



# **Create Raving Fans: Practical Tips to Deliver World-Class Customer Service**

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2019 Upstate NY ACA Conference**



This topic is commonly referred as CUSTOMER SERVICE

We like to reframe it...



as customer EXPERIENCE.

Every “touchpoint” creates the experience.

According to McKinsey, 70% of buying experiences are based on how the customer feels they are being treated.

Not based on price, location, product, based on FEELINGS



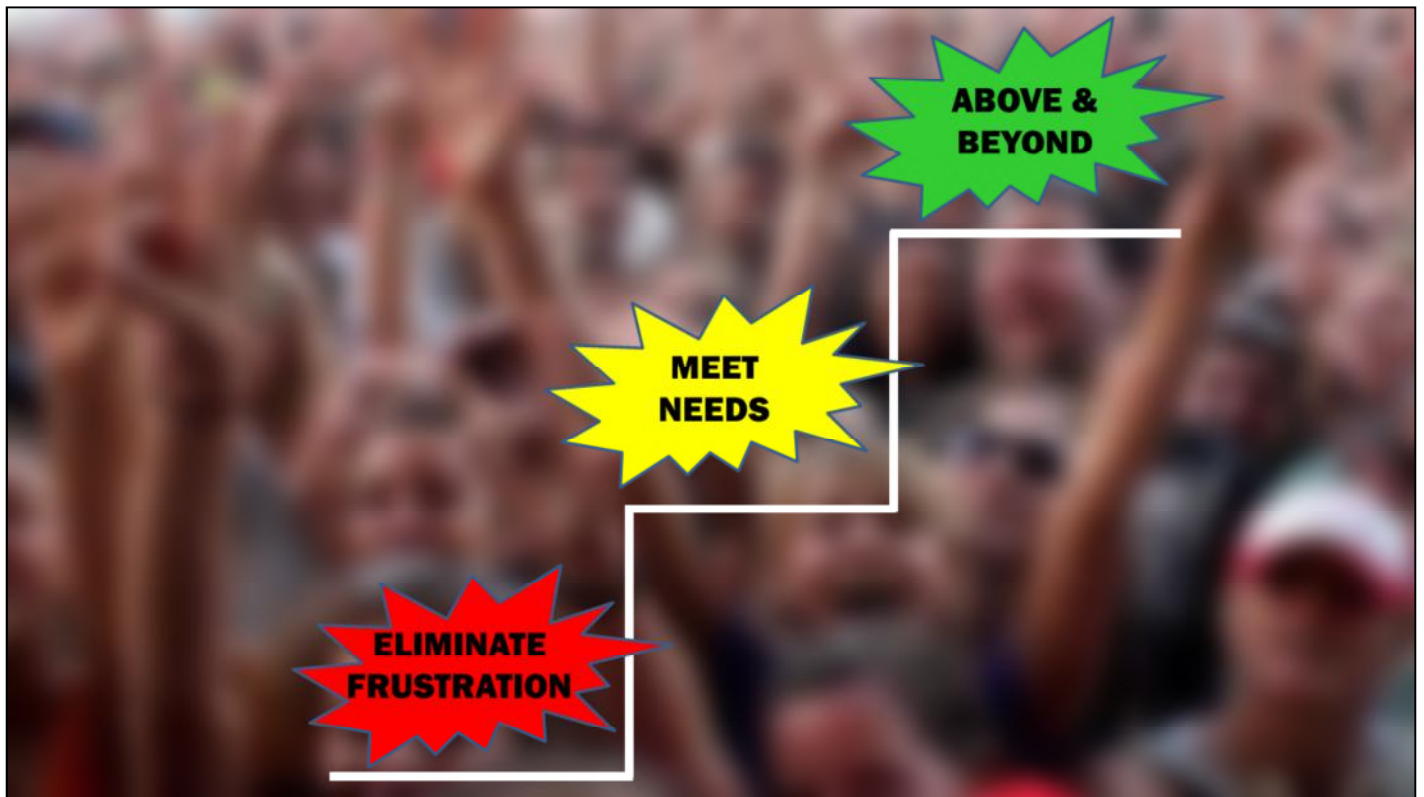
We each have over 30 years of Customer Service experience

## Roz - Nursery School Teacher

## Together – Camp Owners and Directors

Grew our business significantly during our 13 years of ownership through big emphasis on every aspect of the Customer Experience





1. Eliminate Frustration. AKA Remove Friction.
2. Meet Needs. Expressed and anticipated. Answer question behind what's being asked.
3. Exceed Expectations.....Go Above & Beyond!



Ultimately want to create the wow for customers that converts them to raving fans.

**End at 10:42**

# Customer Experience Wheel



## ROZ

Discuss customer service wheel. This is who our raving fans need to be....everybody!

Next Question: Who is your most important customer? Every single one.

Make each customer feel like they are the most important customer you have

Engage them, learn, make personal connections



Before we go step by step, from eliminate frustration to meeting needs to above and beyond....start with a concept that crosses all 3 steps: attention to detail

Mistakes create frustration (wrong times, dates, locations and typos/thinkos, wrong links in emails), Issue with flyers for trips or events. Pay Attention to details.

Attention to Details meets need. For example, clear communication without mistakes, Answering questions before they are asked, Giving timely and accurate information.

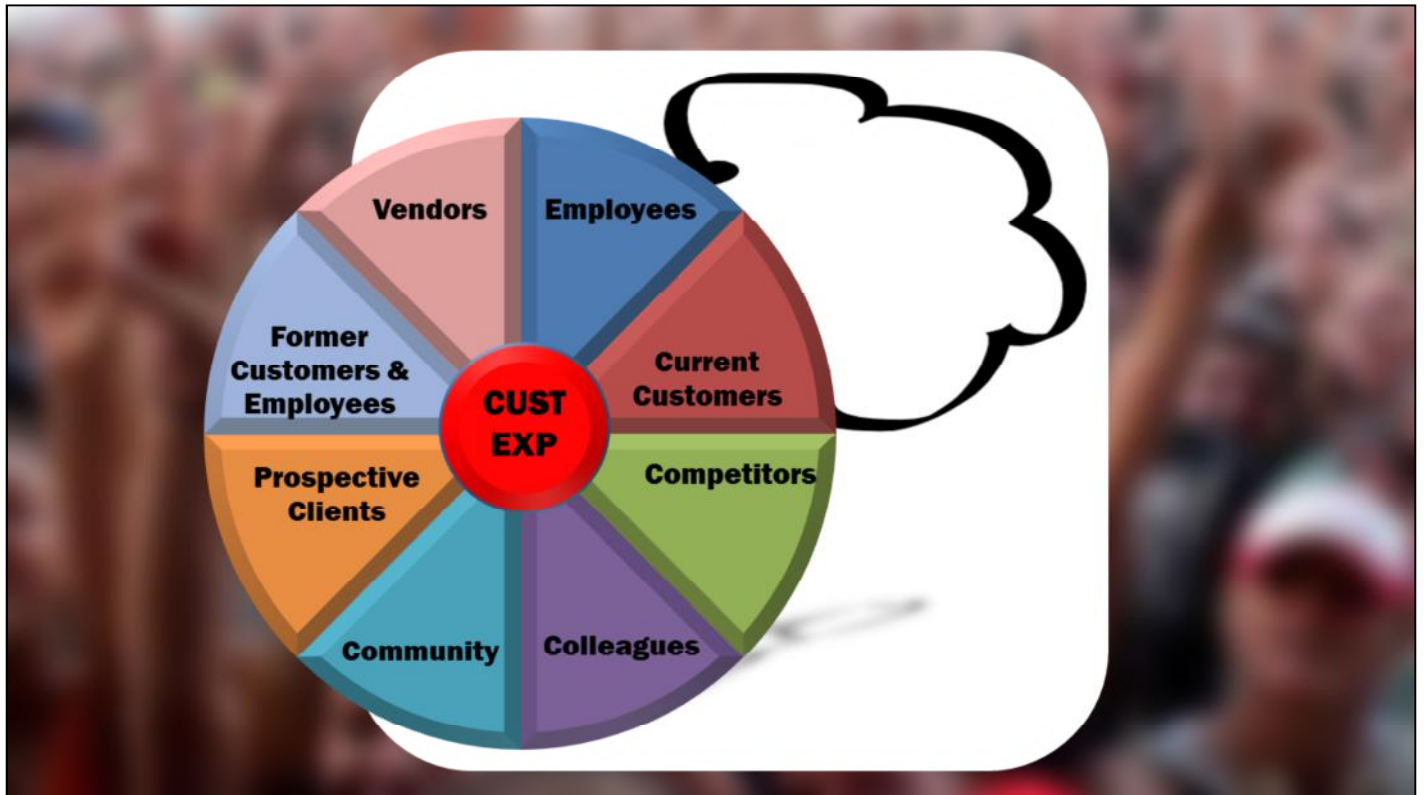
Finally, extreme attention to detail takes you above and beyond. Notice and react before a problem. Be proactive instead of reactive.





