



CUSTOMER SERVICE

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PROGRAM OBJECTIVES



Program Objectives

(1 of 2)



Learn to identify and analyze customer needs and problems.



Recognize the most common reasons for customer complaints.



Discover techniques to cultivate and maintain special customer relationships.

Program Objectives

(2 of 2)



Assess your communication style, and use two-way communication skills to level with people, to accept feedback from them, and to discuss problems.



Identify specific problems in your customer service program, and apply treatment.

A CHALLENGE



Please Write A
One Sentence Definition For
CUSTOMER SERVICE

DEFINITION OF CUSTOMER SERVICE



Customer Service

Definition

(1 of 1)

Provision of help
and
accommodation
to customers.



Communication
with customers
to address their
needs.




Etymology – Customer


(2 of 2)



The word “customer” was first used to mean “buyer” in the early 15th century.



It came from the Anglo-French word, “custumer” and the Latin word, “consuetudinarius.”



The more generalized meaning of “one with whom one has dealings” emerged in the 1540’s.

Etymology – Service

(2 of 2)

The word “service” was first used c. 1100 to mean a religious service. It came from the Old French word, “servise.”

Used in the sense of slavery or servitude, it came from the Latin word, “servitium.”

The act of serving as a word is from the early 13th century.

It was first recorded in the sense of attending to a customer in the mid-14th century.

Do's and Don't's

(1 of 3)

Do's

Offer options

Create confidence

Get information

Ask for what you want

Communicate

Value customers



Don't's

Cut off options

Create uncertainty

Manipulate

Be indirect

Shut down communication

Be unappreciative of customers

Do's and Don't's

(2 of 3)

Do's

Encourage customer loyalty

Answer questions

Put a positive spin on things

Compete with other organizations



Don't's

Drive the customer away

Pretend to know the answers or ignore questions

Lie or exaggerate

Allow other organizations to take your business

Do's and Don't's

(3 of 3)

Do's

Address customer concerns

Foster a relationship with the customer

Explain your product/service

Be friendly and polite



Don't's

Ignore customer concerns

Make the customer feel like one of many

Expect the customer to have all the information on
your product/service

Be rude

SCENARIOS



Customer Service

Scenarios

(1 of 6)



You have an angry customer on the phone who is yelling.

What do you do?

Customer Service

Scenarios

(2 of 6)

Try to calm them down.

Ask how you can assist them more effectively.

Apologize for the inconvenience.

Ask them to calmly tell you how you can help.

Try to resolve their problem quickly and effectively.

Tell them you will get someone above you to speak with them.

Customer Service

Scenarios

(3 of 6)



You have a customer who is unnecessarily rude

What do you do?

Customer Service

Scenarios

(4 of 6)

Give the customer the benefit of the doubt – maybe he or she had a bad day.

Ignore the customer's rudeness, and continue to politely serve them.

Ask the customer what you can do to make things more convenient for them.

Be extra polite, and try to serve them as well as you can.



You have a customer that has
not made his or her payment.

What do you do?

Customer Service

Scenarios

(6 of 6)

Remind the customer that their payment is due.

Send out reminders and bills through the mail.

Put the customer on credit hold.

Refer the customer to someone above you.

Customer Service

Customers You Want

Customers you can retain.

Customer who are frequent.

Customers who are cooperative.

Customers you have developed strategies for selling to.

Customers the organizations has an ongoing relationship with.

Growth Customers (Customers who contribute to the expansion of the organization).

Growth Customers Are

New customers.

Existing customers.

Frequent customers.

Influential customers.

Valuable customers.

Contributing customers.

Segmenting Customers

(1 of 3)

Business to Business

Industry

Number of Employees

Revenue

Age of business



Geography/Location

Business function

Distribution techniques

Management practices



Segmenting Customers

(2 of 3)

Business to Customer

Demographics

Age



Sex



Race



Ethnicity



Income



Home ownership



Segmenting Customers

(3 of 3)

Business to Customer

Psychographics

Personality

Lifestyle

Beliefs/opinions

Social behavior

Hobbies

Skills

Interests

Questions On Being Customer

(1 of 2)

Why do
customers need
customer service?



Was the service
provided over the
phone or in
person?



How did the
customer service
representative
respond to your
request, inquiry or
problem?



Questions On Being Customer

(2 of 2)

If you felt the service was excellent, describe what made it so good.



If you felt the service was exceptionally poor, describe what made it that way.



Competencies

(1 of 2)



- Communication.
- Customer Sensitivity.
- Decisiveness.
- Energy.
- Flexibility.
- Follow-up.
- Impact.
- Initiative.
- Integrity.



EXCUSES, EXCUSES



List five to eight excuses you hear customer service representatives give for offering indifferent or poor customer service.



