

# **Special Thanks to...**



# CUSTOMERCENTRIC

create value + loyalty through customer service



# Today's Focus Areas:

- Service Culture
- Effective Communication
- Work Environment
- Customer and Co-worker Expectations
- Empowerment, Ownership & Accountability





**“Customer centrality**  
is a culture of putting  
the customer at the  
center of everything you  
do.”

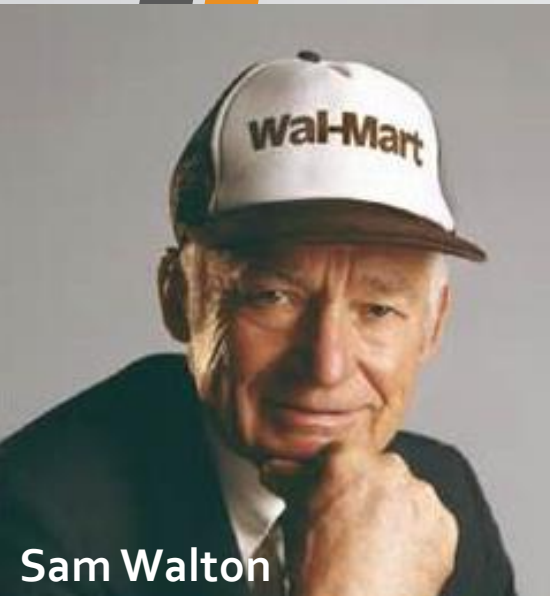
**- Brian Solis**

VISIONCRITICAL®

**"THERE IS ONLY ONE BOSS.**

## **THE CUSTOMER**

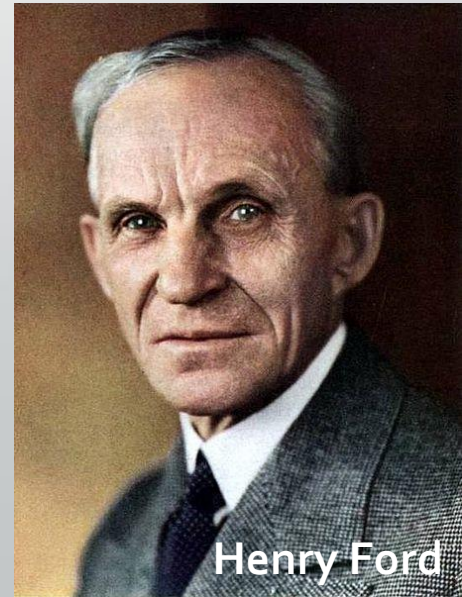
...and he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."



Sam Walton

“It is not the employer who pays  
the wages.  
Employers only handle the money.

It is the customer who pays the  
wages.”



