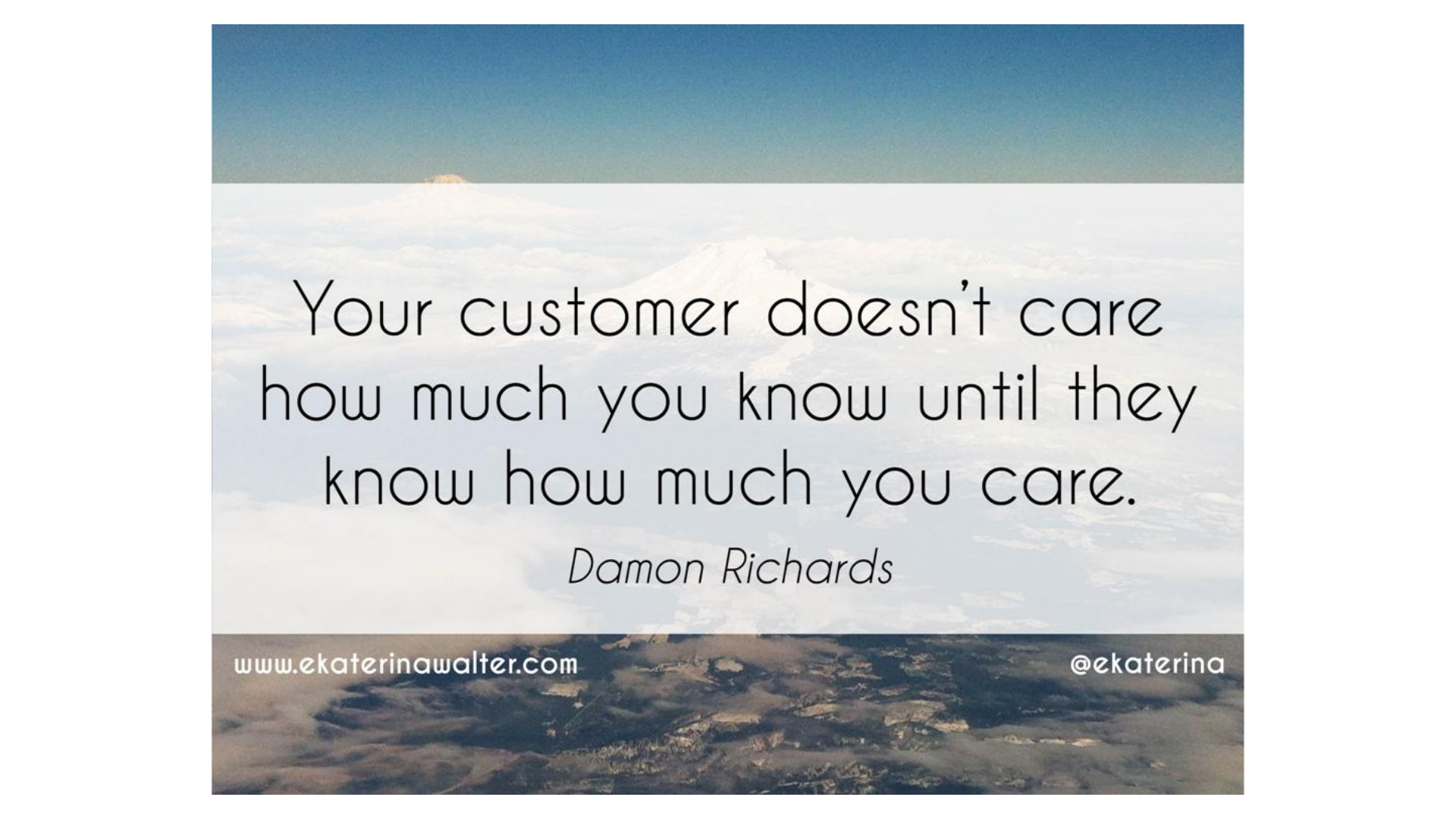


WELCOMING WAYS TO EXCEPTIONAL CUSTOMER SERVICE

**Jill Johnson, Coordinator
Early Care & Education
Resource & Referral**

MY SUPERPOWER IS
HOSPITALITY





Your customer doesn't care
how much you know until they
know how much you care.