Think of one or more ways to counter each excuse.



Common Excuses For Service Lapses

(1 of 2)

“I don't have enough time.”

“I don't get paid to be nice. I am measured by my productivity and accuracy.”

“How can we do a good job if the computer is always down?”

“Every customer is totally bonkers today.”

Common Excuses For Service Lapses

(2 of 2)

“I can't deal with people who do not show me respect.”

“How can we do a good job if the other departments do not provide the back-up we need?”

“I am having a bad day.”

“People are basically stupid.”

“I am always too busy.”

The Customer Wants You To

Greet them.



Value them.



Help them.



Listen to them.



Invite them back.



The Customer Wants You To

(1 of 2)

Greet them.

Make them feel
comfortable.



Value them.

Let them know you
think I am
important.



Help them.

Understand their
needs and desires.



The Customer Wants You To

(2 of 2)

Listen to them.

Assist them in getting
what I want or need to
solve.



Invite them back.

Let them know that
I am always
welcome.



IDEAS



Steps To Super Service

(1 of 4)

Send A Positive Attitude

By the sound of your voice.

By your body language.

By your appearance

Steps To Super Service

(2 of 4)

Identify Needs

By listening and obtaining feedback.

By providing a thorough understanding and attentiveness.

By your anticipation of the customer's needs.

By your understanding of timing and your responsiveness.

Steps To Super Service

(3 of 4)

Provide for Needs

By selling effectively.

By saying the right thing.

By sending a clear message.

By performing back-up duties.

Steps To Super Service

(4 of 4)

Make Sure They Return

By learning to get difficult customers on your side.

By working to satisfy complaints.

Steps To Super Service Chat



Send a positive attitude

Identify needs

Provide for needs

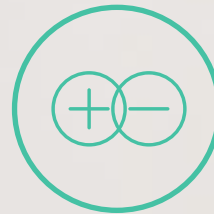
Make sure they return

Decide How To Behave

Be positive
(upbeat, affirming,
personable,
interested,
respectful, and
considerate).



Be neutral
(indifferent, bland,
flat, matter-of-fact,
or distant).



Be negative
(unpleasant, mean,
angry, rude,
defensive, or
uncooperative).



KEY POINT





When you take the initiative and act positively, you put psychological pressure on the customer to react in a positive manner as well.

Manage The Relationship

If your customers do not like you, the odds are 100 to 1 that they are not going to like your service.



Problems are a lot easier to solve when you are on good terms with the customer.



If the relationship does not go well, it not only complicates the basic problem, it also creates a bigger problem.



A CUSTOMERS THEN AND NOW



A Customer Then and Now

(1 of 4)

Then

Wanted to have the product sold to them.

Bought American products.

Respected authority.

Honored tradition.

Exhibited high brand loyalty.

Vanilla, chocolate, strawberry (all different kinds).

A Customer Then and Now

(2 of 4)

Now

Enjoys the hard sell game.



Buys the best products.



Asks, “How is it best?”



Pays with cash.



Exhibits “one for all, and all for one” mentality.



Buys what the market wants to sell.



A Customer Then and Now

(3 of 4)

Wants to be served.



Buys imported products.



Challenges authority.



Breaks from tradition.



Is influenced by fads.



31 flavors (all different).



A Customer Then and Now

(4 of 4)

Does not like to play games.



Buys the relationship first.



Asks, “How is it different”.



Uses credit.



Pursues self-interest.



EXCELLENT CUSTOMER SERVICE



A Customer Than and Now

(1 of 2)

Describe a situation in which you provided excellent customer service.



What problem did the customer have?



How did you determine what the customer's precise needs were?



A Customer Than and Now

(2 of 2)



?

What actions did you take to satisfy the customer?

?

What additional steps could you have taken to provide better service?

The Customer First, Or Else

Customers want their expectations met!

If not, they complain.

They expect that their complaints will be resolved!

POOR CUSTOMER SERVICE



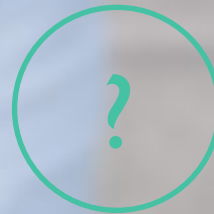
Poor Customer Service

(1 of 2)

Describe a situation in which an unnamed colleague at a company provided poor customer service.



What problem did the customer have?



Did the customer service representative know how to solve this problem?



Explain your answer.

Poor Customer Service

(2 of 2)

Why did the actions of the customer service representative fail to satisfy the customer?



What steps could the customer service representative have taken to improve service?



THE CUSTOMER'S TOP TEN



The Customer's Top Ten

(1 of 4)

Express care and concern for customers?

1

2

Provide timely responses to requests?

3

Provide assistance without a customer request?

The Customer's Top Ten

(2 of 4)

Express sincere appreciation to the customer?

