

7 Pillars of Customer Service

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INTRODUCTION:

Wowing the customer builds the organization's reputation and overall brand. Employees will not always understand this; therefore, it is **IMPERATIVE** that management challenges employees and coaches them to a level beyond what they're willing to do.



Squaring the stone?

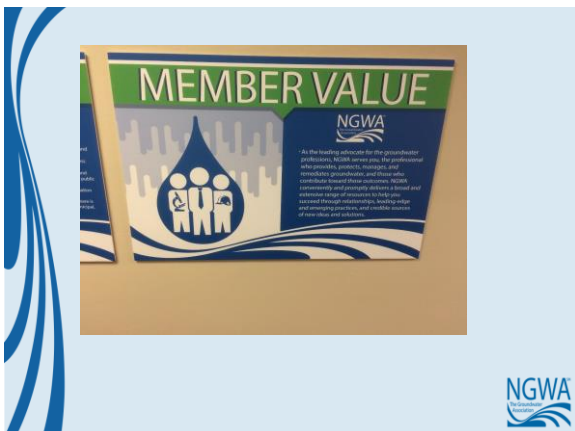
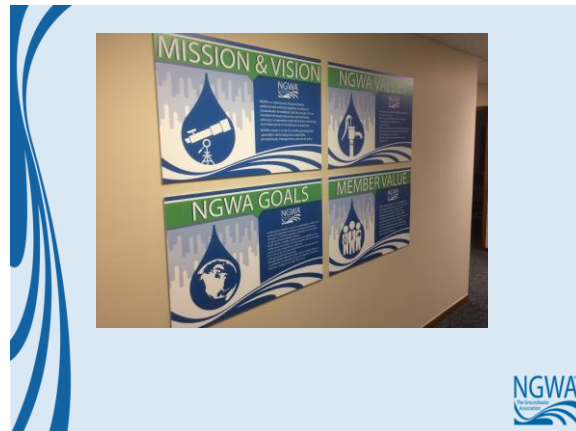
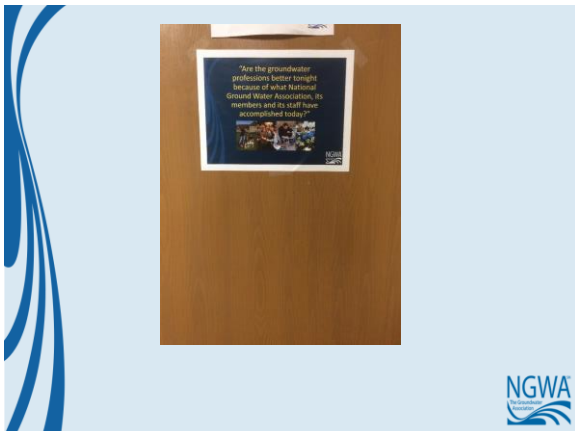
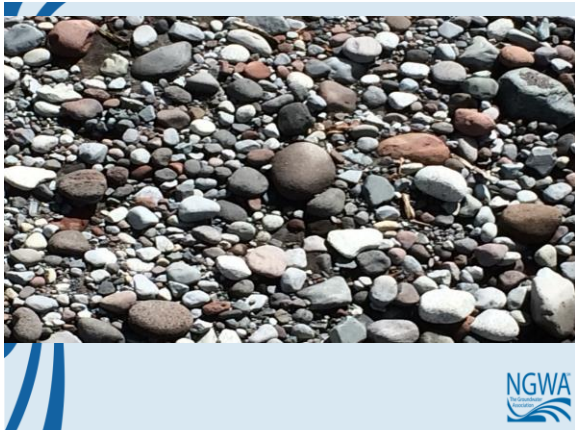


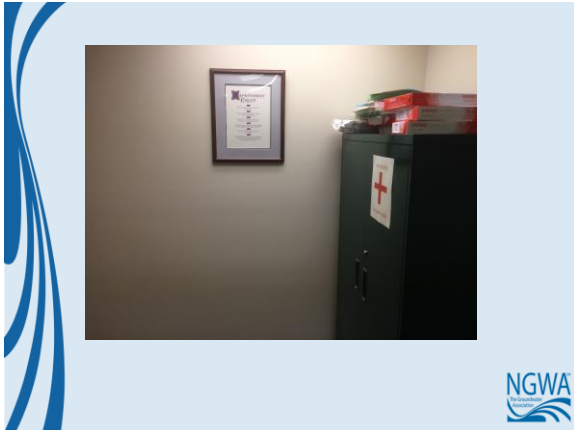
Squaring the stone to build a wall?



