

**How does Exceptional Customer Service begin?** 

It begins with Perceptions



## **Net Promoter Score**

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



## **Net Promoter Score**

What people or processes are impacted by unsatisfied customers?





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



### **Evaluating calls**



- 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



## **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



#### **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"





**Q-STORM Activity** 

Your Customer isn't sending in their paperwork



# **Q-STORM Activity**

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



\*Source: Forbes.com article "Three Powerful Truths About Empathy to Make You Rethink Your Leadership Style" by Jamelle Lindo; May 16, 2019.



How would you change this statement to be more customer-focused?

"Do **you** prefer mornings or evenings to chat?" "I will call you tomorrow afternoon with an update..."

"How would you like to be contacted with updates?"



## **Tuning into the Customer**

How would you change this statement to be more customer-focused?

"Do **you** need anything else from me today?" "We're all set, I'll get in touch if I need anything else..." "Is there anything else I can help you with today?"



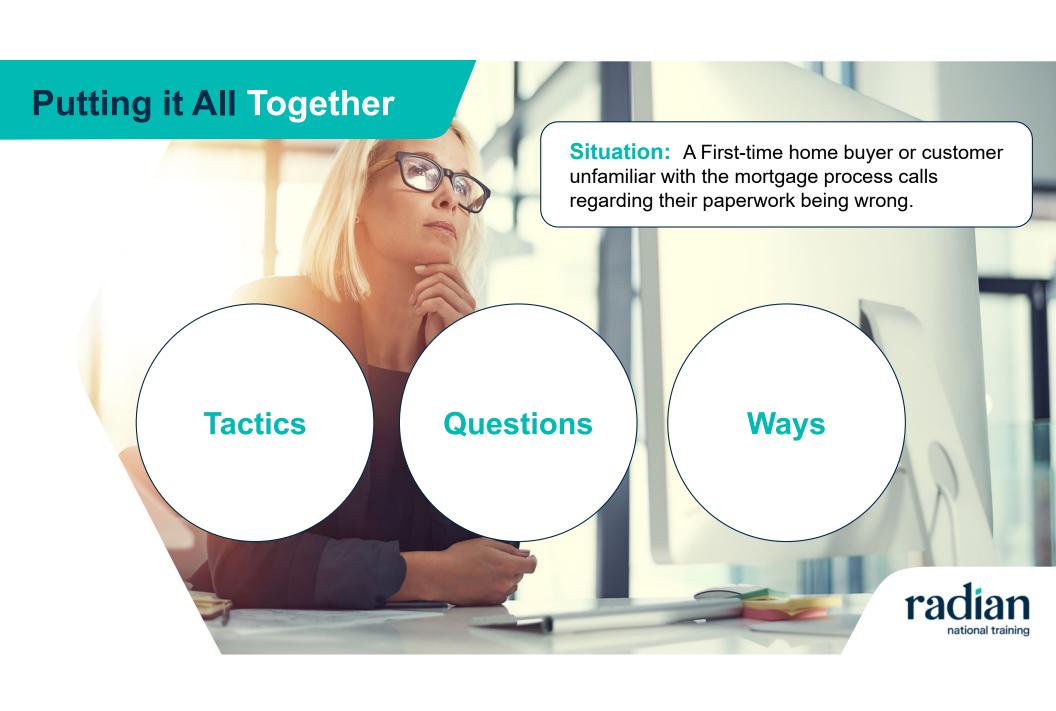
## **Tuning into the Customer**



How would you change this statement to be more customer-focused?

"Were you happy with the service today?" "Thanks for calling today... have a great afternoon..."







**Creating & Managing Perceptions** 

**Driving Consultative Conversations** 

**Tuning into the Customer** 

**Asking for Feedback** 