4

5

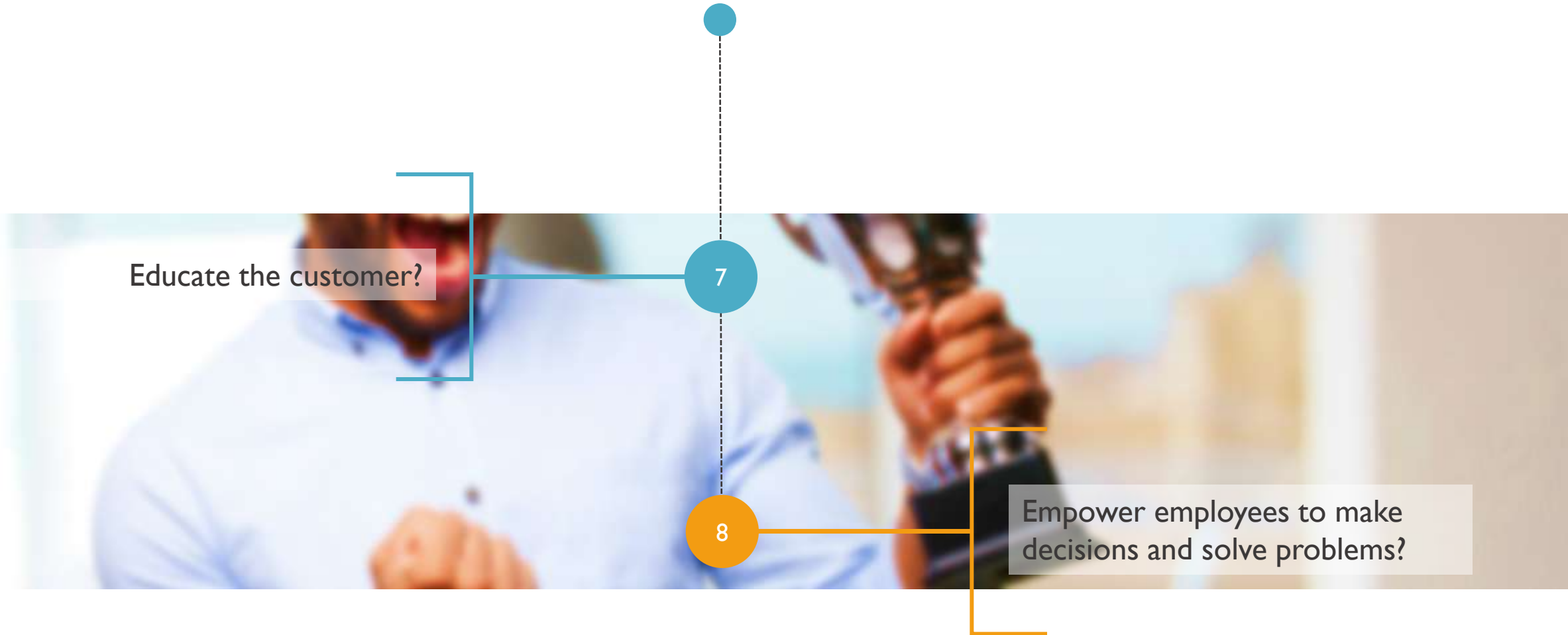
Provide flexible, personalized treatment for each customer?

Recover from lapses in service in ways that impress the customer?

6

The Customer's Top Ten

(3 of 4)



The Customer's Top Ten

(4 of 4)

Have customer-friendly policies and procedures?

7

8

Have user-friendly facilities?

ANSWERING A COMPLAINT



Answering A Complaint



“That’s not my department.”



“It’s company policy.”



“That’s not our responsibility.”



“They are on vacation, call back next week.”

How To Get Cooperation

(1 of 2)



with a Warm Voice.

with “Will you...”

Use “Your responsibility in this is...”

How To Get Cooperation

(2 of 2)



with “I will do...”

with “What I have done...”

Explain “why.”

WHAT DO WE SAY TO EACH OTHER



What Do We Say To Each Other

(1 of 11)

Remaining positive
and energized is
often a challenge.



Certain words or
phrases we use
regularly have a
negative effect on
us, our co-workers,
and our customers.



What Do We Say To Each Other

(2 of 11)

Words to Avoid

Cut off Options

“You have to...”

“You/I can’t...”

“It’s not our policy...”

“Why don’t you...”

“It’s required/necessary...”

“I don’t have time...”

“It’s not my job...”

What Do We Say To Each Other

(3 of 11)

Words to Avoid

Offer Options

“Will you...”

“I am able to because...”

“Here is an explanation...”

“What have you considered...”

“The person to speak with is...”

“It works well when...”

“I will get to it when...”