Henry Ford

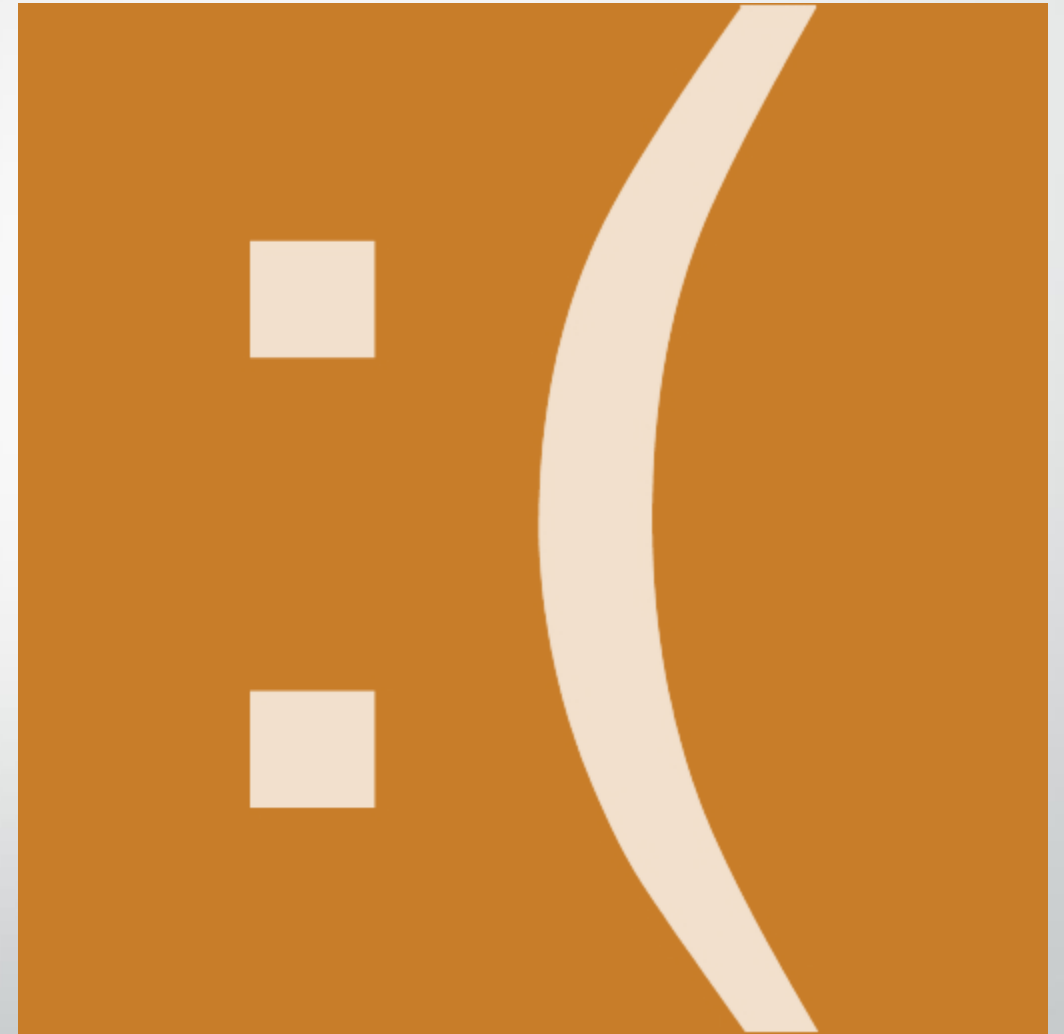
Is it easy to build a  
**CUSTOMERCENTRIC** culture?



If it were...  
everyone would be doing it.



