Delivering Exceptional Customer Experiences

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AGENDA: **Rethinking the way we provide service by**

Creating & Managing **Perceptions**

Driving **Consultative Conversations**

Tuning into the **Customer**

Asking for **Feedback**

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How does **Exceptional Customer Service** begin?

It begins with **Perceptions**

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Net Promoter Score

What are some reasons a customer might give a low score in our business?

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Net Promoter Score

What people or processes are impacted by unsatisfied customers?

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Listen

Customer experience is the **perception** that Customers have of their interactions with you.

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Evaluating calls

Transactional

- **One-sided** with the service provider driving

- **Limited information** just to get it done

- Typically **speed is more important** than anything else

- Often, it only **happens once**

- **No connection or rapport**

- **Limited trust** is needed

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Evaluating calls

Consultative

- Two-sided **dialogue**

- **Partnership**

- **Customer** is in the driver seat

- **Question intensive** from the service provider

- Established for the **long-term**

- **Solutions** driven

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Statistic

73% of Customers expect companies to understand their **needs and expectations** (but only 51% of customers feel that companies do that).

Tip!

To exceed your customer's expectations say **"YOU"** more than **"I"**

Source: iperceptions.com article "20+ Customer Experience Stats for 2020" by Philippe Aussant, January 15, 2020

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Q-STORM to be more consultative

Tip

Shift from "Telling" to **"Asking"** to create an exceptional customer experience!

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Q-STORM Activity

Your Customer isn't sending in their paperwork

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Your Customer isn't returning your phone call

Tuning into the **Customer**

"The **balance between empathy and accountability** helps people **feel valued and heard** while maintaining the integrity of your professional standards.*"

Tip!

Assume responsibility and say "I" more

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Putting it All Together

Situation: A First-time home buyer or customer unfamiliar with the mortgage process calls regarding their paperwork being wrong.

Tactics

Questions

Ways

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