What Do We Say To Each Other

(4 of 11)

Words to Avoid

Make No Judgments

Best...



Worst...



“It’s his/her fault...”



Difficult...



What Do We Say To Each Other

(5 of 11)

Words to Use

Make No Judgments

“Let me find out...”

“It may not work well if...”

“Something happened...”

“A challenge...”

What Do We Say To Each Other

(6 of 11)

Words to Avoid

Don't Create Uncertainty



“I don't know...”

What Do We Say To Each Other

(7 of 11)

Words to Use

Create Confidence



“Let me find out...”

What Do We Say To Each Other

(8 of 11)

Words to Avoid

Shut Down Communication

“What’s your problem with...”

Techno-babble or jargon.

What Do We Say To Each Other

(9 of 11)

Words to Use

Get Information

“Can you tell me more about...”

Simple, layperson’s terms.

What Do We Say To Each Other

(10 of 11)

Words to Avoid

Manipulate

“Would you mind...”

“I want/need you to...”

What Do We Say To Each Other

(10 of 11)

Words to Avoid

Ask For What You Want



“Will you please...”

CUSTOMER SERVICE YARDSTICKS



Customer Service Yardsticks

Does the customer service representative's action or response meet the customer's need(s)?



Will the action or response save the customer time and/or money?



Will the action or response earn the customer's goodwill?



Will the action or response help bring in future business from our customer?



Increase Customer Satisfaction

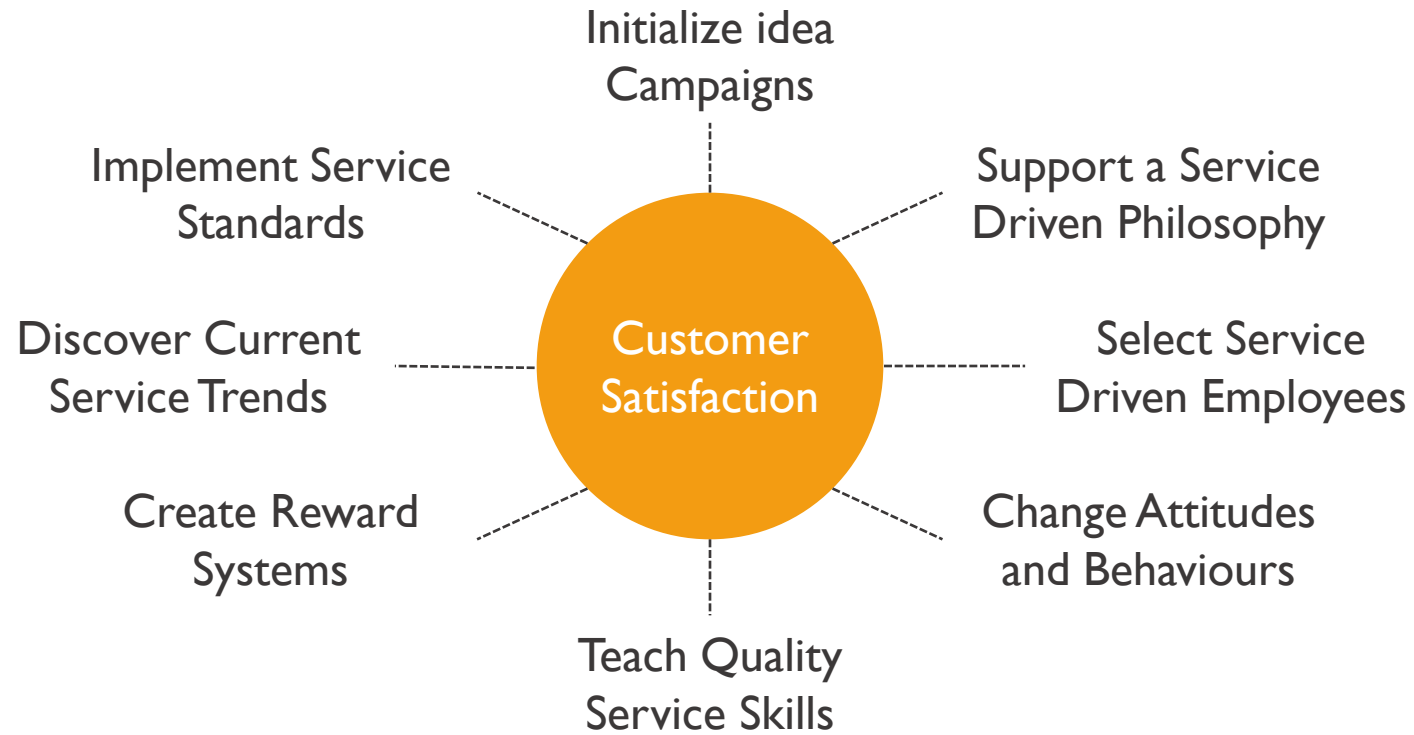


Working with others in your group, generate as many ideas as you can for improving customer service in your area or department.