**DON'T DESPAIR!**

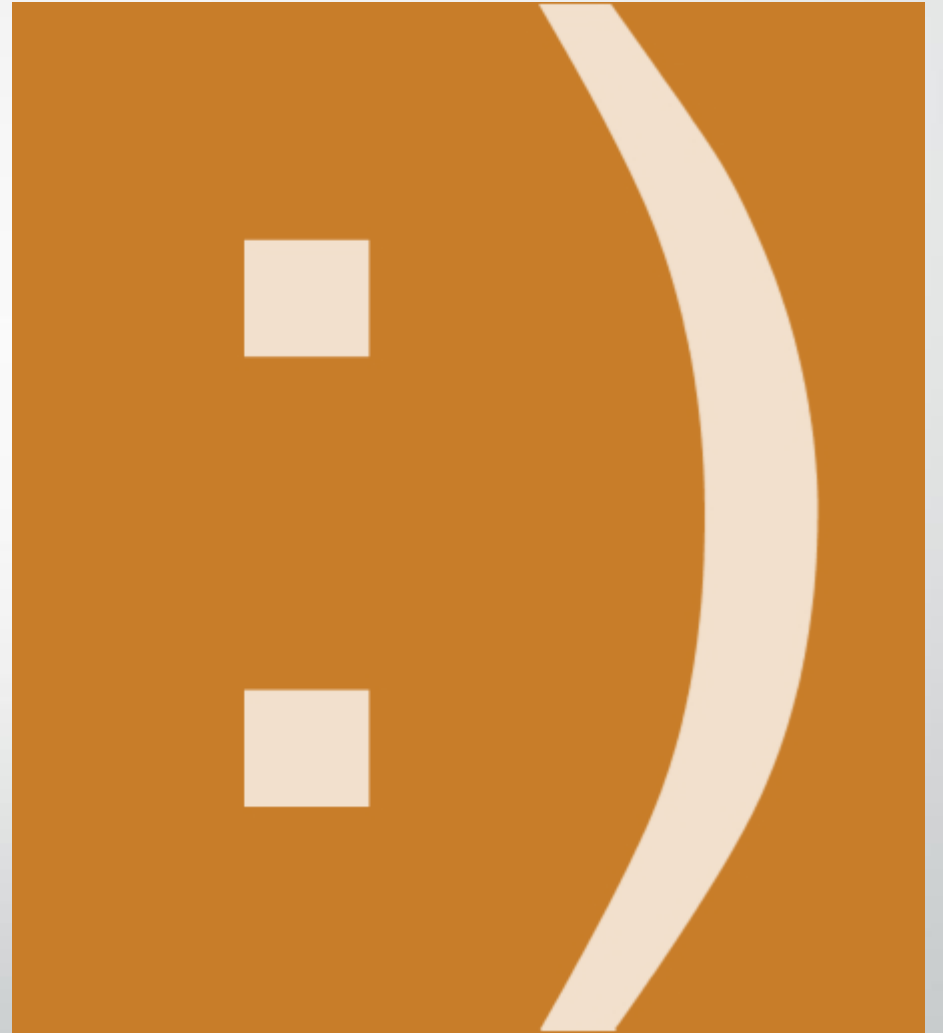




**With awareness, the right tools,  
support and training...**



**Any  
organization  
can get there**





KEEP  
CALM  
AND  
LETS GET  
STARTED

**In terms of CustomerCentric,  
you must shift from...**

**focusing on your products and services  
to a customer-focus approach**





# SERVICE CULTURE

It Starts at The Top from  
the Head and Heart

A faint, dark gray laurel wreath is centered in the background of the text.Three diagonal stripes in orange, gray, and white run from the top-left corner towards the bottom-left corner of the image.

**“WE ACTIVELY SEEK LEADERS WHO CAN  
INVENT, THINK BIG, HAVE A BIAS  
FOR ACTION, AND DELIVER RESULTS ON  
BEHALF OF OUR CUSTOMERS.”**

**- Jeff Bezos**

# LEADING FROM THE TOP

jetBlue  
AIRWAYS®







# NORDSTROM

You can't teach culture. You have to  
live it – share it – show it!

Words without deeds are meaningless.

