

Welcome

Wendi Brick, President & CEO

Excellent service is important to all of us. It measures our success as professionals. It certainly influences our decision to be a customer.

So how do we make sure it's happening when each person could have a different interpretation of what "great customer service" actually means?

You've all heard me talk about The Six Essential Elements™ for creating a culture of service. Essential Element 1 is setting service expectations, and it's number one for a reason. Case in point – imagine a very long stretch of road with no speed limit posted. What would be your chances of complying with the speed limit if you didn't know what it was? Do you think different people would interpret the direction to "drive safely" differently? Of course they would.

Unfortunately, this is exactly what we do to our teams. "Be good at customer service" is just about as clear as "comply with the speed limit" when you don't know what it is.

Set up your teams to succeed. Provide definitions of success in every situation.

If you want to have a big impact on quality of service, develop written standards. You'll see a lot of result for a little bit of work.

If you are a service provider who doesn't supervise a team, ask your supervisor exactly what the standards are. You'll have a much better chance at excelling when you know the rules of the game!

Do You Have Written Expectations For These Common Interactions?

- Face-to-face in the office
- Face-to-face in the field
- Emails and automated replies
- Land line and cell phone interactions
- Call center phone interactions
- Recorded greetings
- Leaving voice mail messages
- Out-of-office expectations
- Driving a marked vehicle (logo or name visible)
- Working with difficult situations and/or emotional customers
- Employees as customers (for supervisors)



"The Science of Service: Six Essential Elements for Creating a Culture of Service in the Public Sector"

www.TheScienceOfService.info

National Customer Service Week is October 3rd-7th
Give copies of *The Science of Service*
to your team this year!

AB 1825: California Mandated
Harassment Prevention Training
5 months left to comply for 2011
Contact us to schedule your sessions

Example:

Effective Communications in Person

- ◆ Always greet your customers in a friendly and respectful manner
- ◆ Use pleasant facial expressions - smile
- ◆ Look up from your work - make eye contact
- ◆ Nod your head in understanding
- ◆ Say "please" and "thank you"
- ◆ Use plain language

Please contact us today to see how **CSA Inc** can help your organization maximize your customers' experience.
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We look forward to hearing from you!