Now, choose the best ideas from the list you just generated.

Consider these ideas for the future.

Customer Satisfaction



Ideas and Realities

(1 of 2)

Is the change you are recommending possible?
Explain.

2

What is the first action you would take to affect this change?

Would this change affect the operation of other departments?
If so, how?

3

Ideas and Realities

(2 of 2)



Would this change have any adverse effects on the company's operations or expenses?

Would this change accomplish its purpose – to increase customer satisfaction?

Customer Service

What Is It ?

(1 of 2)



Customer Service is
whatever enhances
customer satisfaction.

What Is It ?

(2 of 2)



Satisfaction is the difference in how a customer expects to be treated, and how a customer perceives he or she is being treated.

ANSWER THE FOLLOWING



Answer The Following

(1 of 4)

Which of the tasks that you perform has the greatest impact on the quality of your customer service?

2

Which of the tasks that you perform has the least impact on the quality of your customer service?

Is your work structured in a way that allows you to do the most important customer service tasks first? If not, please explain.

3

Answer The Following

(2 of 4)

What steps do you need to take to perform important tasks more efficiently?

4

Is your work structured in a way that prevents you from doing the most important tasks first? If so, please explain.

5

Are other departments cooperative when you ask for their help? If not, please explain.

6

Answer The Following

(3 of 4)



7

Are other departments uncooperative when you ask for their help? If so, please explain.

8

If you had a choice, what would you like to change about the way your job is set up?

Answer The Following

(4 of 4)



If you had a choice, what would you like to change about the way your department is set up or operates?

If you had a choice, what would you like to change about other departments or the company itself to make it easier to provide good customer service?

PROGRAM IMPLEMENTATION



Program Implementation

(1 of 9)

Recruit The Right Employees



I

Pay particular attention to articulateness, appearance, mannerisms, voice, confidence, facial behaviors, like easy smiling, eye contact and careful listening behaviors.

Program Implementation

(2 of 9)

Train, Develop and Prepare

2

First, train for the technical proficiencies. Then, train customer service employees in personal appearance, telephone skills, positive behaviors towards the customer, use of language and terminology.

Program Implementation

(3 of 9)

Educate the Customer



3

Teach customers how to get into your system, and direct them on how to get the right information and/or person easily for future calls.

Program Implementation

(4 of 9)

Educate All Employees

4

Each customer with problems is a valuable source of information and never an annoyance. Build this understanding through internal communications, payroll inserts and contests.

Program Implementation

(5 of 9)

Teach Efficiency and Courtesy



5

Customer service professionals must learn assertiveness, organizational skills and common courtesy – obvious issues such as anger management, complaint handling and problem-solving skills are necessary.

Program Implementation

(6 of 9)

Standardize



6

Procedures must be standard – A knowledge bank of how to provide service outside these guidelines is often helpful. Allow for guidelines and reasonable creativity to be applied when a solution needs to be tailored (document and add to your knowledge bank).

Program Implementation

(7 of 9)

Evaluate Internally



7

Evaluate the function with surveys and direct telephone calls to customers. Build relationships whenever possible. Give thank you notes, and make on-site visits with frequent customers.

Program Implementation

(8 of 9)

Recognition Programs

8

Acknowledge special and outstanding service. Reward initiatives, suggestions, employee feedback and other insights offered by the customer service representative.

Program Implementation

(9 of 9)

Structure and Comfort



9

The work environment must be comfortable; this is an “emotional labor” job, which is often more stressful than many “manual labor” jobs.

WALK IN CUSTOMER'S SHOES



Walk In Customer's Shoes

(1 of 2)

“Hold on” (Leave the customer on hold).

“I can't find your file.”

“I found your file. This is not my account, so I will have to transfer you.”

“I will transfer you now. I may lose your call, though. We have a new phone system. Please hold on.”

Walk In Customer's Shoes

(2 of 2)

“Look, I know you have a problem, and I will be with you shortly after handling the other callers.”

“I am really busy now. Can you call back later?”

“I will let you talk to my manager. Oh, I am sorry, they are out at lunch (or unavailable).”

Treat Customers Like People

Put yourself in the customer's position.

Be objective and calm.

Be responsive and efficient.

Share your customer's desire to solve the problem. Know your company's products and procedures.

Be sensitive and alert.

Never make excuses when things go wrong.

Customer Service Skills

(1 of 2)

Listen actively to
what the
customer is saying.



Discover exactly
what the
customer's need is
by getting all the
necessary
information.