Example: These glasses to help read the menu at a restaurant.

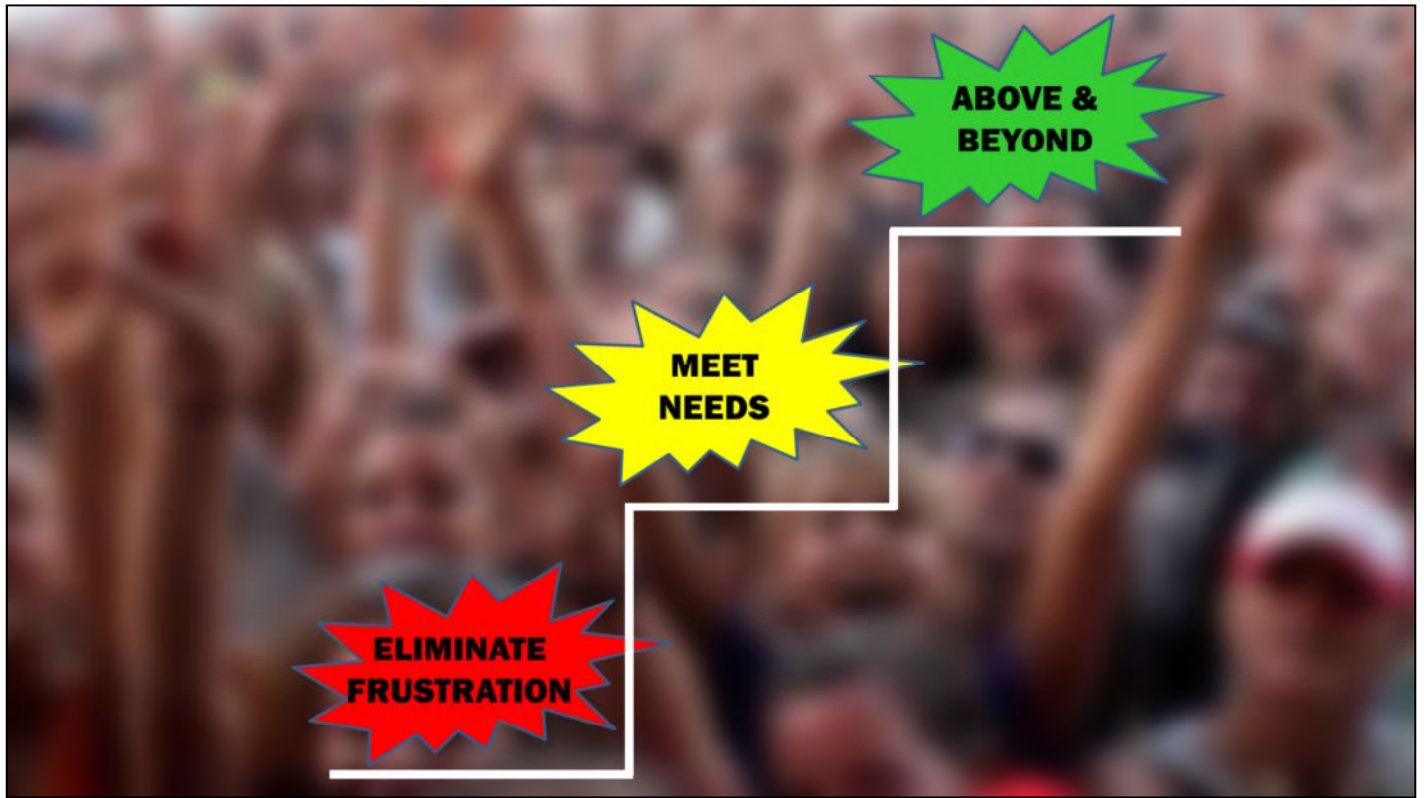
**End at 10:46**



Take 30 seconds to stand, stretch and think.

What is one area where you can improve your attention to detail with anyone on the CS wheel?

**End at 10:46**



The rest of this session is all about giving you tips!  
Spend most of our time going through each step with practical examples and ideas.  
Hope to provide you with lots of practical tips you can use starting right now!