**DEEDS, NOT WORDS**

# David Neeleman, Former CEO of JetBlue, 1998-2007

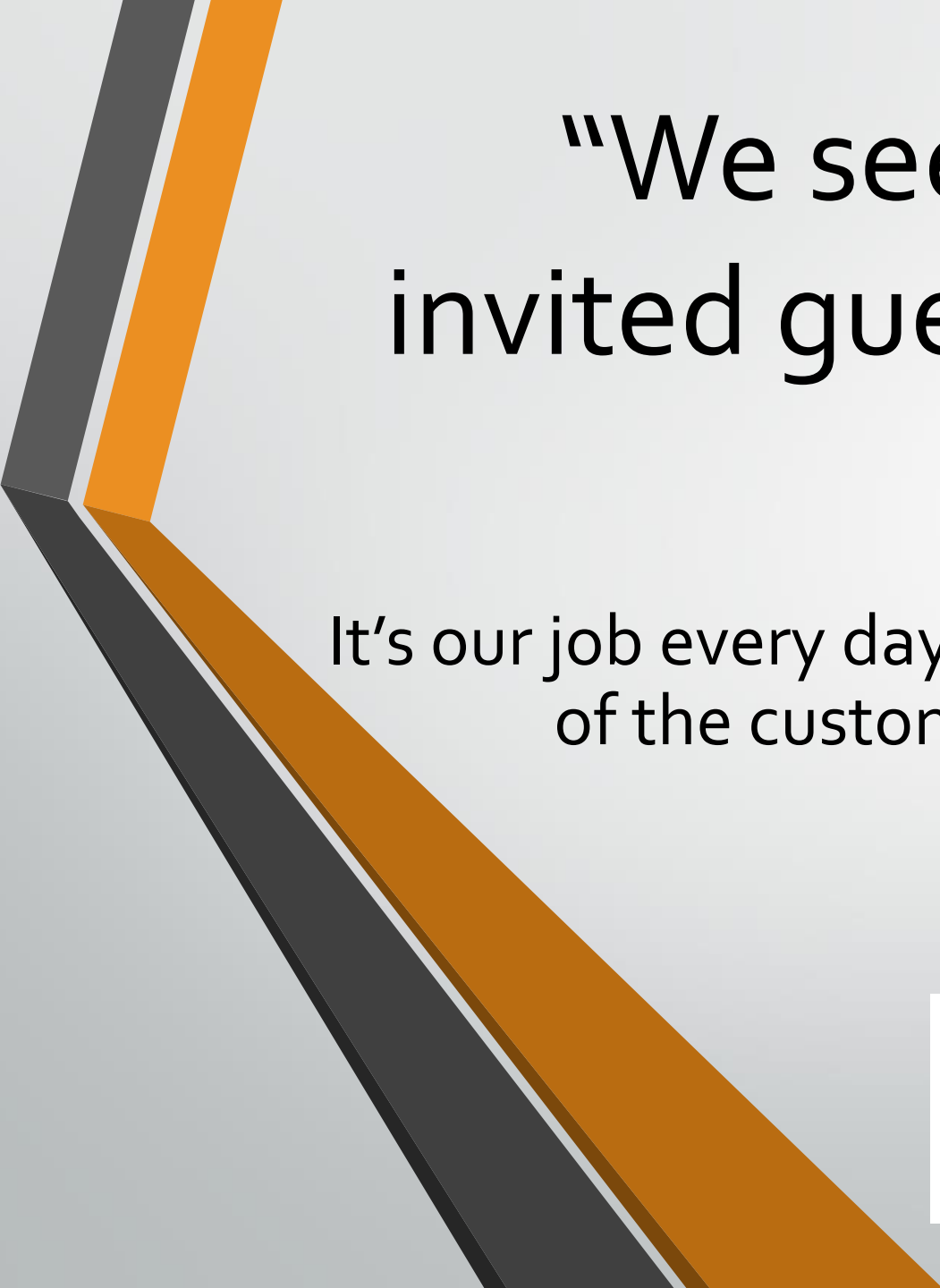
- Front and center leadership
- 2002: \$200,000 salary with a \$90,000 bonus; donated entire salary to the JetBlue Crew-member Crisis Fund for employees who had fallen on hard times
- Monthly interactions with passengers...in a blue apron





# Customer-Centric Culture

- Make customers central to the mission
- Focus on highly loyal customers
- Invite customers to give feedback
- Invite employees to share improvement ideas/suggestions
- Equip employees with necessary resources to solve customer issues
- Share customer feedback with employees
- Acknowledge employees for demonstrating good service skills



“We see our customers as  
invited guests to a party, and  
we are the hosts.

It’s our job every day to make every important aspect  
of the customer experience a little bit better.”

Jeff Bezos, CEO



**amazon.com**<sup>®</sup>



- The ? is a place where the genuine care and comfort of our guests is our highest mission.
- We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.
- The ? experience enlivens the senses, instills well-being and fulfills even the unexpressed wishes and needs of our guests.