Confirm that you
have heard and
understood the
customer.



Customer Service Skills

(2 of 2)

Be helpful and informative. Let the customer know what you are going to do about the problem.



Check for satisfaction. Ask your customer if your proposed solution will meet his or her needs.



Take appropriate action to respond to the problem.



SEVEN PRACTIAL STEPS



Seven Practical Steps

(1 of 7)

Express Respect



Do Say:

“What you are telling me is important.”

Do Not Say:

“I really understand.”

Seven Practical Steps

(2 of 7)

Listen To Understand



Do Say:

“So, tell me what happened and anything else that may help.”

Do Not Say:

“Interesting” or “Yes, Yes, Yes.”

Seven Practical Steps

(3 of 7)

Uncover Any Expectations



Do Say:

“What do you believe needs to happen, and what can we explore?”

Do Not Say:

“So, what I will do is...”



Seven Practical Steps

(4 of 7)

Repeat the Specifics



Do Say:

“Now, let me make certain that I have heard your requests and confirm the options I will explore for you.”

Do Not Say:

“Well, this is all that I can do for you.”

Seven Practical Steps

(5 of 7)

Present potential Solutions/Alternatives



Do Say:

“Here is what I can do for you, based upon our discussion.”

Do Not Say:

“This is what we/I am allowed to authorize in your specific situation.”

Seven Practical Steps

(6 of 7)

Take Action, and Use Follow-through



Do Say:

“This is what will occur by this date, and I will personally see that this action is taken as discussed.”

Do Not Say:

“I will take care of this...”

Seven Practical Steps

(7 of 7)

Check Back or Recap:



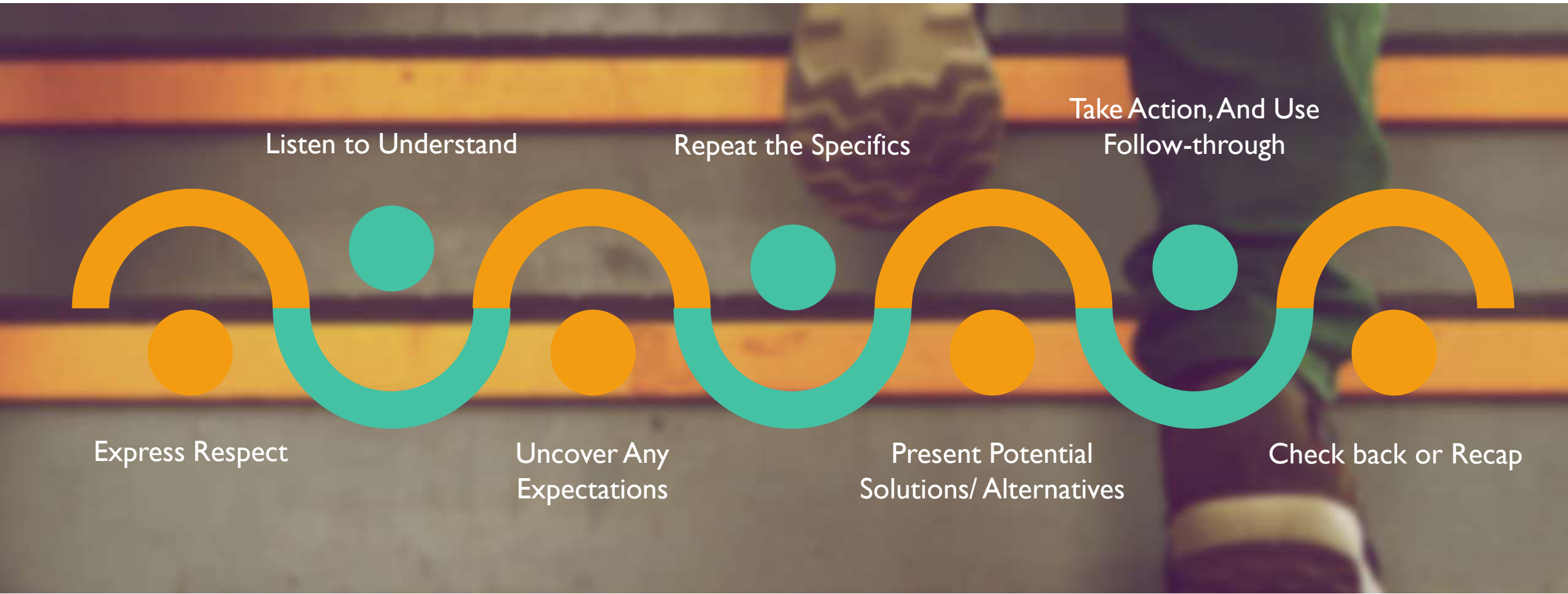
Do Call And Say:

“I am following up to let you know that...”