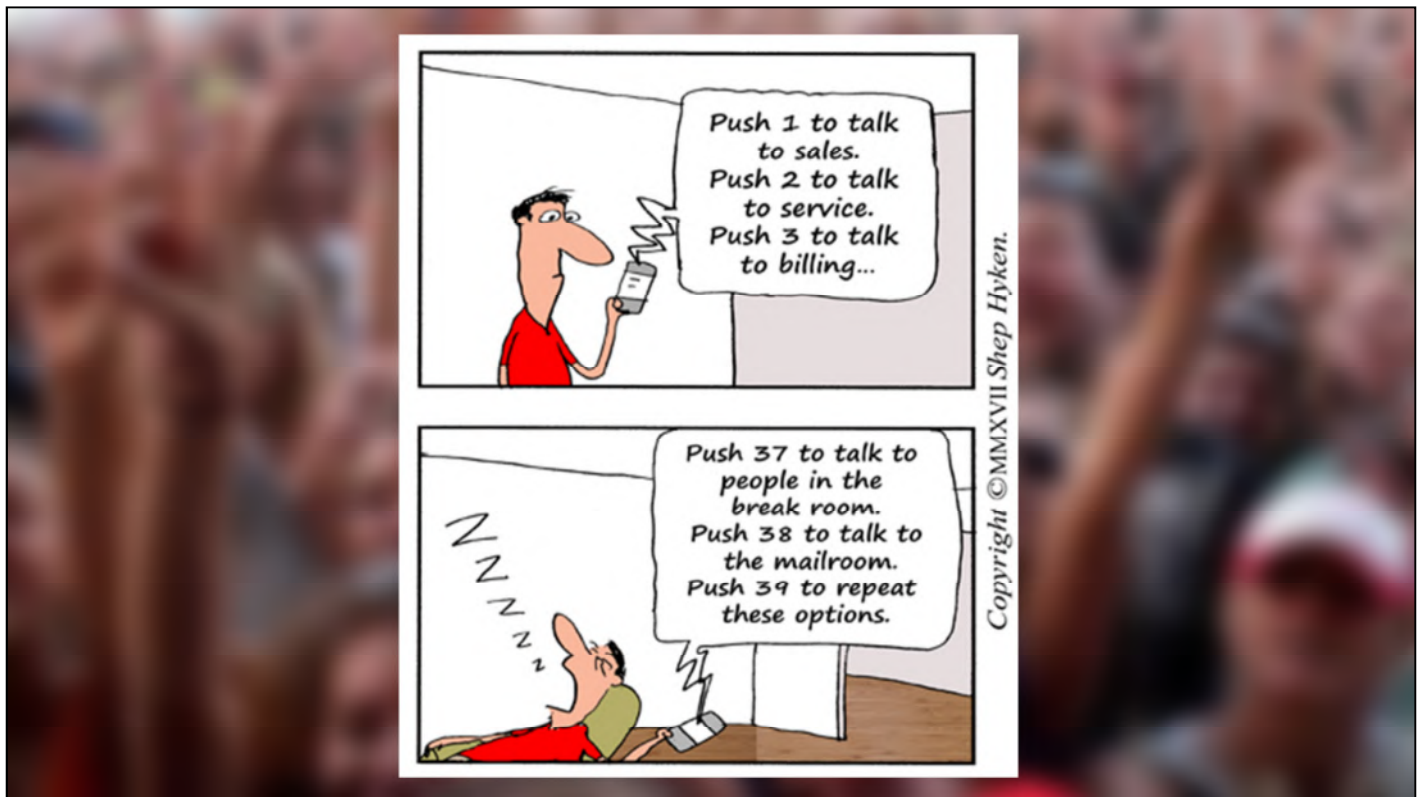
CLICK

Let's get started with ways to Eliminate Frustration!



Recent (2011) Consumer Reports Survey said in last year, 67% of customers have hung up the phone out of frustration they could not talk to a real person.





Ideal: Have a live person answer every time.

Know not always in your control or possible, especially when part of a larger organization.

Make phone Tree & messages as easy and short as possible



Ask if OK to be put on hold AND explain why – other person on phone but getting off soon....

THEN Always have Something on hold so don't think cut off (Like radio and/or music)

Added benefit – use as sales opportunity

- Audio Track to Meadowbrook Promo Video
- Director Interviewing Campers
- Campers singing camp songs



Other big frustrations on the phone:

Pacing - important, not too slow or too fast

Slow – Shake person on other end

Fast – Feel rushed and can be hard to understand

Give them your time

Don't want to feel rushed

**FINISH THIS AT 10:51**



## JED

Huge frustration: Avoid Jargon, Acronyms, abbreviations etc. Someone on outside doesn't know or understand

Applies to Email, Phone, online, and in person





Signs. Most signs tell us what not to do  
Red  
Shouting at us all the things we can't do  
Creates FRUSTRATION



Nice sign that says what TO DO instead of NOT to do



Instead of shouting why not...make it fun!



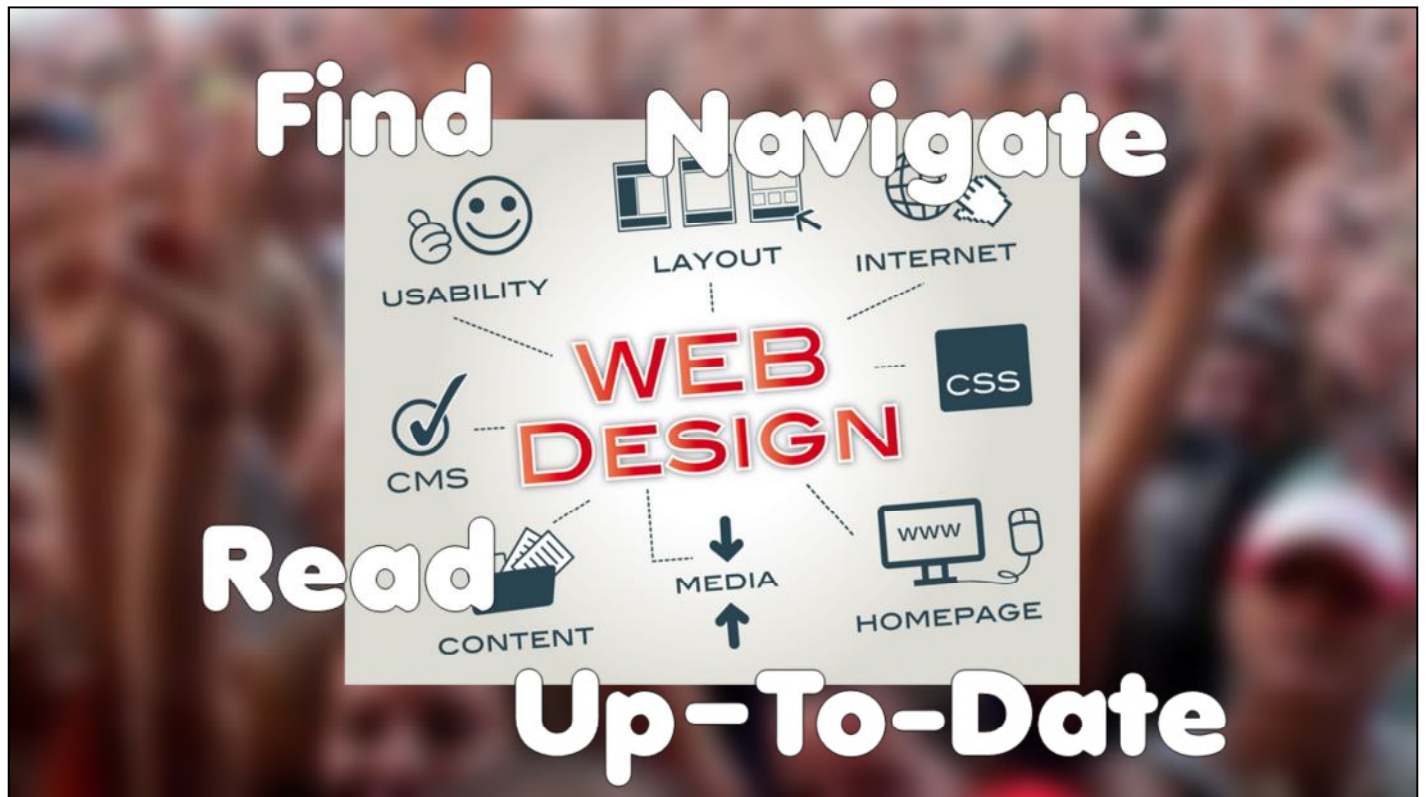


Always great to include the “why”

A great example of why....difference between effectiveness of 2 signs?

