

Gold Standard Customer Service

Training Objectives:



Differentiate between exceptional and poor customer service



Identify who our customers are



Understand the Foundation of Gold Standard Service & PPWR



Identify key concepts for greeting customers, offering services, and handling requests



Demonstrate “How NOT to say No”



Demonstrate appropriate steps to Take the HEAT (angry customers)



Identify ways to cope in stressful situations



What exactly is customer service?

Customer service is anticipating and satisfying the needs of your customers in a consistent and dependable manner.

Why does UCP need to have high standards of service?

- UCP = **Gold Standard** service provider
- **It's the right thing to do!**
- Survival in increasingly competitive market



Our Customers...

WHO are they??

- ✓ Participants
- ✓ Participant's Families
- ✓ Agency Staff/Direct Support Professionals
- ✓ Service Coordinators/Case Managers

All of our customers are our business!

High standards of service differentiate us from our competitors. *Without our customers, we do not have a business!*





Foundations of **Gold Standard** Customer Service

Three Key Characteristics:

1. **SKILLS** – knowing how to complete all the task within your job function.
2. **KNOWLEDGE** – the experience of and lessons learnt from doing your job.
3. **ATTITUDE** – the energy, enthusiasm and positive approach you have towards your job and customers.



The PPWR of **Gold Standard** Customer Service

"We've got the PPWR (power)!"


Professional

Personal

Warm

Responsive

Practicing PPWR will give you the *power* to deliver exceptional service every time!



I am inspired by the professionalism of others. I believe there is an obligation to strive for excellence in what one is asked to do. No pains are too great, no revisions too tedious no matter how small the result. But I also believe that while humility should not be overdone, excellence should never be taken for granted, otherwise we stop reaching for it.

— Denise Clyne —

AZ QUOTES

PPWR in Practice

Professional Service

- ✓ Knowing our job
- ✓ Following UCP's standards, procedures & policies
- ✓ How we dress & hygiene standards
- ✓ Keeping a POSITIVE ATTITUDE
- ✓ Taking pride in what we do



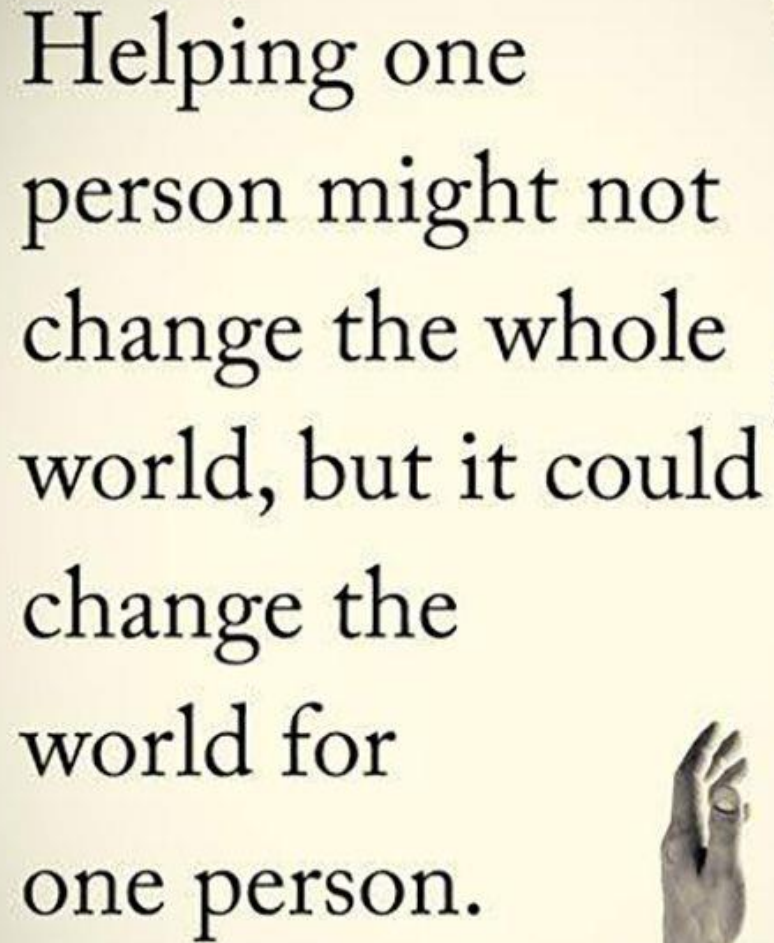
Treat everyone
WITH POLITENESS,
even those who
are rude to you
not because
they are nice
but because
YOU ARE NICE.



PPWR in Practice

Personal Service

- ✓ Treating everyone as an individual, with respect and dignity
- ✓ Providing person-centered care
- ✓ Respecting and acknowledging participant's rights and choices
- ✓ Being kind and compassionate



Helping one person might not change the whole world, but it could change the world for one person.

PPWR in Practice

Warm Service

- ✓ Doing everything with sincerity
- ✓ Being present (no cell phones, technology distractions)

Responsive Service

- ✓ Responding to customers with patience and empathy
- ✓ Taking the time to really listen
- ✓ Following up

How can I practice PPWR?