Do Not Call And Say:

“I hope we have been of service, and thank you for your business.”

Seven Practical Steps Chart



DID YOU TAKE THE STEPS





Customer Service

Did You Take The Steps

Did you use the seven customer service skills to solve the customer's problem?



Did your action or response save the customer time and/or money?



Will the way you provided this service encourage the customer to do repeat business with the company?



Were you satisfied with your service?



QUESTIONS AND CHECK LIST



Questions and Check List

(1 of 2)

Is what you are offering realistic?



What are the first steps necessary to accomplish this action?



What effect would this change have on your work unit(s) or department(s)?



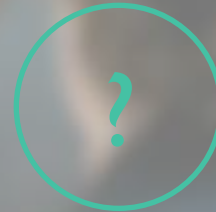
Questions and Check List

(2 of 2)

What effect would
this change have
on your operation
or profits?



Will this change
increase customer
satisfaction?



Look To The Future

(1 of 2)

List three ways the situation could have turned out worse.

1

2

3

Look To The Future

(2 of 2)

List three ways the situation could have turned out better if you had used the customer service skills learned in this program.

1

2

3

OVERALL PERFORMANCE RATING



Performance Standards

(1 of 28)

Attitude Towards Customers

Inconsiderate/indifferent.



Polite, yet reserved.



Warm, friendly, and outgoing.



Performance Standards

(2 of 28)

Recognizing Customers

Rarely.



Occasionally.



Always.



Performance Standards

(3 of 28)

Says “Thank You” and Smiles

Does not remember customers.



Recognizes customers, although does not verbally communicate those feelings to customers.



Very good at communicating with facial expressions and verbal feedback.



Performance Standards

(4 of 28)

Uses Customers Names

Does not know or call the customers by name.



Uses the customers' names, although not often enough.



Remembers customers' names, and pronounces their names correctly.



Performance Standards

(5 of 28)

Customer-oriented

Shy and uneasy with customers.



Helpful, although does not seem completely comfortable.



Outgoing, helpful, and extremely comfortable.



Performance Standards

(6 of 28)

Customer-oriented Pressure Situations

Experiences frustration, and usually makes no attempt at handling a situation.

Attempts to handle a situation, then refers problem to a manager.

Attempts, and usually succeeds, in handling a situation on his/her own.

Performance Standards

(7 of 28)

Treats Customers as Real People

Shows boredom and coldness.



Sometimes is tense, cold, and abrupt with customers.



Always shows warmth and friendliness.



Performance Standards

(8 of 28)

Listening Skills

Does not pay attention to the needs of the customers.



Occasionally pays attention, yet could do with some improvement.



Asks good questions and pays attention to customer needs.



Performance Standards

(9 of 28)

Keeping Promises to Customers

Lacks follow-through on promises.



Usually remembers, yet needs improvement.



Has good follow-through on promises.



Performance Standards

(10 of 28)

Quality of Work Performance

Poor and deficient quality of work.



Performs at average level of quality.



Places a high value on the quality of his/her work.



Performance Standards

(11 of 28)

Job Commitment

Shows a lack of real job commitment.



Does an average job, although lacks commitment for superior job performance.



Has dedicated commitment to work and does a thorough job.



Performance Standards

(12 of 28)

Doing More Than the Minimum for Others

Not helpful; tends to be rude and impatient.



Friendly, yet needs to develop a “put customers first” attitude.



Consistently gives more than the minimum to customers with pride and pleasure.



Performance Standards

(13 of 28)

Minimum Standards of Excellence with Customers

Inconsistent and unreliable at meeting personal standards.



Sets high standards, although is not consistent in meeting them with customers.



Sets high standards of excellence and has consistent habits of communication.



Performance Standards

(14 of 28)

Feels Good About Self

Suspicious, distrustful, and unresponsive to receiving positive feedback.



Likes self, however needs to feel more comfortable and be receptive to receiving positive feedback.



Likes self and is good at receiving and giving positive communication.



Performance Standards

(15 of 28)

Attitude at Work to Manager and Co-workers

Resentful, aloof, and indifferent.



Helpful and cordial.



Motivated.



Performance Standards

(16 of 28)

Ignore Customers/Absence of Quality Service Techniques

Very poor quality, frequently ignores customers.



Pays attention, yet needs to use techniques daily.



Pays attention and never ignores customers.



Performance Standards

(17 of 28)

Insincere Communication to Customers

Communication is insincere and phony.

Tries to be genuine, although is often perceived as being plastic.

Rarely plastic; usually very sincere and genuine with customers.

Performance Standards

(18 of 28)

Handling Irate Customers by Using the Proper Methods

Seldom; needs improvement.



Usually, although needs more practice.