Damon Richards

www.ekaterinawalter.com

@ekaterina

SO HOW MUCH DO YOU CARE?



WHO ARE YOUR CUSTOMERS?

Internal

External

Parents

Providers

Children

Staff

Community

Who are we missing?



“Someone calling themselves a customer says they want something called service.”

THINK IN YOUR MIND/PAIR OFF

Share with your group/partner the worst customer service experience you have ever had

How did it make you feel?

How many people did you tell?

How long ago was it? Are you still telling the story?

NOW...

Think of an amazing or the best customer service experience you have ever had

Is it difficult or easy to find one?

How many people did you tell?

Are you still talking about it?

WHEN YOU THINK OF EXCEPTIONAL SERVICE ...

(Disney, Nordstrom, Starbucks, Ritz-Carlton don't count)



WHY IS EXCEPTIONAL CUSTOMER SERVICE SO IMPORTANT

We are not the only game in town anymore...even if we were, the competition is just around the corner

Success breeds competition

The Internet has given everyone a voice and a platform to share their opinions with a false sense of security

It's safe to share every negative feeling, emotions, review without the fear of backlash

CUSTOMER SERVICE CONUNDRUM

Customer retention requires customer satisfaction

The problem: customer satisfaction is a moving target

Today customers are more demanding than ever

Continuing to raise the bar to retain repeat customers


Success means raising the customer service bar at every customer service “touch point”



Shiell



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HERE YOU LEAVE TODAY
AND ENTER THE WORLD
OF YESTERDAY, TOMORROW
AND FANTASY

“WHATEVER WE HAVE ACCOMPLISHED IS
DUE TO THE COMBINED EFFORT. THE
ORGANIZATION MUST BE WITH YOU, OR
YOU CAN'T GET IT DONE....” WALT DISNEY

YOU COULD LEARN SO MUCH FROM A MOUSE



Practical Magic

- Cast Members
- Onstage
 - Anyplace in front of guests
 - Effortless performance
- Offstage
 - Out of sight of the guests
 - Nuts & bolts to create the effortless performance

Quality Service means exceeding your guest's expectations by paying attention to every detail of the delivery of your products and services

“When experience is consistent, seamless, and of high quality, guests return. And when they do, they come with heightened expectations, which in turn, incite Disney to even greater attention to detail.”

- Theodore Kinni

7 Guest Service Guidelines



1. Be *Happy*...
make eye contact
and smile!

2. Be like
Sneezy...greet
and welcome
each and
every guest. Spread the spirit of
Hospitality... It's contagious!



3. Don't be *Bashful*...
seek out Guest contact!



4. Be like
Doc...provide
immediate
Service recovery!

5. Don't be
Grumpy...
always display
appropriate body
language at all
times!



6. Be like
Sleepy...create
DREAMS and
preserve the
“MAGICAL”
Guest experience!



7. Don't be *Dopey*...
thank each and
every Guest!



Service strategy:
exceed guests'
expectations coupled
with paying attention
to every detail



THE DISNEY QUALITY SERVICE COMPASS

Guestology- 1st compass point

“Art & science of knowing and understanding customers”

Needs, wants, perceptions, & emotions of customers are the basis for the action in all other points

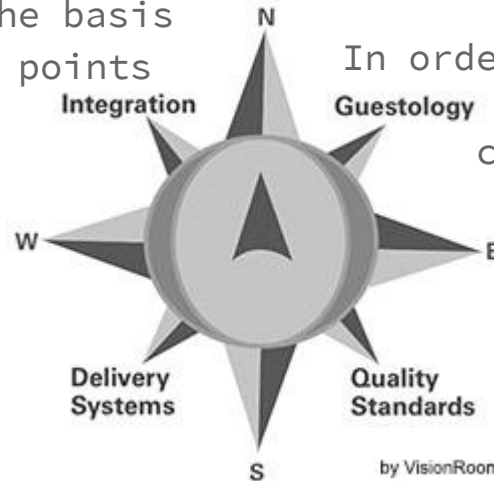
Service goals?