## **Three Steps of Service:**

1. Warm and sincere greeting. Use the guest name, if and when possible.
2. Anticipation and comply with guest needs.
3. Fond farewell. Give them a warm good-bye and use their names.



# 7 Essentials for a Culture of Engagement

1. Job Descriptions
2. Expectations
3. Advancement
4. Rewards
5. Feedback
6. Communication
7. Values



# Who Holds The Key To A Quality Customer Experience?

**YOU!**

## TOP CHARACTERISTICS ON HOW QUALITY IS MEASURED:

- |                                 |       |
|---------------------------------|-------|
| 1. Courteous or polite behavior | - 21% |
| 2. Satisfied needs              | - 18% |
| 3. Past experiences             | - 13% |
| 4. Recommendations of others    | - 12% |
| 5. Promptness                   | - 12% |
| 6. Price                        | - 11% |



# Research Findings on the Importance of Creating A Customer-Centric Culture

- 80% of companies believe they deliver a superior Customer Experience; only 8% of their customers agree.
- Beyond price and product quality, customers value how they are treated. 12-14% of customers leave for product reasons; 68% leave because of apathy and indifference.
- Only 4% of unhappy customers ever complain; 90% do not bother and go elsewhere.
- It costs 5 to 6 times more to replace vs. keep an existing customer.