Click to show difference when includes WHY





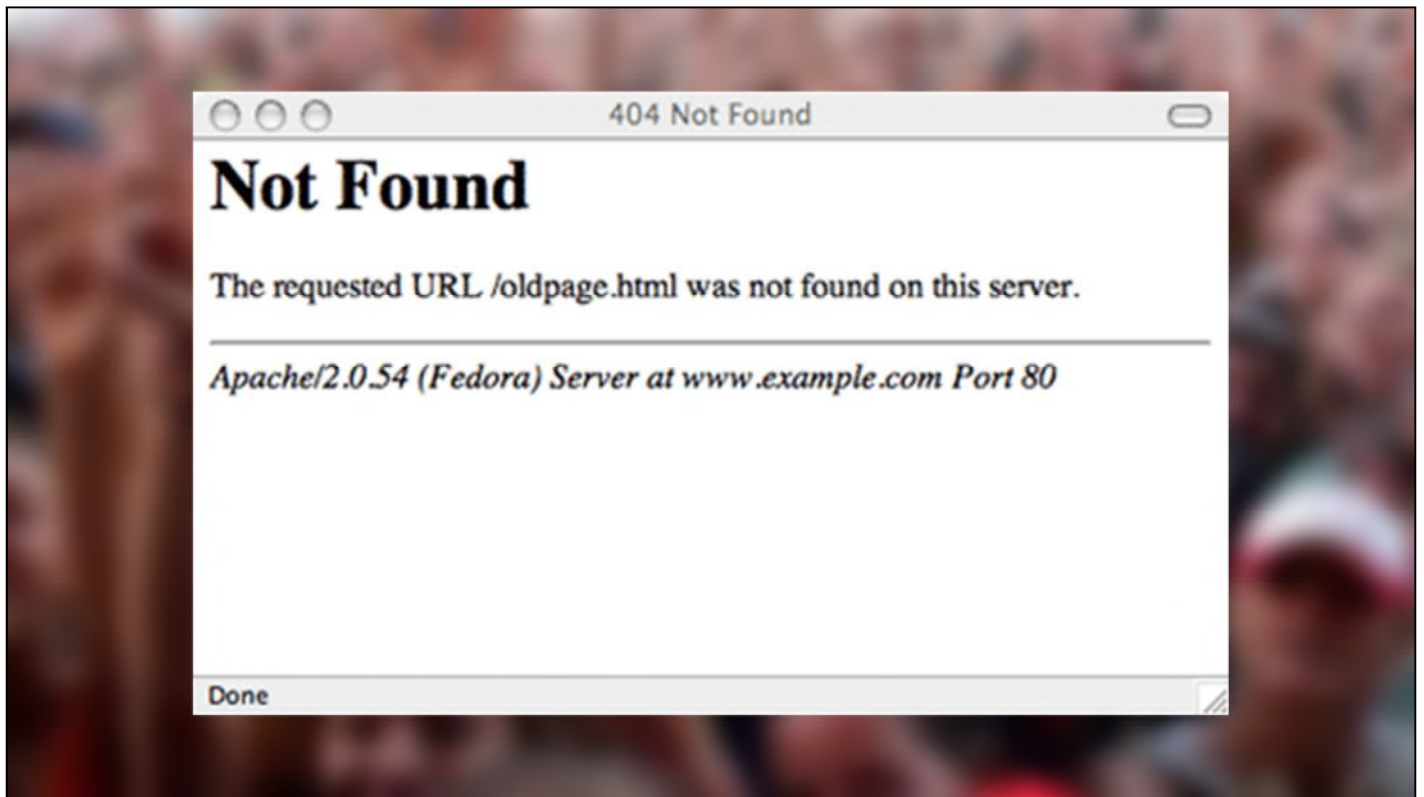
ELIMINATE FRUSTRATION with your online presence.

We all know more and more business is being transacted online....

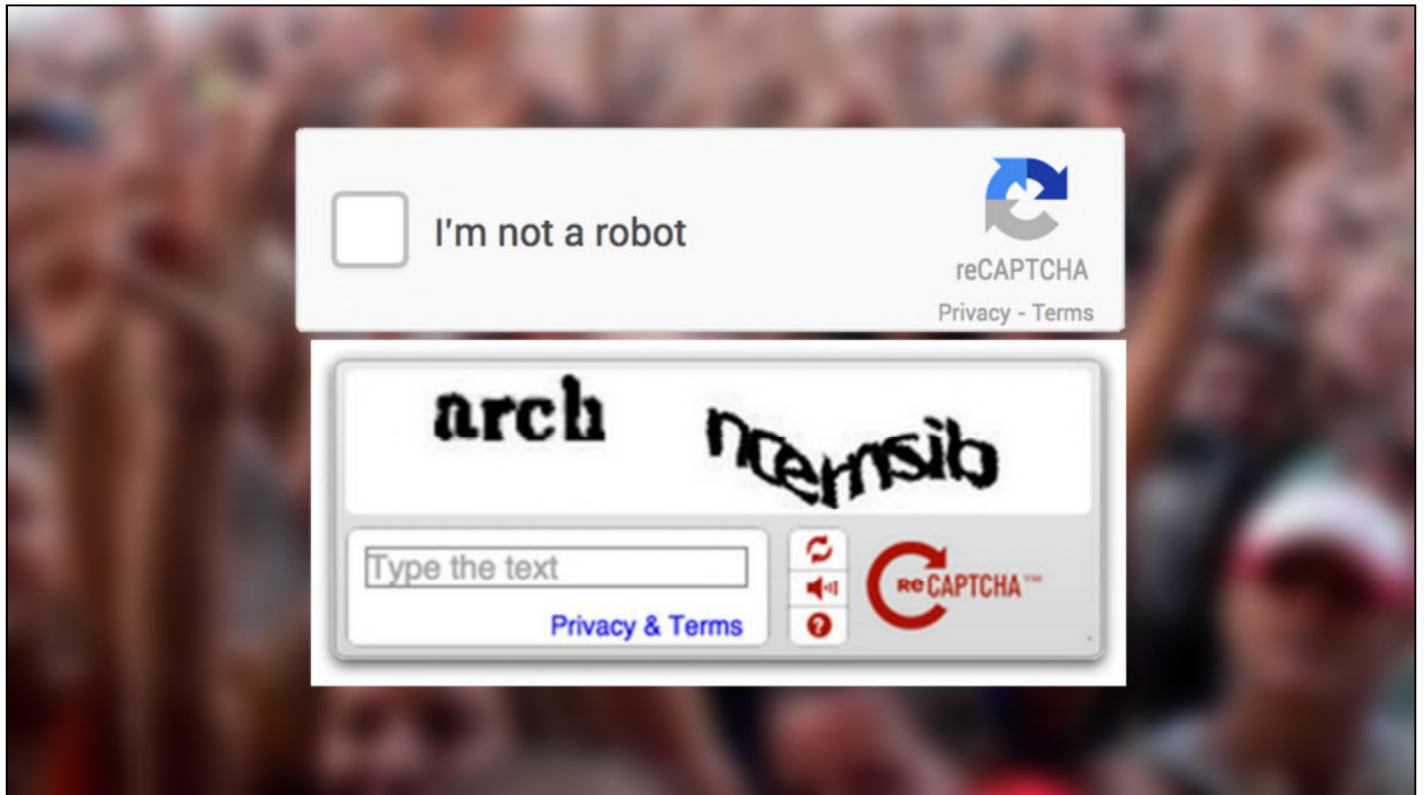
ELIMINATE ALL BARRIERS...Barriers create Frustration:

6 quick tips:

- 1 - Make it easy to find
- 2 – Make it easy to navigate
- 3 – Make it easy to read (fonts and colors)
- 4 – Keep it up to date



5 – Make sure no Broken links. Huge frustration.

