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Table of Contents

Gallery Walk: What Is Service? 1

Reflection: What Kind of Service Provider Are You? 2

What Do Your Customers Want and Need? 3

Doing Your Part 4

Customer Service Discussion 5

Customers’ Service Expectations 6

Who Is Responsible for Service? 7

SAMPLE

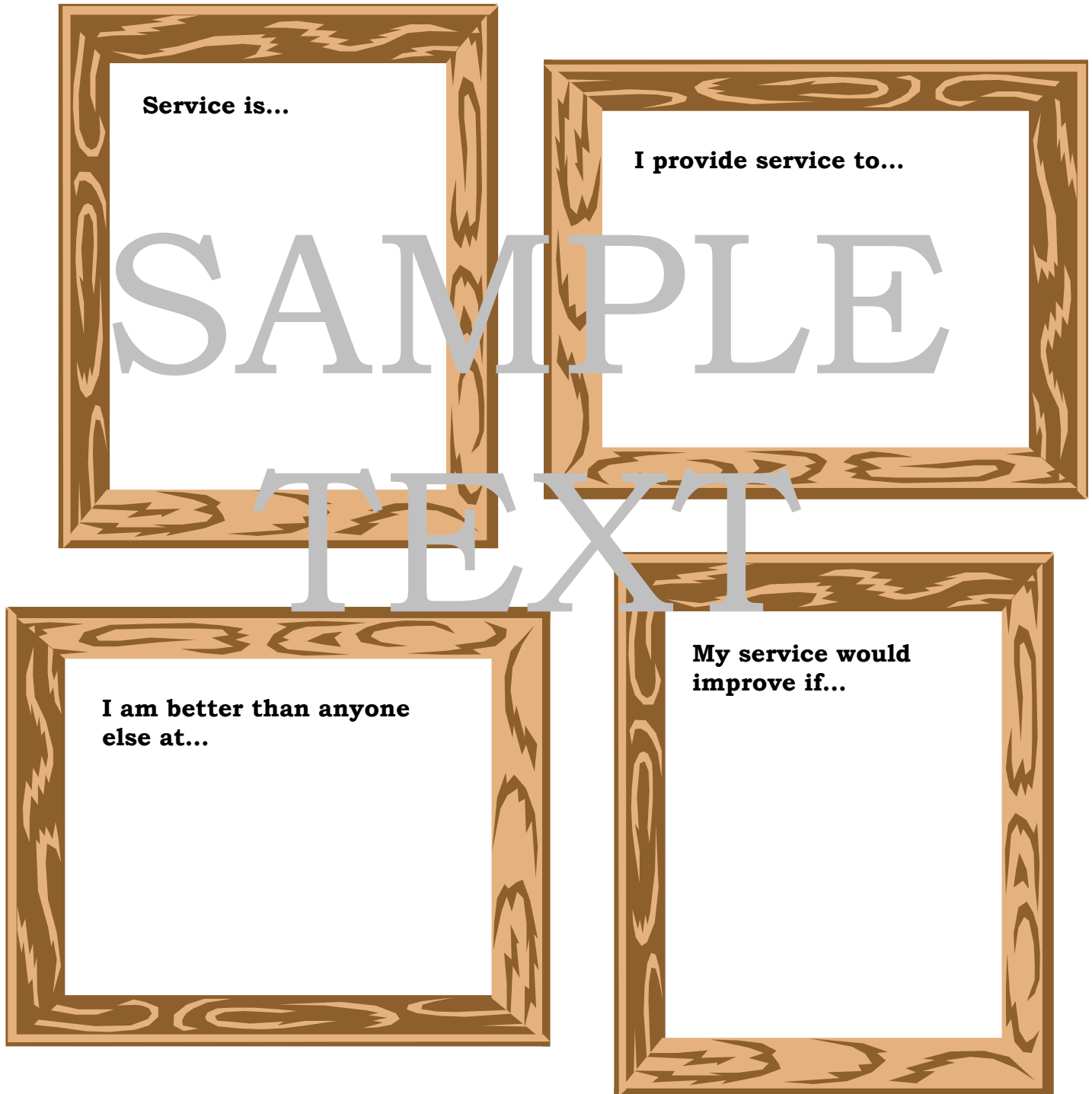
How You Will Benefit

- Identify what service expectations mean to you and your organization.
- Learn how to provide a unified approach to serving your customers.
- Develop strategies to use that exceed your customer’s service expectations.

TEXT

Gallery Walk: What Is Service?

Notes: Finish each sentence. Then write your response on the corresponding chart pages. Also use this page to write key observations gleaned from the discussion to review later.




Service is...

I provide service to...

I am better than anyone else at...

My service would improve if...

SAMPLE
TEXT



What Kind of Service Provider Are You?

What percentage of your day is spent providing customer service?

Do you find serving others more of a hassle than a benefit? Why?

SAMPLE

What would make you change your feelings toward the opposite view?

TEXT

What makes your service special (stand out from your competition's)?

“The successful person does things that most anyone can do and does do. The difference is, the successful person does it consistently.”

- Michael Angier

What Do Your Customers Want and Need?

At the most basic level, your customers want to be understood and feel:

- Welcome
- Important
- Comfortable

Although customer service is a team effort, you must recognize that you are part of that team and that you have as much of a role in that team as anyone else. Relationships are the key to a functional, positive team. There are several parts to developing and maintaining relationships with your team members.

- Establish clear expectations.
- Recognize the reciprocal quality of relationships.
- Understand different communication styles.

Customers want to know that you:

- Care.
- Want to understand their needs.
- Want to resolve their problems.
- Are listening.
- Can help them.
- Appreciate their business.

“People will forget what you said. People will even forget what you did. But people will never forget how you made them feel.”

- Unknown



Doing Your Part

What comes out of your mouth either can strengthen your relationships with your customers or weaken it. Along with your knowledge, skills, abilities, and a willingness to provide excellent customer service, the words you use with your customers are so powerful that they can build or destroy relationships.

Instructions: Write the phrases you should try to use in the spaces provided.

If you're going to say...	Try instead...
I'll have to...	
I'll try.	
I'd hate to...	
I can't.	
If you can...	
This is a terrible problem.	
I'm never any good at...	
I'll spend time/money...	
That's impossible.	
I really just got lucky.	
I've never done this before.	
I'm getting too old.	
I failed.	
They make me so mad.	
I don't have enough time.	
It's the other guy's fault.	
Someone else will do it.	
I can't change things.	



Customer Service Discussion

Notes: Use this page to write notes from the discussion your team has on the following statements.

Service is a philosophy – not a department, a program, or a policy.

SAMPLE

Service means exceeding customer expectations.

TEXT

Service is not natural, automatic, or coincidental.

Customer's Service Expectations

Once we have met our customers' most basic needs, it is important to make every individual feel like they are your only customer. They know that isn't true, just as well as you do, but they still want that kind of attention. The only way for you to be successful is to help other people get what they want. In the larger sense, customers expect us to:

- Respond Promptly
- Be Consistent
- Provide Quality Service and Products
- Be Dependable
- Be Competent

Instructions: Use this area to write down some of the service expectations and routines you currently follow.

1. What is your department's customer service policy? Is it in writing?

2. How do your customers react to it? Write down an example of both a positive and negative reaction you have witnessed.

3. Do you have an outlined procedure for handling exceptions? Do you feel empowered to handle them when encountered?

