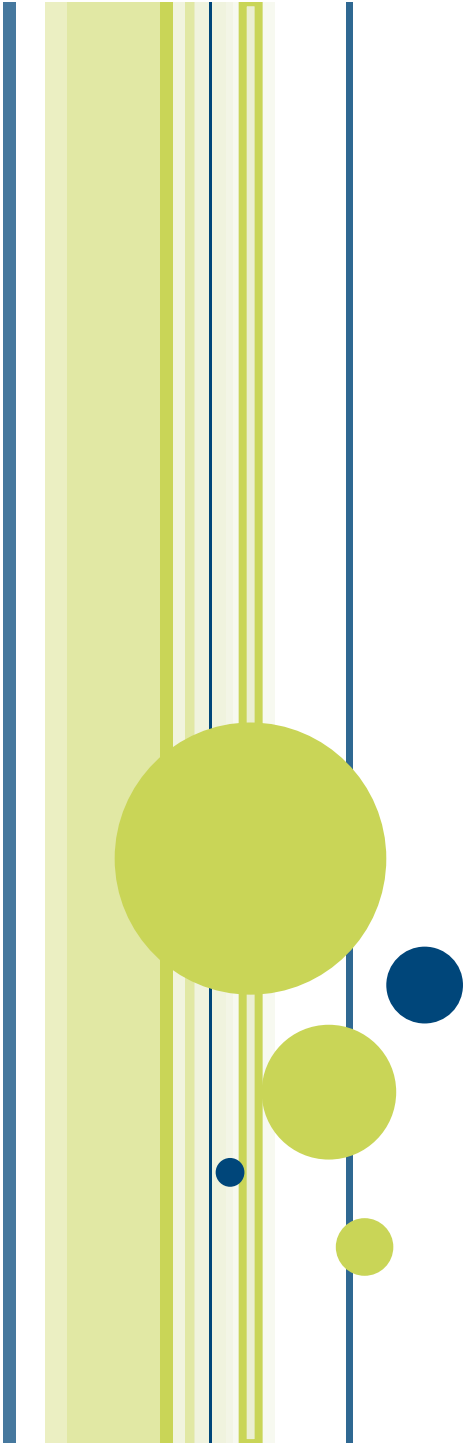




SMARTER SERVICE MATTERS

Creating a Culture of Service



“

Do what you do so well that they will want to see it again and bring their friends.

~ Walt Disney

Rich vs. good

Satisfaction – good enough

48% of hotel complaints about service

70% of restaurant complaints about service

The logo for DARIENNE, inc features the word "DARIENNE" in a blue, serif font, with a green teardrop shape above the letter "I". The word "inc" is in a smaller, blue, sans-serif font. To the right of the text is a solid green circle.

DARIENNE, inc

RATER FACTORS

Reliability
Assurance
Tangibles
Empathy
Responsiveness




DARIENNE, inc



RATER FACTORS

Reliability

The ability to provide what was promised,
dependably, accurately and consistently



RATER FACTORS

Assurance

The knowledge and courtesy you show to customers, and your ability to convey trust, confidence and competence.