Quality Standards

Establish criteria for actions that accomplish the service goals

Measure quality service

In order of importance: safety, courtesy, show, and efficiency



THE DISNEY QUALITY SERVICE COMPASS

Delivery Systems

Every organization needs three service-delivery systems: their employees, their setting, and their processes

Performance cultures

Setting = *Everything speaks*

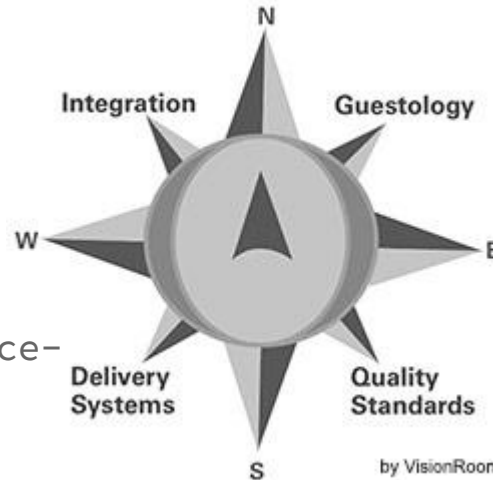
[Combustion points]

Employees + setting = service-delivery system

Integration

Integration Matrix

	Cast	Setting	Process
Safety			
Courtesy			
Show			
Efficiency			



The Nordstrom Way



WHAT IS THE NORDSTROM WAY?

Phase I: Culture

- Tell the story
- Hire with care
- Nurture the Nordie: Mentor, support, praise, recognize, and reward
- Empower entrepreneurs to own the customer experience
- Compensate according to results
- Communication and Teamwork: We're all in the customer service department
- Citizen Nordstrom: Doing well, doing good

WHAT IS THE NORDSTROM WAY?

Phase II: Experience

- Create an inviting place: Brick-and-Mortar still matters
- Touchpoints: Multichannel customer service
- The sale is never over: Establish, nurture, and sustain long-term relationships with your customers

Phase III: Application: How to Become the Nordstrom of Your Industry

- Inverted Pyramid

Nordstrom Inverted Pyramid

Customers

Sales and Support People

Department Managers

Buyers, Merchandise Managers,
Store Managers, Regional Managers

Executive Team,
Board of Directors



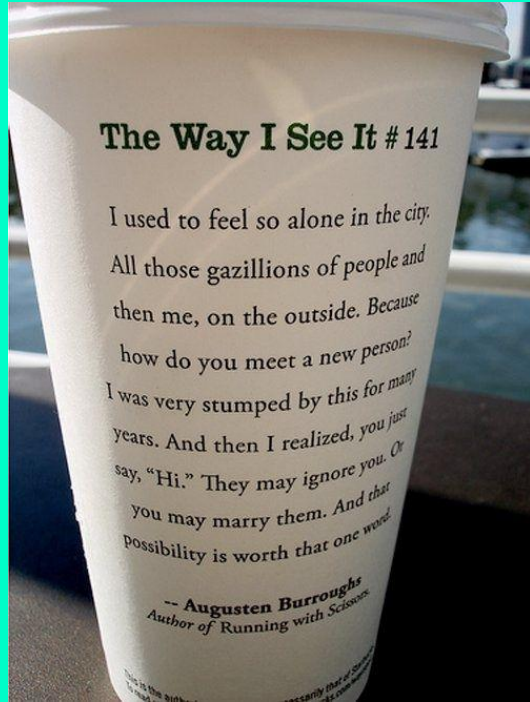
*People will forget what you said,
people will forget what you did,
but people will never forget*

how you made them feel.

Maya Angelou

“IN OUR SYSTEM, EMPLOYEES MUST HAVE A COMPETITIVE SPIRIT BECAUSE WE START COMPARING THEM THE DAY THEY WALK IN THE DOOR. THAT’S ONE OF THE BEST WAYS WE KNOW HOW TO IMPROVE. IF WE HAVE COMPETITIVE PEOPLE, WE CAN ACCOMPLISH SOMETHING.” - JAMES F. NORDSTROM (1940-1996)

Starbucks



SIP ON THIS

Why are people willing to pay 30-40% more for a speciality coffee drink on a near daily basis?

5 Ways of Being

1. Be welcoming
2. Be genuine
3. Be considerate
4. Be knowledgeable
5. Be involved



CAN I GET A DOUBLE SHOT OF SERVICE?