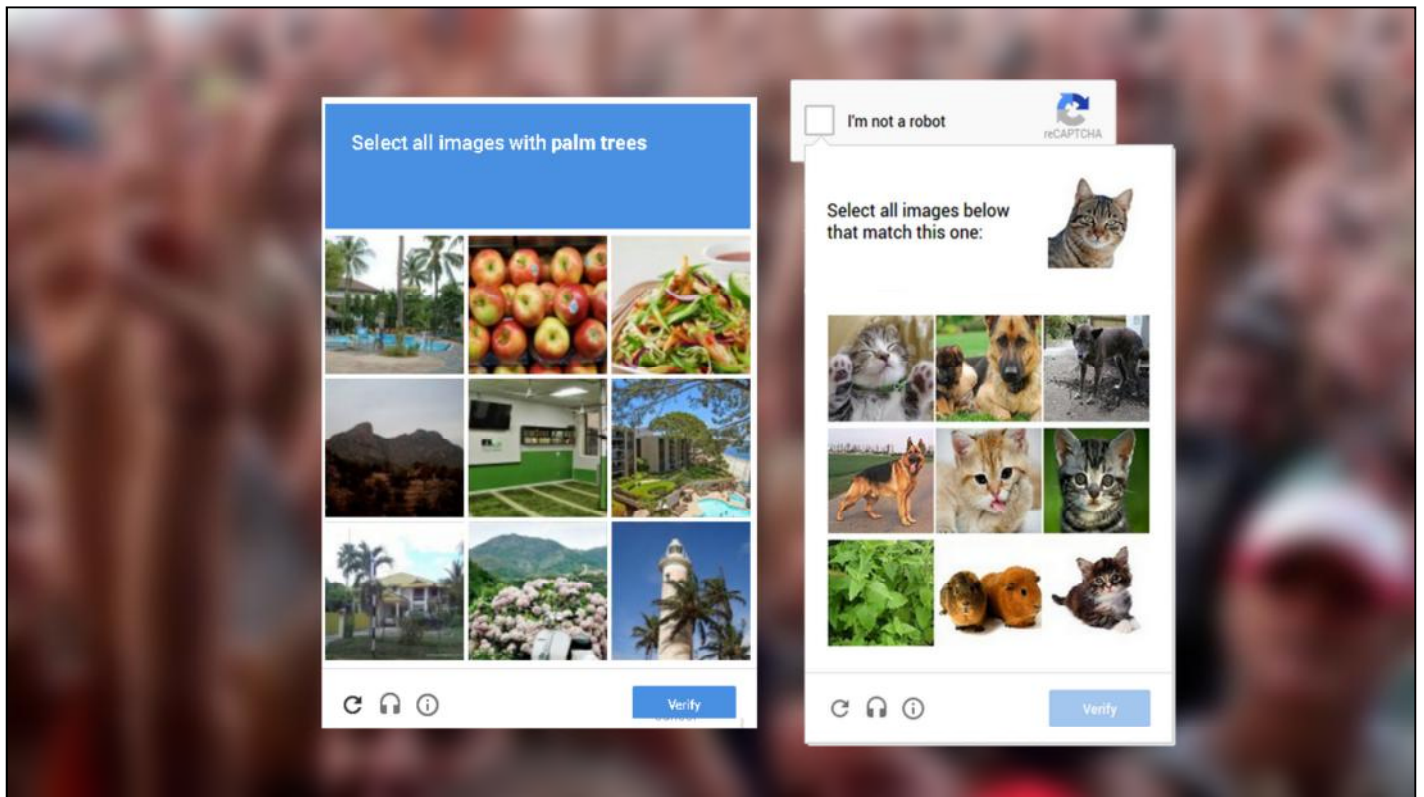


6 – Don't make me jump through hoops to ask for more information.  
Keep form simple with minimum required fields

AND avoid hard to use captcha technology.

If anything, check I'm not a robot is the MOST you should use

Not hard words like this...



And certainly not these....

Eliminate as many barriers as possible!!





Don't ignore customers!

Look up, approach, engage immediately

Lose cell phones and computers for front line staff.

So many stores and restaurants lately where staff so engage with screen don't know there!

**END AT 10:58**



## **ELIMINATE FRUSTRATION**

### ENERGIZER

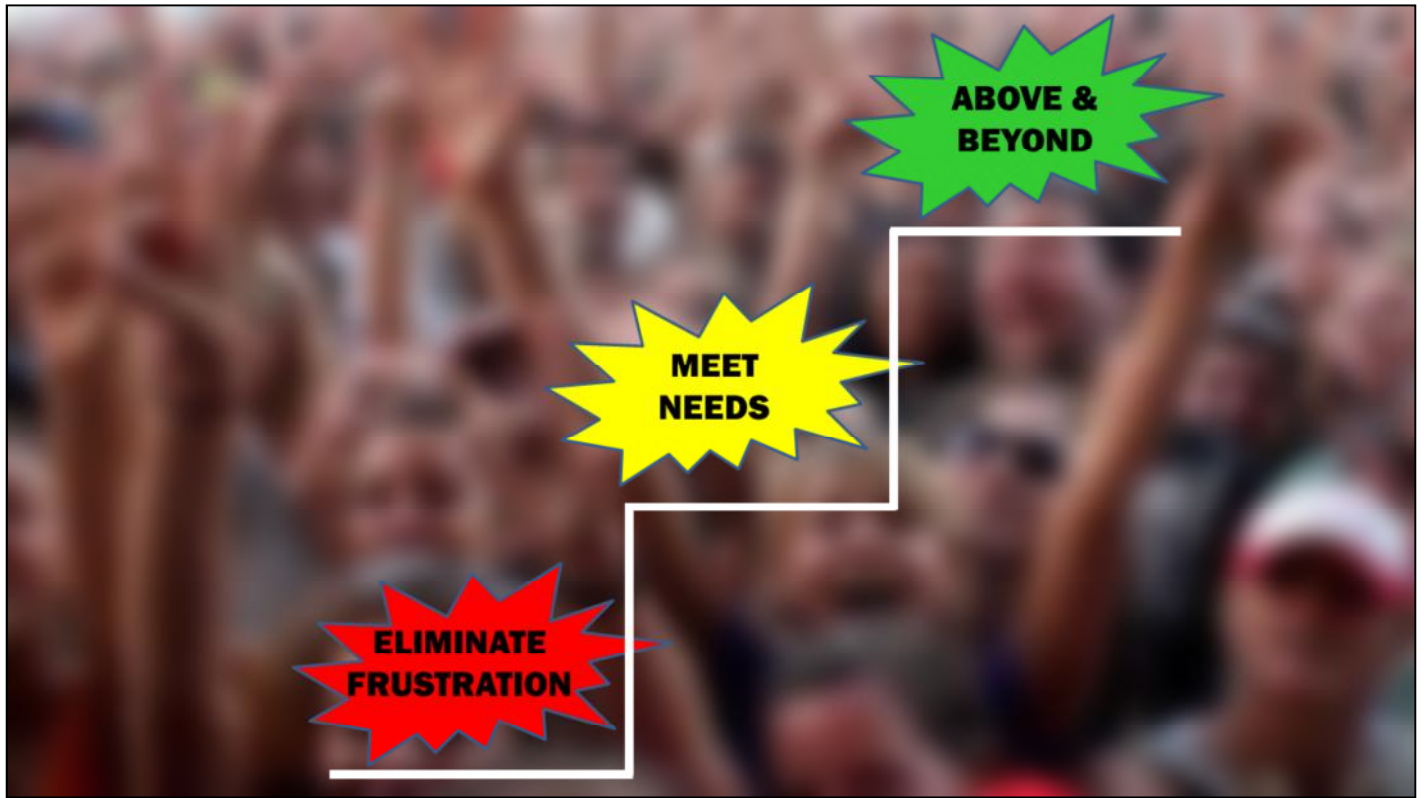
- Get into groups of about 2-3 at your seats OR Ball Toss

Share an area of customer service where you feel you're creating some frustration for your customers and discuss with your group possible ways to improve that by doing it differently.