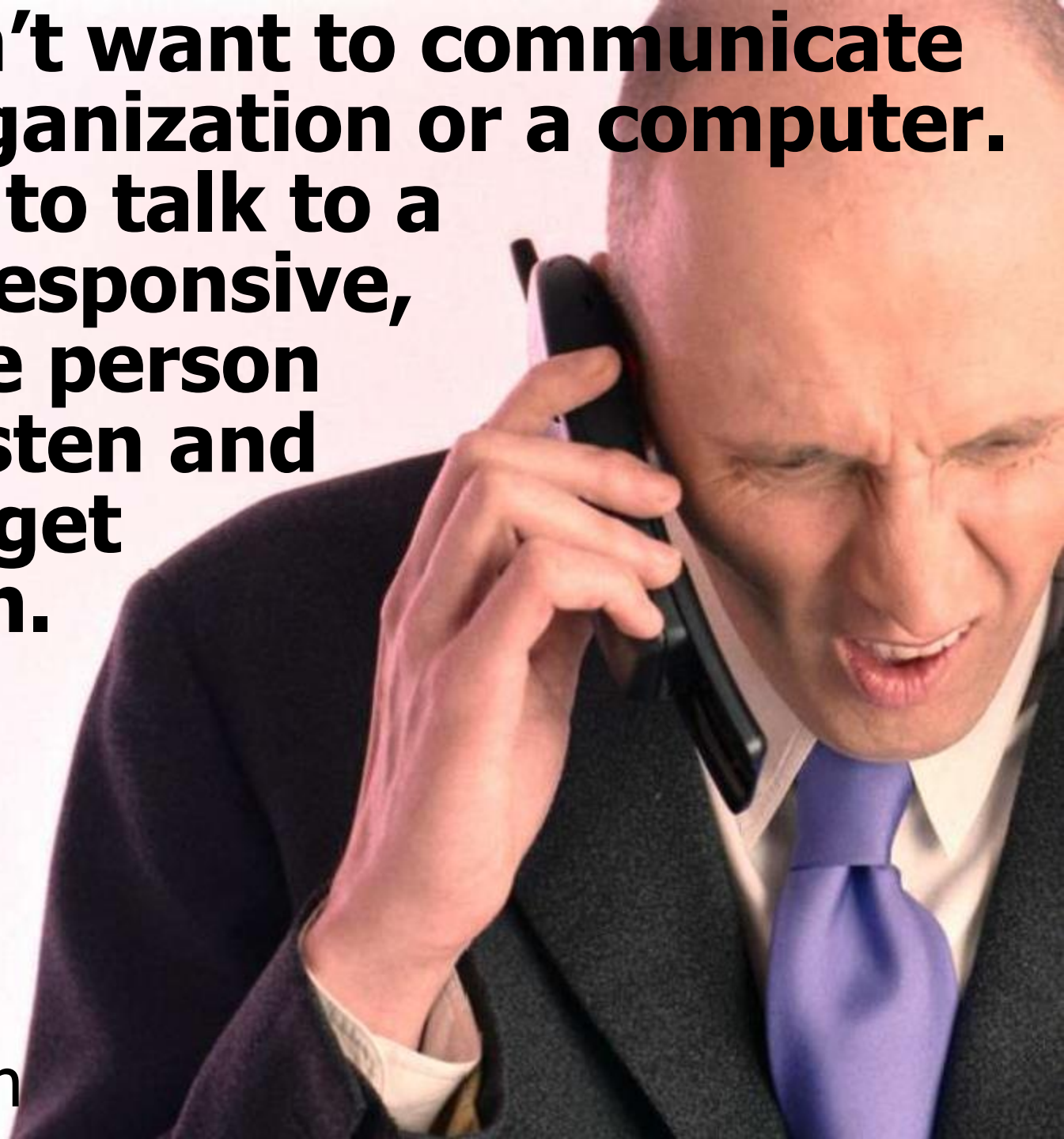
# EFFECTIVE COMMUNICATION

"The most important thing in communication  
is to hear what **isn't** being said."

Peter F. Drucker

**People don't want to communicate with an organization or a computer. They want to talk to a real, live, responsive, responsible person who will listen and help them get satisfaction.**

Theo Michelson



# Invaluable Communication Tips

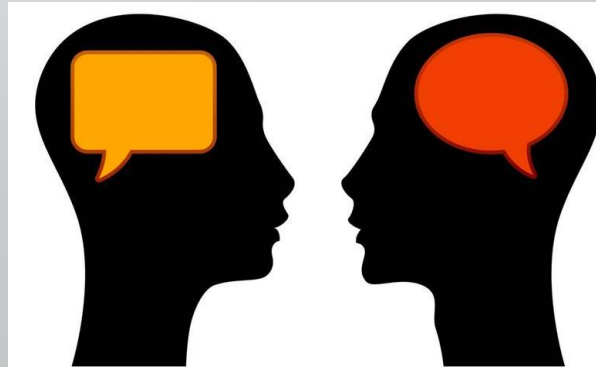


**CAUTION**  
**USE**  
**WORDS**  
**WITH**  
**CARE**

- ASK rather than tell
- BE SENSITIVE how you address people
- When in doubt...DON'T GO THERE
- Think BEFORE YOU SPEAK
- Tone is 5 TIMES more important than words
- Good manners are AGELESS AND GENDERLESS


# Invaluable Communication Tips Cont'd.

- Use a friendly, enthusiastic and energetic tone
- Friendly doesn't mean phony
- Smile...a cheerful look brings joy to the heart
- Slow down
- Ensure your diction is clear and understandable
- Pause; use appropriate gestures



# Service Language...a Vital Part of Your Total Image

- OK; Whatever.
- No problem.
- You got it.
- It's not my job.
- No!
- This problem has never surfaced before.
- What do you mean you can't to what I ask you to do. After all, I am the customer!
- Certainly; Absolutely!
- My pleasure!
- What would you prefer?
- I'll be glad to accommodate you.
- Unfortunately, \_\_\_\_\_
- Thank you for bringing that to my attention.
- Unfortunately, for privacy reasons we aren't able to do that; however, this is what we can do.



Well-chosen gracious  
words can make good  
service... GREAT.