Make it your own

Everything matters

Surprise and delight

Embrace resistance

Leave your mark



THE RITZ-CARLTON®



THE NEW GOLD STANDARD

“We are Ladies and Gentlemen serving Ladies and Gentlemen. As service professionals, we treat our guests and each other with respect and dignity.”

Every interaction must include the following steps: ensure satisfaction, retention, & loyalty

The Ritz-Carlton 20 Basics is now 12 Points

Service Values: I Am Proud To Be Ritz-Carlton

1. I build strong relationships and create Ritz-Carlton guests for life.
2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
3. I am empowered to create unique, memorable and personal experiences for our guests.
4. I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton Mystique.
5. I continuously seek opportunities to innovate and improve The Ritz-Carlton experience.
6. I own and immediately resolve guest problems.
7. I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
8. I have the opportunity to continuously learn and grow.
9. I am involved in the planning of the work that affects me.
10. I am proud of my professional appearance, language and behavior.
11. I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.
12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

WHAT DOES ALL THIS
MEAN TO MY
PROGRAM?

CREATING WARMTH & WELCOMING

Setting

- Furniture
- Paint color
- What hangs on the wall?
- Sounds
- Smells
- Water available?
- Cleanliness
- Clutter

Human Factor

- Smiles
- Attire
- Languages spoken
- Tone of voice
- Body language
- Engaged
- Kind/compassionate words
- Sincerity

WARM & WELCOMING MEETINGS/TRAININGS

Greeting

Opportunities for engagement

Environment

Networking structure

Working around limitations of setting

Back-up plan

Food/Beverage

Hosts & guests (role assignment)

Music

Theme

Table/chair setup

The little things

Breaks

UTILIZING STRENGTHS

- Organization → Registration/role assignment
- Artistic → Centerpieces/incentives/themes
- Written communication → Website/social media/talking points
- Verbal communication → Presenting/talking points outreach
- Warmth → Greeting/Facilitation
- Strong professional connections → Outreach for presenters/promotion
- Technology → Guidebook app/social media/media
- Hard worker → Set-up/clean up

WHAT MESSAGE DOES THIS SEND?