Squaring a stone to build the greatest?







Research

90 % of machine manufacturers said in order to defend against low cost competitors a greater percentage of their revenues must come from services; therefore, the way they service their clients is critical to their long-term success


- *Industry Week*



Research

If you can prevent 5% of your customers from leaving you can increase your bottom line profit by 25 – 95%

- *Harvard Business Review*




Research

- The average American business loses 15% of its customer base each year.
- 68% of customers who stop buying from one business and go to another will do so due to poor or indifferent service.
- 82 % go somewhere else because of a specific customer service issue

- *US News and World Report*



Are You Convinced Yet?



Pillar 1: Develop a Customer Service Mission Statement

- Clearly convey your company's specific objectives as they relate to customer service.
- Should be dedicated to building an organizational perspective of what WOWING the customer is truly about.
- Communicate mission statement with customers AND employees. All to keep the mission alive as well as communicate its successes.
- Could include:
 - Signs throughout the organization
 - Internal employee newsletters
 - Incentives for good work



Pillar 2: Customer Service is Attitude AND Action

- It is imperative that employees have the proper attitudes as well as the capacity to take action.
 - Its one thing to be willing to offer great customer service, however willingness means nothing without action.
 - Employees need to be encouraged to take matters into their own hands and impress clients.



A great customer example

The Ohio family of a NGWA member called one January and asked if it was possible for them to get a NGWA certification patch to enclose in the casket of the recently passed certified member.

In a snow storm, a NGWA staff member drove about 70 miles each way to deliver the patch in time for the funeral services.



A Great Customer Example

A regulator from a northeastern state was tasked with drafting regulations for proper well decommissioning. He wanted to know if NGWA could help.

NGWA staff compiled a 20-page summary of other states regulations on well decommissioning and sent it the regulator within about 30 minutes.



Pillar 3: Base Training

- Employees must be trained on customer service and best practices.
- Base training should include 3 major components
 - Workshops
 - Discussion
 - Real world activity
- Workshops should teach core content and facilitate discussion about real-world challenges of the organization, as well as specific customers.
 - Builds deeper engagement among employees when the workshop is drawing upon things they can directly relate to.



Pillar 4: Coaching Employees

- Coaching is imperative to helping employees embrace the techniques taught, and form new positive attitudes about the program.
- Must be a sincere approach to have managers learn the specific techniques that coaching includes. Managing is about telling people what to do; coaching is about asking questions and helping employees improve their performance.
 - For example, an employee with a bad attitude will not magically improve if the manager tells them to improve their attitude. An example coaching question could be "if someone were viewing how you're acting right now how do you think they would perceive you"? The key difference is when you ask, employees have to come to grips with their own issues as well as subscribe to a level of accountability.



Pillar 5: Creative Thank You's

- Most people will NOT take the time to say thank you because they are too busy, so make this a common practice in your organization.
- If your competition is to busy while you make the time, you will truly stand out.
- A simple hand written note is all it takes.
 - When you go home and you have three bills and one hand addressed envelope which do you open first? The hand addressed envelope... right?
- Cards are NOT the only way to say thank you, Get Creative.



Great Customer Example

NGWA very publicly thanks each and everyone of our volunteers.



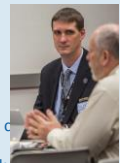
Pillar 6: Functional Walkthrough

- A functional walk-through is a step-by-step view of the lifecycle of a customer as it relates to doing business with your organization.
 - This includes the entire process from the initial meeting to the first product or service ordered to becoming a long-standing customer.
- The key is to identify stages in which specific people or departments engage and/or interact with the customer.
- Helps organizations identify key points where they can create worth while methods of interaction.
- Few organizations will ever take the time to look at the customer in such a manner.



Pillar 7: Engage, Engage, Engage.

- Have your staff regularly learn three new things about customer engagement.
- Employees will push back. Most want to come to work, do their jobs, and go home.
- Engagement represents going above and beyond any effort they have made in their career up to this point.



Real Life Example

A well owner from a southeastern state called NGWA seeking help. He wanted to test the quality of his well's water, as well as disinfect the well. The well owner reported he could not locate a contractor who would do the work. He related that water well firm he contacted told him to do it himself by pouring household bleach into the well.



Some of the other ingredients of success



Summary

- Building a customer service driven organization has many components that rely on one another.

It is critical the organization embraces this movement from the top down and challenges employees to go above and beyond any past level of customer service they have experienced.

- This endeavor will come with pain, frustration, and ultimately an unbelievable exhilaration of developing deep and worthwhile customer relationships.

