(America’s largest catalog retail outlet)*



# Good Customer Service

- Good customer service means:
  - Providing a quality product or service
  - Satisfying the needs/wants of a customer
  - Resulting in a repeat customer
- Good customer service results in:
  - Continued success
  - Increased profits
  - Higher job satisfaction
  - Improved company or organization morale
  - Better teamwork
  - Market expansion of services/products



# Customer Service

- **Good customer service = Lasting relationships**
- **Average customer service = Steady relationships that could be lost**
- **Poor customer service = Lost business**

# What does the Customer Desire?

- Friendliness
- Empathy
- Fairness
- Participation
- Alternatives
- Information





# 10 Rules for Great Customer Service

## **1. Commit to quality service:**

- Create a positive experience for the customer.
- Go above and beyond customer expectations.

## **2. Know your products:**

- Helps win a customer's trust and confidence.

## **3. Know your customers:**

- Tailor your service approach to their needs & buying habits.
- Get to the root of customer dissatisfaction by talking to people and understanding complaints.



# 10 Rules for Great Customer Service

## **4. Treat people with courtesy and respect:**

- Every contact with a customer leaves an impression.
- Use phrases like "sorry to keep you waiting," "thanks for your order," "you're welcome," and "it's been a pleasure helping you."

## **5. Never argue with a customer:**

- Be solution focused rather than problem focused.
- Research shows that 7 out of 10 customers will do business with you again if you resolve a complaint in their favor.

# 10 Rules for Great Customer Service

## **6. Don't leave customers hanging:**

- All communications with customers need to be handled with a sense of urgency.
- Research shows that 95% of dissatisfied customers will do business with a company again if their complaint is resolved on the spot.

## **7. Always provide what you promise:**

- Failure to do this is a sure way to lose credibility with your customer.
- If you can't make good on your promise, apologize and offer some type of compensation, such as a discount or free delivery.

# 10 Rules for Great Customer Service

## **8. Assume that customers are telling the truth:**

- The majority of customers don't like to complain; in fact, they'll go out of their way to avoid it.

## **9. Focus on making customers, not making sales:**

- Focus on the quality rather the volume of the sale.
- Research shows that it costs six times more to attract a new customer than it does to keep an existing one.

## **10. Make it easy to buy:**

- Make the process simple and user-friendly.

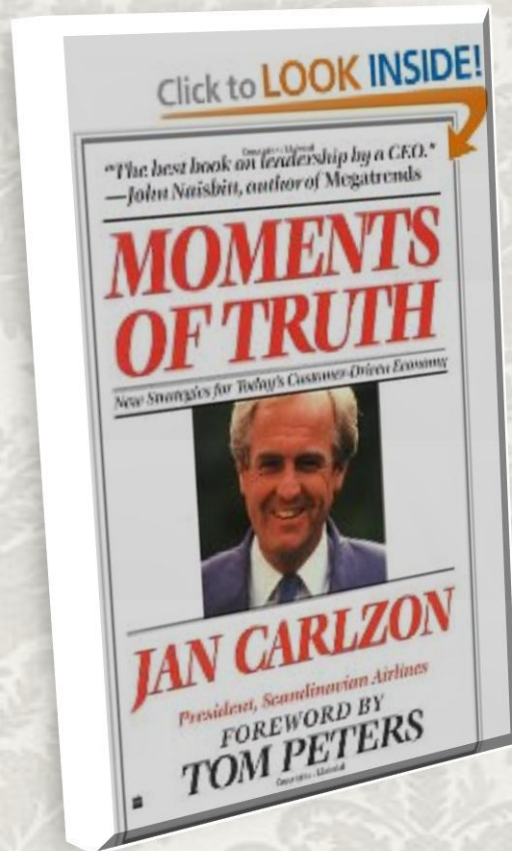


# “Culture of Commitment”



The transition from ordinary to extraordinary performance happens through a “**Culture of Commitment**”, where frontline people reflect to the outside the intense pride and ownership they are experiencing on the inside.

# “Moment of Truth” or the “aha” experience



- Strong “Culture of Commitment” ensures “Moments of Truth”.
- Jan Carlson, in his book, Moments of Truth, calls every customer interaction a moment of truth, and every moment of truth is an opportunity to make a favorable impression on your customer.



# Internal Customer/External Customer

- Who is an External Customer?
  - The term external customer includes not just the paying customer but also anyone who receives the benefit of the goods and services.
- Who is an Internal Customer?
  - Internal customers are specific people and departments who play a role in helping you to serve external customers.





# Polite and Friendly Alternatives

- **I DON'T KNOW** – I'LL FIND OUT.
- **NO** – WHAT I CAN DO IS....
- **THAT'S NOT MY JOB** – LET ME FIND THE RIGHT PERSON WHO CAN HELP YOU WITH....
- **YOU'RE RIGHT THIS IS BAD** – I UNDERSTAND HOW YOU FEEL.
- **THAT'S NOT MY FAULT** – LET'S SEE WHAT WE CAN DO ABOUT THIS.
- **CALM DOWN** – I APOLOGIZE....
- **I WANT YOU TO** – LET'S

# Contact Information

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