Check-in to Paradise



We're glad you POPPED in

CREATING CHAMPAGNE WARMTH ON A BEER BUDGET



Dollar Tree
Existing supplies
Donations
Nature



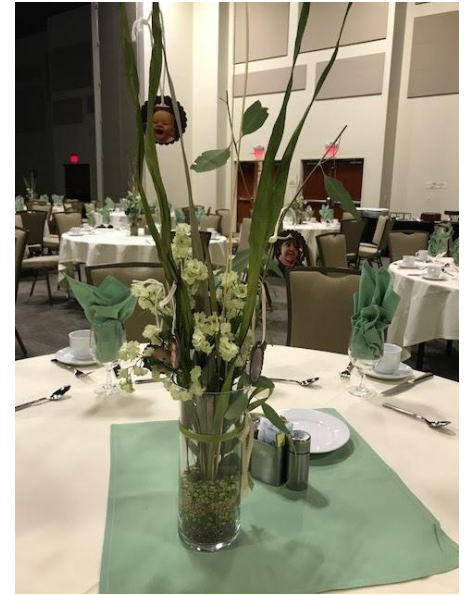


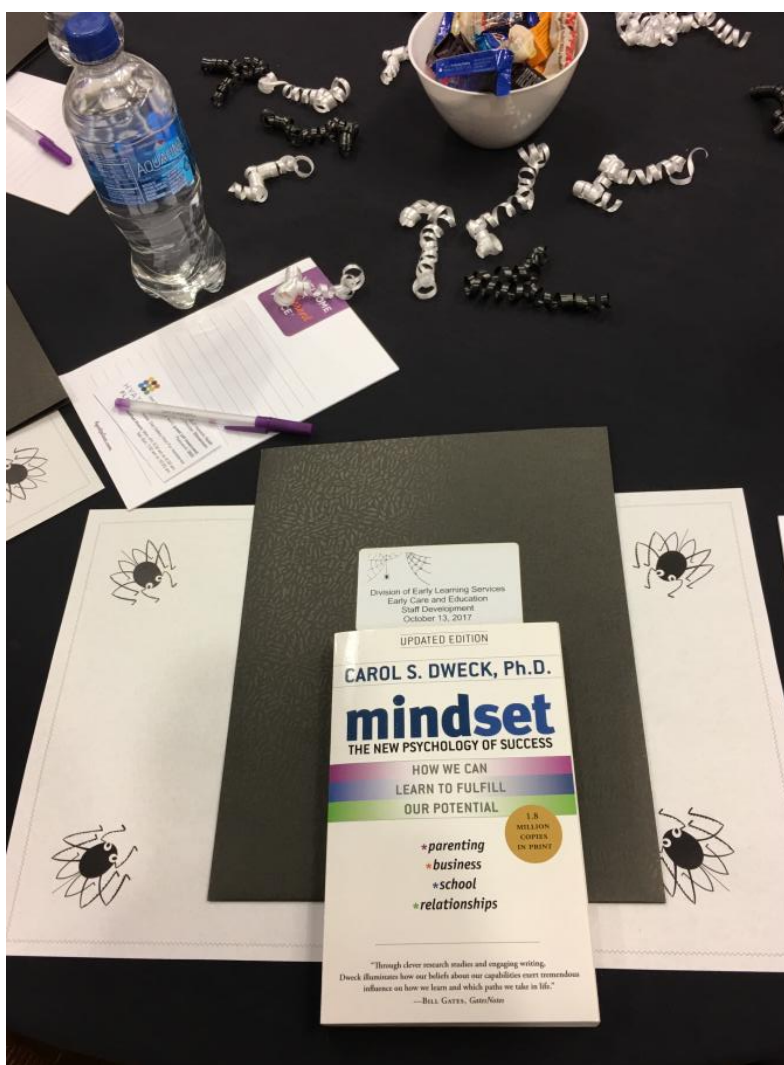
When all else fails, start with a theme





**Simple can
be better &
doing
something
out of the
“norm”**



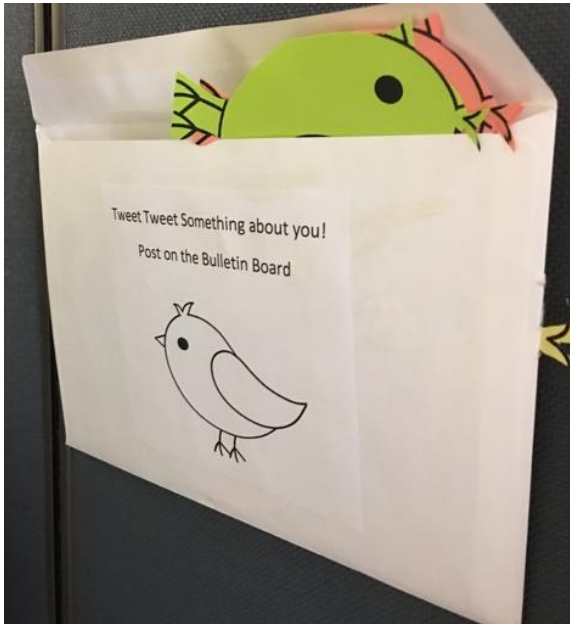




What's in your lobby?



Don't forget your staff. What are you doing to create a warm & welcoming environment in your work areas?



CELEBRATE SUCCESS

Are you celebrating the big & small customer service successes?

Are you thanking those who helped make a meeting, training, or event a success?

Are you sharing your successes with the “outside world”?

Formal and informal rewards & recognition

"TO GIVE REAL SERVICE, YOU MUST ADD SOMETHING WHICH CANNOT BE BOUGHT OR MEASURED WITH MONEY, AND THAT IS SINCERITY AND INTEGRITY."

- DONALD A. ADAMS

RESOURCES

- Fabled Service - Betsy Sanders
- The Nordstrom Way to Customer Service Excellence - Robert Spector
- The Starbucks Experience - Joseph Michelli
- The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Service Experience Courtesy of The Ritz-Carlton Hotel Company - Joseph Michelli
- Be Our Guest: Perfecting the Art of Customer Service - Disney Institute with Theodore Kinni

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