Repeat, how your organization is creating frustration, not you...

Take about 5 Minutes!

**END AT 11:04**



ROZ

YELLOW MEET NEEDS



#### MEET NEEDS:

First thought: “Don’t make customer do the work”. You serve the customer, they don’t serve you

Require to provide same info multiple times

Auto phone system then rep asks again. That creates frustration.

How do you meet needs? When I call united airlines, they welcome me back based on phone number with no inputs!

When pass phone, provide the information to the next person....

Think about registration forms and if you are asking for information multiple times. How can you meet customers’ needs more effectively? Give family info once then each child details.





Here is another Example.

Happens all the time! We give our customers work to do!

Tell the customer: "Call me", "email me", "Remind me" Transferring the work to them.

A camp example: At event, someone has a question you can't answer on the spot. Need information you don't have with you. Don't ask them to email or call you when back in the office. You make the note and contact them!

# *Appreciation*

THANK YOU

I'M SORRY

PLEASE

Next....meet needs through communication style.

Use language of appreciation.

Everyone wants to be appreciated - - feels good / basic need

Work on overusing these words



Specific Communication example we all face again & again

People ask us lots of questions

Can't always say yes & when we can say yes, 1 word shifts what naturally comes out of mouths from negative to positive message

Don't want to say...."Yes, BUT...."

"Yes, BUT" negates the impact of the nice thing you're doing for this customer.

Instead, want to say "Yes, AND..."



Example Scenario: Mom of prospective camper calls on last day of your early enrollment rate and asks "Can I get the early Bird Pricing?"

Natural Response: Yes, but today is the last day.

DON'T USE BUT, Use AND

So instead, how about "Yes, and I'm glad you called today because it is the last day. Would you like me to enroll you over the phone right now?"

Let's try a few scenarios with a partner.

Please turn to someone on your left or right to do this exercise..



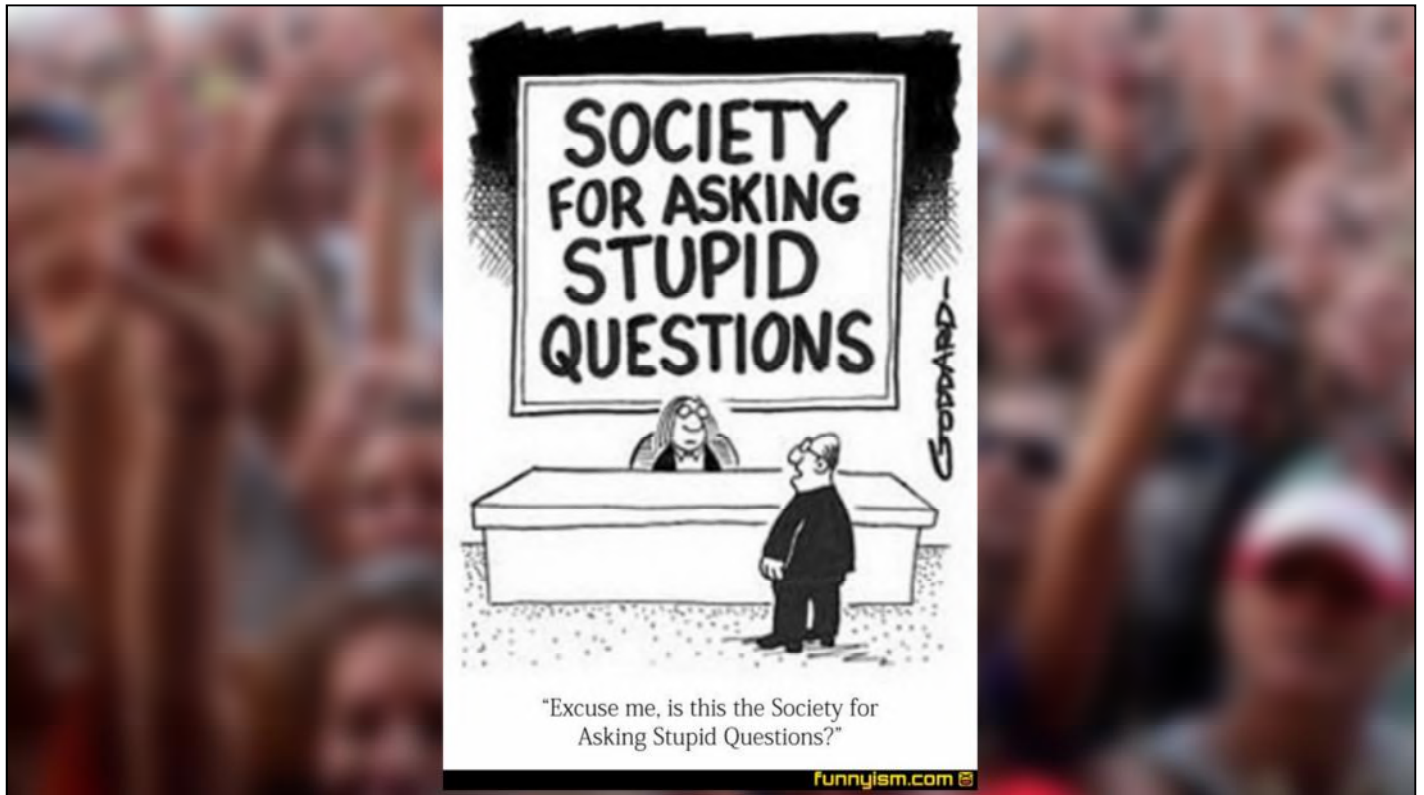
- **Can I drop off instead of bus? Yes, but you need to be here by 1pm.**
- **Can I pick up early? Yes but you need to be here before 3pm.**
- **Can grandparents access pictures on website? Yes, but they need password.**
- **Can Campers eat as much as want at meals? Yes, but everyone needs to have firsts before any seconds.**

Pick a few of these to practice, or make up your own.