RATER FACTORS

Tangibles

The building, uniforms, cleanliness, landscaping



RATER FACTORS

Empathy

The degree of caring and individual attention you show customers

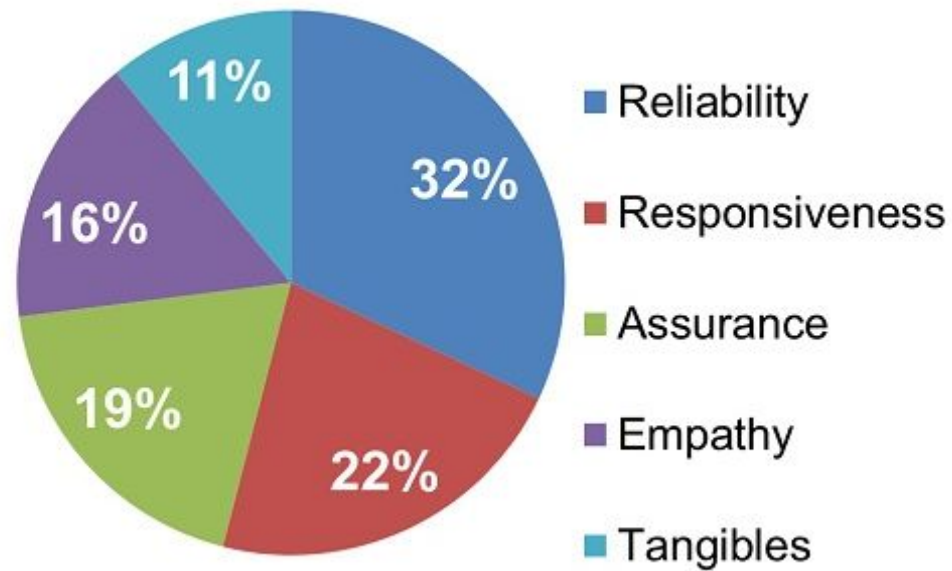
RATER FACTORS

Responsiveness

Willingness to help customers promptly



RATER FACTORS



HOW DO YOU CREATE A CULTURE OF EXCEPTIONAL CUSTOMER SERVICE?

Starts at the top

HIRE AND TRAIN

Hire attitude everyday
Bob Rohrlack
Value of training
Every job has two parts
Task
Interpersonal skills




DARIENNE, inc



TREAT EMPLOYEES WELL



Kick the cat
phenomenon

 DARIENNE, inc



LISTEN TO CUSTOMERS

Face to Face

Comment cards/emails

800 numbers

Monitor online buzz

Customer focus groups


DARIENNE, inc



LISTEN TO CUSTOMERS

“A complaining customer is your best friend.”

 DARIENNE, inc



FEEDBACK FROM SERVICE STAFF



CREATE SERVICE VISION

- Share what the vision is for service to all employees –
- Hardees – “Don’t fight, the customer is right”
- Ritz Carlton – “We are ladies and gentlemen serving ladies and gentlemen”



CREATE SERVICE STANDARDS



How long will someone to stand in line?

How long can someone stay on hold?

How long before you answer and email/phone call?

 DARIENNE, inc



A decorative graphic on the left side of the slide consists of a vertical blue line, a wide light green vertical bar, and several thin vertical lines in light green and blue. Below these are four circles of varying sizes: a large light green circle, a medium light green circle, a small light green circle, and a small dark blue circle.

**HOW DO YOU DELIVER
EXCEPTIONAL CUSTOMER
SERVICE?**

MOST FAQ AT DISNEY

What time is the 3 o'clock parade?




DARIENNE, inc



EXCEPTIONAL CUSTOMER SERVICE

- Answer your phone
- Respond to emails
- Keep promises to customers
- Acknowledge for any delay in service
- Thank you
- Invite me back
- Use my name
- “Throw me something mister”
- that something extra



WHEN SOMETHING GOES WRONG...

Listen
Apologize
Take Responsibility
Fix it
Follow-up



EXCEPTIONAL CUSTOMER SERVICE

How to Empower Your Staff
Freedom to do the next right thing

Red Rules
Blue Rules

Concierge at happy hour
Hardees
Chicken Soup




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EXCEPTIONAL CUSTOMER SERVICE

Questions for Staff

What barriers are in the way for you to provide
Exceptional Customer Service?




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EXCEPTIONAL CUSTOMER SERVICE

Questions for Staff

- Not Enough Information
- Not Enough People
- Unrealistic Deadlines
- Not Enough Respect from Other Departments
- Not Enough Time
- Poor Communication between Departments



THANK YOU!

Darienne Mobley, CPC

Darienne, Inc.

www.darienneinc.com




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