Marketing Through Excellence in Customer Service

Course Description

• Marketing through Excellence in Customer Service – Experts agree that 70% of business is lost through poor customer service. It is predicted that by 2010, organizations worldwide will spend over $11 billion annually in improving customer service. This workshop will guide the participate on how to “market frugally” by incorporating exceptional customer service practices into every day operations.

The saying goes....

• * You can please some of the people all of the time and all of the people some of the time but you can’t please all of the people all of the time
  - unknown
Objectives

- Understand the importance of Excellence in customer service delivery from everyone in the organization.
- Identify your strengths and weaknesses within your organization as it relates to Customer Relationship Management (CRM)
- Identify opportunities in which you can bestow random acts of kindness

Objectives

- Develop techniques in which to grow loyalty with referral sources and staff
- Acquire basic communication skills that facilitate excellent customer service
- Identify best practices in customer service
- Discover ways to create a corporate culture of service excellence

Why Manage Customer Relationships? (CRM)

- 70% of lost business due to poor service
- 2010 organizations will spend $11 billion
- Increase quality of Care provided
- Form loyal referral sources, employees and client/family
- Multidisciplinary Relationships
Key Elements
- Strategy
- Process
- Technology
- People

Where are you now?
- Leadership
- Employees
- Clients
- Community

Who is our customer?
- Client
- Family
- Physician
- Discharge Planner
- Employee
  - Direct Care
  - Support Staff
Who Provides Customer Service

Rules of the Game

• “There are only two rules. Rule One: The rules keep changing. Rule Two: the only rule that doesn’t change is rule one.”

Harvey Macay
Pushing the Envelope
Believe

• The first thing that you have to do is to “BELIEVE”

The Way!

• Smile
  • A smile confuses an approaching frown.
  • Everyone smiles in the same language.
  • Smiling is my favorite exercise.
  • Wear a smile - one size fits all.
  • Smile - it increases your face value.

http://www.telephonedoctor.com/articles/20090115.asp

The Way

• Say something nice at least once a day
• Don’t ever argue with a customer
• If you’re sending something to a client, write a short personal note
• Use “WE” statements
• Say Hello
The Way

- Keep the fences low
- Be a double checker
- Do not MULTI-Task
- Keep a positive attitude
- Respond quickly
- Extend a firm handshake

The Way

- Thank you notes
- Use your name when you answer the phone
- Listening Skills
- It shouldn’t take two people to provide good customer service
- Show empathy when customers complain
- Learn to say “I’m Sorry”

The Way

- Be prepared
- When in doubt, leave it out

Nancy Friedman
http://www.telephonedoctor.com/articles
Activity

**Rudes**

- Talking on a cell phone while conducting business
- Interrupting a conversation (business or personal)
- Not saying “please”, “thank-you”, or “you’re welcome”
- Texting when in a meeting or group setting
- Not acknowledging a kind gesture

**Rudes**

- Not acknowledging someone’s presence
- Barging into someone’s office and just start talking
- While talking to someone in person or on the phone and then starting a conversation with someone else that is totally unrelated.
The World According to Bill

- “Be nice to everyone because you NEVER know where they will turn up again”

The World According to Art

- “Treat others in the manner in which THEY wish to be treated”

Telephone 101

- “Show me a good receptionist and I will show you a good company”

- Harvey Macay

  Pushing the Envelope
Call Management

Receiving Referral

• Once a referral source has sent you a client, work hard to maintain that source
• Provide excellent service
• Follow-up to let them know how the client is doing
• Ask them if they were pleased with their service or if there is something you can do to improve

Annunciate

• “Yeah, kin I hep ya?”
• “I dunno thas not my ja”
• Yes, may I help you?
• I don’t know the answer to that, but let me find someone who can help you.
Communication

- Sender
- Receiver

Communication Barriers

- Receiver’s Reaction
- Selective Perception
- Semantics
- Time Pressures

Overcoming Barriers

- Avoid making assumptions
- Avoid Jargon
- Build a Climate of Trust
- Choose the right time and place for communication
Active Listening Techniques
- Attending
- Following
- Reflecting

Conflict Management
Webster’s Dictionary
- mental struggle resulting from incompatible or opposing needs, drives, wishes, or external or internal demands
  - Miscommunication
  - Differing Perceptions
  - Difference in values
  - Difference in preferred outcomes

Complaint Management/Resolution
The road less traveled

Team Approach

Become a member of your referral source’s team!

Name Recognition

How well do people know you? Are you the one in which they want to do businesses?
Follow-up

- Always follow-up
- Almost 70% of business is lost in America due to lack of follow-up

Best Practices

Think out of the box!!

- "If you keep doing what you are doing, you will always get what you got!"

Break the bonds
Know where you are going!

Summary

- Excellence in Customer Service Starts with YOU!