Take a yes but or 2 and role play to change it into a yes and

**Start role play at 11:11**

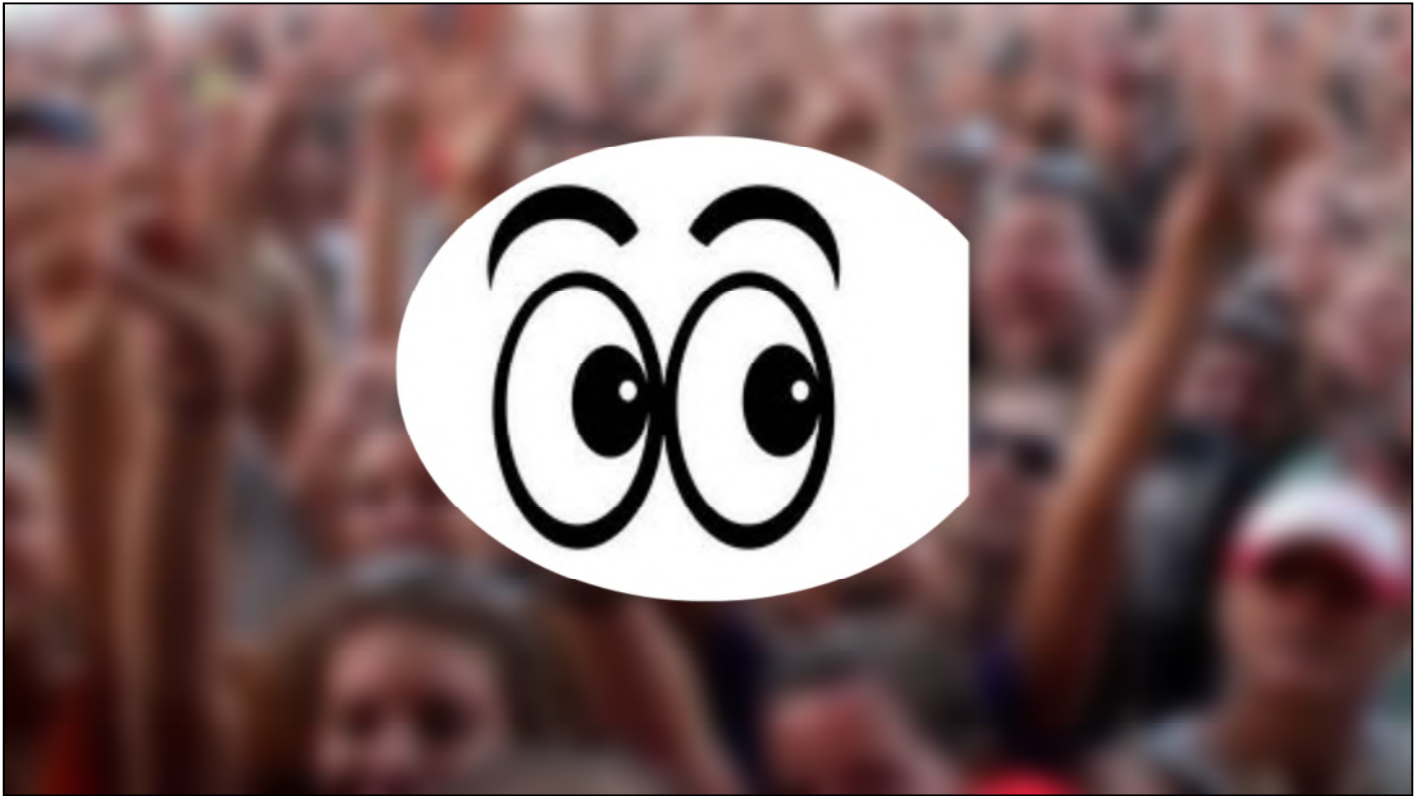
**End role play at 11:15**



## JED

DON'T MAKE THEM FEEL STUPID ABOUT THE QUESTION

Answer the question behind the question, understand the basic need



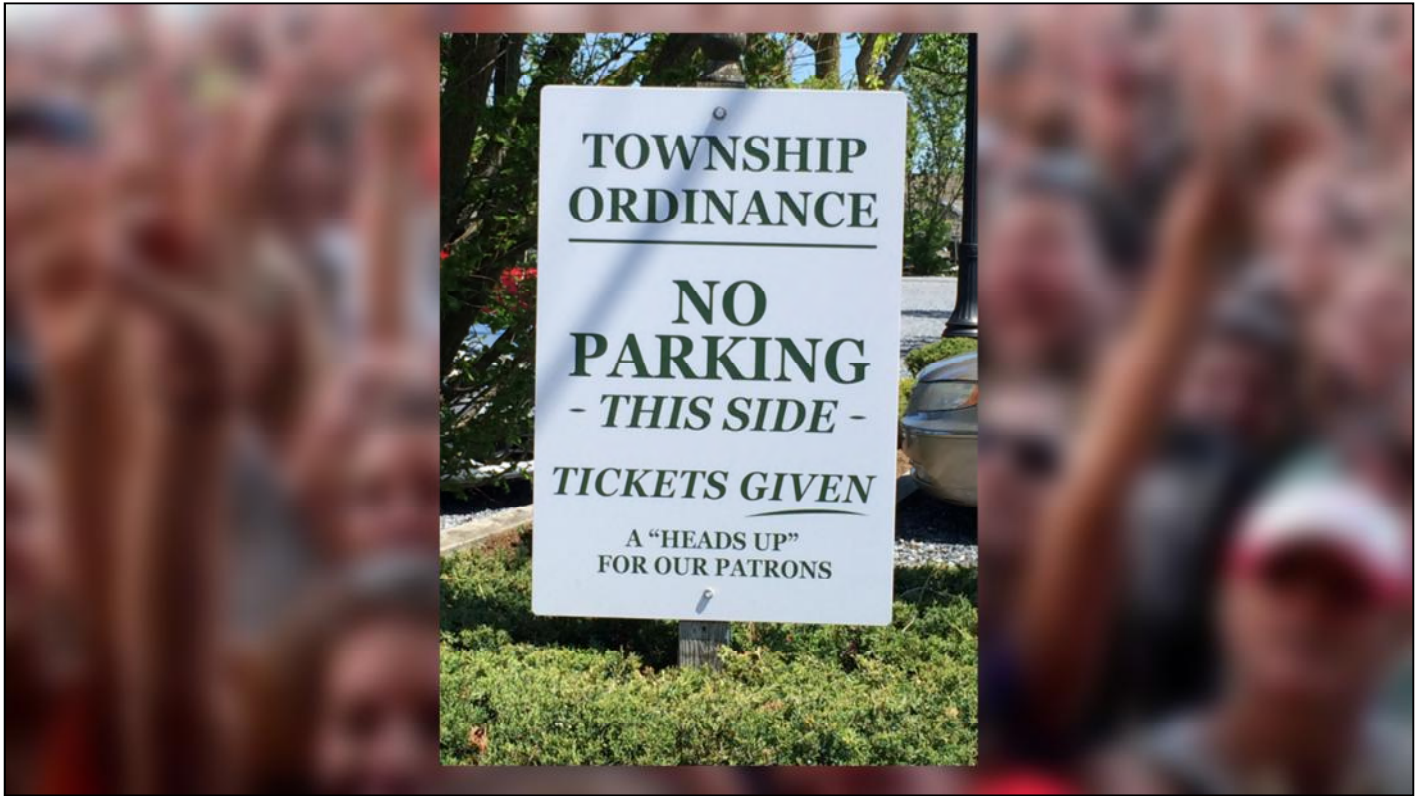
This is why we say needs, both stated and Unstated

Always, especially when answering questions, look at everything through the eyes of the customer.

Train yourself and staff to think about why they are asking the question.

Dennis Snow: What time is the 3 o'clock parade?

“Is Ryan Here Today” story



More signs....anticipating needs....no parking tickets!





Always found this one funny....avoiding a problem BEFORE it happens....



Be timely AND Respond timely

When have an appointment, be on time

When responding to any communication, (Phone, Email, Online inquiries) respond on a timely basis.

Definition of Timely is up to you and your organization....



ALWAYS PUT A SMILE IN YOUR VOICE

Frown, say yes

Smile, say yes

Can you hear the difference?

Try “Thank you for calling (insert name of camp)” frowning and smiling

Important in ALL, but mostly on phone because voice is all customer has to go with when on phone.



Some people/companies actually mount mirrors on computer screens/walls by phone.

You can actually buy this mirror!