Very good; usually turns customers around.



Performance Standards

(19 of 28)

Ability to See Problems and Stop them Before Customer Becomes Irrate

Ignores obvious problems.



Uses the techniques, although not often enough.



Uses the skills for defusing problems.



Performance Standards

(20 of 28)

Takes Responsibility for Problems/ Complaints

Defensive; tries to avoid blame.

Tries to use the techniques, although is clumsy and inconsistent.

Effective at taking responsibility for legitimate complaints and turning the situation around.

Performance Standards

(21 of 28)

Accuracy of Performance

Very careless and sloppy performance.



Tends to be inaccurate and occasionally makes mistakes.



Careful and consistently accurate.



Performance Standards

(22 of 28)

Instructions

Can't follow instructions.



Does okay when instructions are repeated.



Follows instructions well.



Performance Standards

(23 of 28)

Work Habits

Poor work habits and does less than what is required.



Does only what is required.



Does more than required.



Performance Standards

(24 of 28)

Team Work

Does not contribute to team effort.



Has some ability and offers suggestions.



Talented and team motivated.



Performance Standards

(25 of 28)

Personal Appearance, Dress and Uniform

Dress and personal appearance is not business acclimated.



Usually neat/tidy, yet needs to be more business acclimated.



Dresses appropriately and has a good appearance.



Performance Standards

(26 of 28)

Personal Cleanliness and Hygiene

Poor; needs to improve.



Usually okay, although needs to be more consistent.



Excellent habits.



Performance Standards

(27 of 28)

Initiative

Does only what is specifically outlined.



Requires supervisory guidance to be motivated.



Self-motivated with little or no supervision required.



Performance Standards

(28 of 28)

Product or Job Skills Knowledge

Has limited knowledge and shows little interest.



Has some knowledge and is interested in knowing more.



Knowledgeable.



HOW TO ENCOURAGE THE QUALITY



How To Encourage Quality

(1 of 2)



- 1 Management Commitment
- 2 Training
- 3 Praise and Recognition
- 4 Team Spirit
- 5 Pride

How To Encourage Quality

(2 of 2)



6

Rewards

7

Personal Benefits

8

Employee Orientation

9

Tools Needed to Provide Quality Service

THE MOMENT OF TRUTH



Customer Service

Moment Of Truth



A moment of truth is that precise instant when the customer comes into contact with any aspect of your business, and based on this contact, forms an opinion about the quality of your service.

Customer's Frame Of Reference

Past experience
with your
business or
others like
yourself.



Attitudes, beliefs,
ethnic norms, and
values formed
during the
customer's life.



Customer's Frame Of Reference

What the
company has told
the employee to
do.



Expectations of
customers'
behavior based
upon past
experience.



Gaining Customers

Find and develop a list of potential customers.

Advertise and promote products/services.

Develop an ideal customer profile.

Try new strategies.

Review and reflect on previously successful acquisition techniques.

Find the best techniques, and use them.

Regaining Customers

Make a list of previous customers.

Try to determine why the customers left.

Communicate with the customer.

Remind the customer of your organization.

Reconnect with the customers.

Rectify any wrongs.

Tell the customer you want their business.

Customer Retention

(1 of 3)

Retaining existing customer is very important.



Only focusing on gaining new customers can harm an organization.



Customer retention allows a relationship between the customer and the organization to grow.



Customer Retention

(2 of 3)

What to do to retain customers

Develop and update a customer database to keep track of previous, new, and current customers.

Implement strategies for retaining and gaining customers.

Use effective communication strategies.

Understand customer retention and how it is encouraged.

Customer Retention

(3 of 3)

What to do to retain customers

Foster trust.



Encourage customer loyalty.



Be aware of competition.



Improve communication.



Establish marketing partnerships.



Expand products/services.



Use cross-selling.



Offer discounts or rewards to frequent, long-term customers.



WHAT IS YOUR NEXT STEP



Customer Service

Action Plan

What are you going to
take action on?

Start with the three
easiest items.

Action Steps

(1 of 4)

List specific behaviors.

Be as systematic as possible.

Rank the behaviors in terms of their complexity or degree of difficulty.

Rank the behaviors in terms of chronological order.

Action Steps

(2 of 4)

Begin with the least difficult behavior.



Advance to a more difficult behavior.



Break difficult behavior down into several smaller behaviors.



Attach time limits to each behavior.



Action Steps

(3 of 4)

Repeat specific behavior until mastered.



Review all previous behaviors.



Advance to next most difficult behavior.



Measure and evaluate.



Keep records (preferably visual).



Action Steps

(4 of 4)



Reinforce through reward and punishment.

Use visual reminders (pictures, charts, etc.)

Remember: "A small goal is enough!"

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