In everything YOU do, **YOU** have the **PPWR (power)** to be a **Difference-Maker!**

If you are always **Professional, Personal, Warm, and Responsive**, customers will consistently receive **Gold Standard Customer Service** and **OUR** business will **benefit!**





Why are *GREETINGS* so important?

You don't get a second chance to make a first impression!

We can greet customers in such a way that we can change their day because "*we've got the PPWR.*"

Greeting Standards:


1. Immediately acknowledge customer with eye contact, a smile, and a warm greeting.
2. Use the customers' name, if possible. If 1st encounter, introduce yourself.
3. Initial statement should be a non-business-related statement or question.
4. Promptly offer service/assistance.

*Why do we need to OFFER service,
instead of waiting to be asked?*

SERVICE is something you GIVE!

Offering Service Standards:

1. Look the person in the eye
2. Face your body towards the person
3. Personalize Conversation
4. When offering service, begin with
“May I...?” NOT *“Can I...?”*



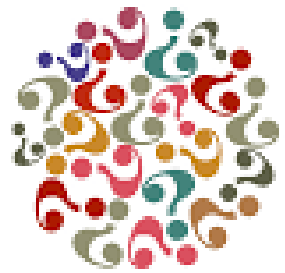
To give real service you must add
something which cannot be
bought or measured with money,
and that is sincerity and integrity.

Douglas Adams

Handling Request Standards – *The 5 A's*



1. **Actively listen** to the request without interruption or attempting to finish sentence.
2. **Acknowledge & clarify** request by repeating back, if necessary.
3. **Action** – take immediately or state what/when action will be taken within a specific timeframe. Explain if you will need to pass on – who, why, and timeframe for response.
4. **Affirm Satisfaction** by meeting or exceeding the need.
5. **Appreciation** – thank the customer.



Importance of Asking Effective Questions

Why ask questions?

- Gain valuable information.
- Clarify a customer's wants and needs.
- Provide customer a greater sense of involvement = boosting esteem; building trust and rapport.

Three types of questions:

Open-ended, closed-ended, and leading



Importance of Using Effective Questions – Kinds of Questions

Closed-ended – discourages discussion; force YES or NO answer.

Ex: *Do you want pickles on that?*

Leading – worded to encourage the desired response. Can seem manipulative.

Ex: *You do want pickles on that, right?*

Open-ended – involves the customer; allows them to provide alternatives or additional info and to ask their own questions.

Ex: *What would you like on your sandwich?*

5. *"You'll have to come back later when someone can help you."*

4. *"I'm not allowed to do that."*

3. *"That's not my job."*

2. *"That's our policy, sorry."*

1. *"I don't know."*

Top 5 Phrases that Anger Customers



How *Not* to Say “No”

1. Try to understand why a difficult/unreasonable request is made – sometimes the underlying reason can be addressed with a solution we can do.
2. Apologize and explain why you are unable to fulfill a specific request– reference care plan, management is out of the office, etc.
3. Focus on what you CAN DO! Offer possible alternatives or solutions. Consider who you could ask to help.
4. Do NOT argue or become defensive – remain professional.
5. Be consistent.

*How do we handle
angry customers?*

Take the H.E.A.T.

Hear them out

Empathize

Apologize

Take Action



Taking the H.E.A.T.

Hear them out

- ❑ Let them talk, and simply, patiently LISTEN.
- ❑ Not easy to do but it WILL help the customer feel better.



Taking the H.E.A.T.

Empathize

- ❑ Put yourself in their shoes.
- ❑ Calmly name their emotions: “I understand that you are frustrated and I can see why.”
- ❑ Helps to diffuse anger.



Taking the H.E.A.T.

Apologize

- ❑ “I’m sorry” can go a long way.
- ❑ Customer does NOT want to hear YOU aren’t responsible. Maybe YOU didn’t ‘do it’ but your company did and you ARE part of that team.



Taking the H.E.A.T.

Take Action

- ❑ After you have Heard them out, Empathized & Apologized...
- ❑ *Take ACTION, not reaction.*



Remember, OUR Customers ARE...



Not dependent on us – we are dependent on them.



Not interruptions to our work – they are the purpose of it.



Doing us a favor when they call – we are NOT doing them a favor.



People who have wants and needs – it is OUR JOB to meet them.



Deserving of the most courteous & attentive treatment (PPWR).



The reason why our business exists.

Coping 101

Customer Service can be Stressful





Relieving Your Stress

- Pause in conversation, if necessary.
- Deep breathing – inhale 4 sec. through nose, hold, fully exhale through mouth. Repeat.
- Talk to a supervisor – everyone feels better after being heard (then let it go!)
- Go for a short walk. Take a short break.
- Stress ball.
- Practice empathy.



Customer Service Training Recap:

- ✓ “We’ve got the PPWR!”
 - ✓ Our skills, knowledge, ATTITUDE are the foundations for Gold Standard Customer Service
 - ✓ Always greet customers, offer service, and graciously handle all requests by remembering ‘How NOT to Say No’
 - ✓ Diffuse angry customers by taking the H.E.A.T.
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Thank YOU for being a Difference-Maker!

<https://youtu.be/t4AJFyK63Hg>