INFLECTION in voice

Difference when end up vs. down. Show up and down with "Hello and Welcome to New York"

End up like a question

Practice as group up and down with "Hello and welcome to New York" once down, then up.

**END AT 11:21**



If time, Let's try a little activity...

It is called "Crossing the Line."

Pair up with someone about same height

{CLICK IN} Stand facing each other about 2 feet apart

{CLICK IN} Now imagine that there is a line drawn on the floor between the two partners

In a moment, when I say go, I am going to give you about 10 seconds.

The goal for each person is to get your partner to cross that imaginary line.

Those that get their partner to cross the line will win.

Ready, set, GO

Debrief:

How many won? (Got their partner to cross the line?)

How many used force? (Not very team-like is it?)

How many tried to talk the other person into moving first?

Did anyone find a win-win solution? What did you do?

Why did you assume that one of you had to win and one lose?

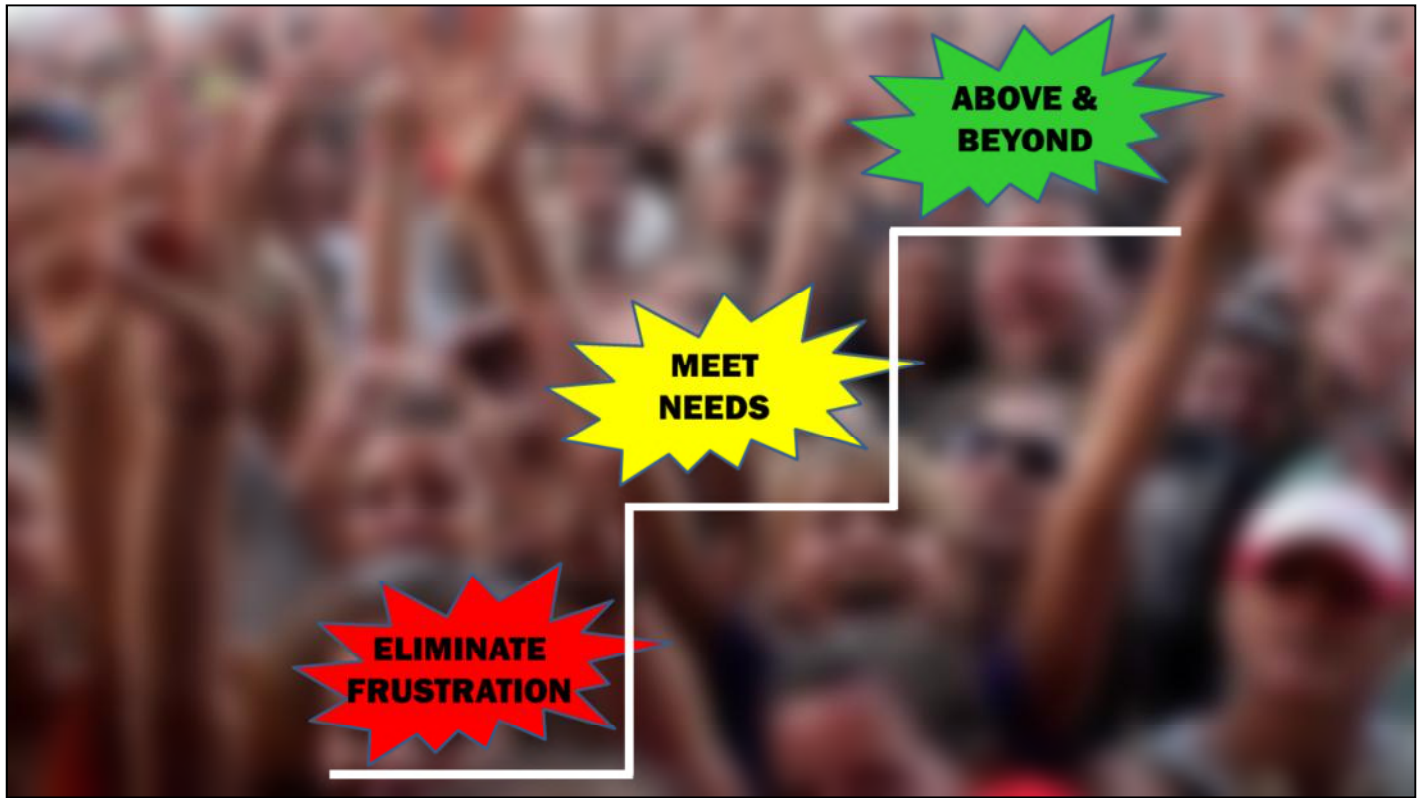
What are some ways this relates to the Customer Service and the Customer Experience?

We need to approach customers same way.

When we collaborate and cooperate with our customers instead of using force and trying to be “the winner”, we are providing a much better customer experience.

Also, the idea of not standing or sitting directly across from our customers in challenging situations is important. That communicates 2 sides and a winner and loser. Try to sit/stand more side by side.

**END AT 11:27**



## ROZ

Last step....going above and beyond!





If speaking with customer, Always hang up last!

- In case have another question
- Don't want to think hung up on them
- Don't hear what happens on hang up



**ROZ**

Six letters Exercise

Cross out six letters so that the remaining letters, without changing their sequence, spell a word that we are all familiar with.



## DEBRIEF

### Perception

Everyone has their own personal way that they perceive what they hear.

Important to recognize this when we speak with everyone on our customer service wheel.

Perception is reality

Need to be sensitive to how others may perceive what we say

**End at 11:32**



More signage.

Above and beyond idea....

Welcome signs.

From small companies like our local gym...





To Big Companies!

Stamford Bridge – Chelsea Soccer Stadium – Welcome potential new sponsor that is a \$12 billion company!

Huge impact!



We use a simple sign at Meadowbrook

And we welcome everyone on the Customer experience wheel...  
Potential families coming for a tour, staff, vendors, anyone!

This one welcomed new staff who were interviewing.

Think about how that makes them feel...and probably supports your culture....



Even full time staff sometimes!

Think about how it makes these people feel!

**END AT 11:34**



## **JED**

Speaking of how people feel...

Last set of tips...Above and Beyond

Make People feel special

Be Engaged

Learn about them

Make Personal Connections





**WALK...DON'T POINT**

Example. Remember, you know, Customer doesn't.

# LET ME SHOW YOU ...



**WALK....DON'T POINT**

Show the way

Made feel special....most important customer

A great opportunity to make those Personal Connections so they feel special



What other ways can we make people on our customer wheel feel special?





Where Social Media Helps staying on top and connecting

Do something special on Birthdays. Have that for all campers and staff

Milestones: Engagement or Wedding, Baby (Bibs)

Someone is mentioned in an article or you come across an article that you think is relevant to them best on their interests...cut and send or email with link

Staff member accepted to college

Parent Survey Results

- Good Comments to staff
- Follow up to parents with thanks and next steps

These all make people feel special which is how you go create the extraordinary customer experience!

**END THIS AT 11:38**





### **JED**

Now, a few additional thoughts that are not part of our 3-step process...

Make sure everyone knows....

Use WE and US, not THEY or THEM. ALL Staff need to understand this. A big part of training is they need to understand culture and become part of it. What to do Customer Service in situations. Not complain, proper language, etc.



In all venues, separate on-stage from back stage (Dennis and Disney).

Think about how it applies to specific business. Examples??

Cell Phones

Smoking

Gossip

Complaints

Boxes in store



# Thank You

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Sticky Note Reinforcer

Thank you.

Reach out with any questions

**SESSION ENDS AT 11:45**