**CAUTION:** No verbiage can  
compensate for poor service.







**WORK ENVIRONMENT**

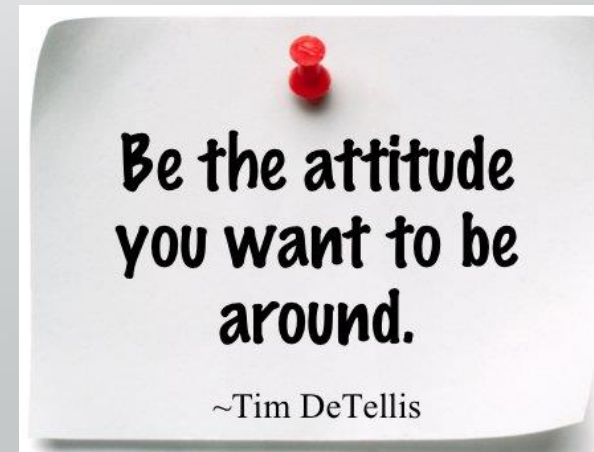
**Attitude for Service**

**HAVE YOU  
EXPERIENCED  
THESE  
CUSTOMERS?**



# Choosing the Right Attitude

- Take full responsibility
- Evaluate your present attitude
- Develop the desire to change
- Change your thoughts...change your attitude
- Develop positive habits
- Manage your attitude daily



# You Are A Human Magnet

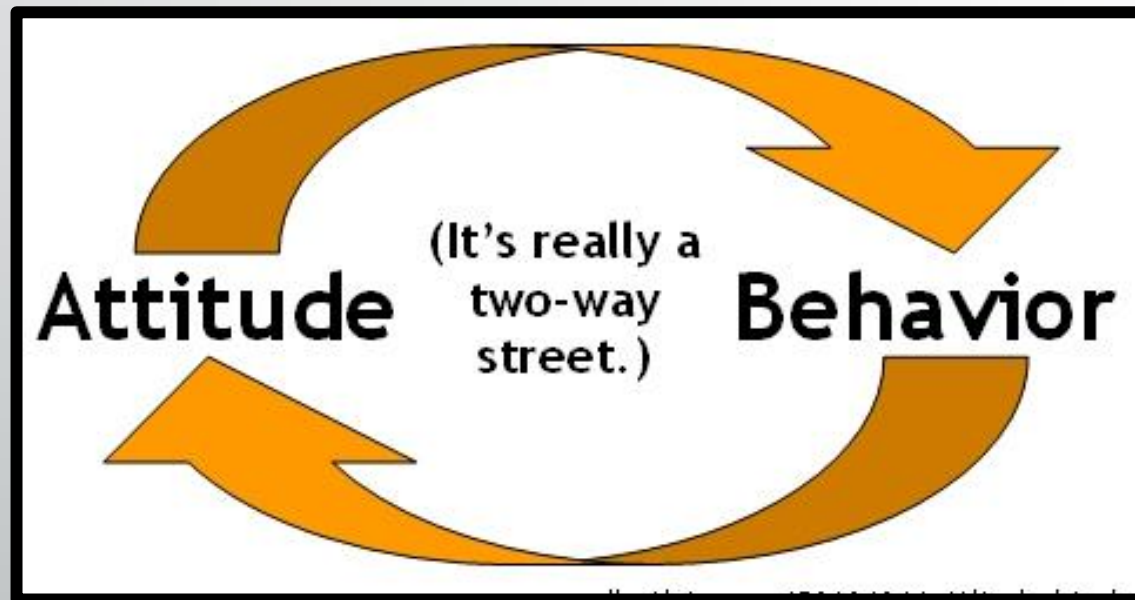


**“Whether you think you can - or think you can’t you are right.”** HENRY FORD

**WE BECOME WHAT WE THINK ABOUT!**

**“Nurture your mind with great thoughts.”**

Benjamin Franklin



**Image has  
everything to  
do with  
ATTITUDE....**

**and almost nothing to  
do with being color  
coordinated!**

**–Dale Carnegie**

# Pearls of Wisdom from Maya Angelou...

“If you don't like something,  
change it. If you can't change it,  
change your attitude.”



# Attitude Challenge Activity

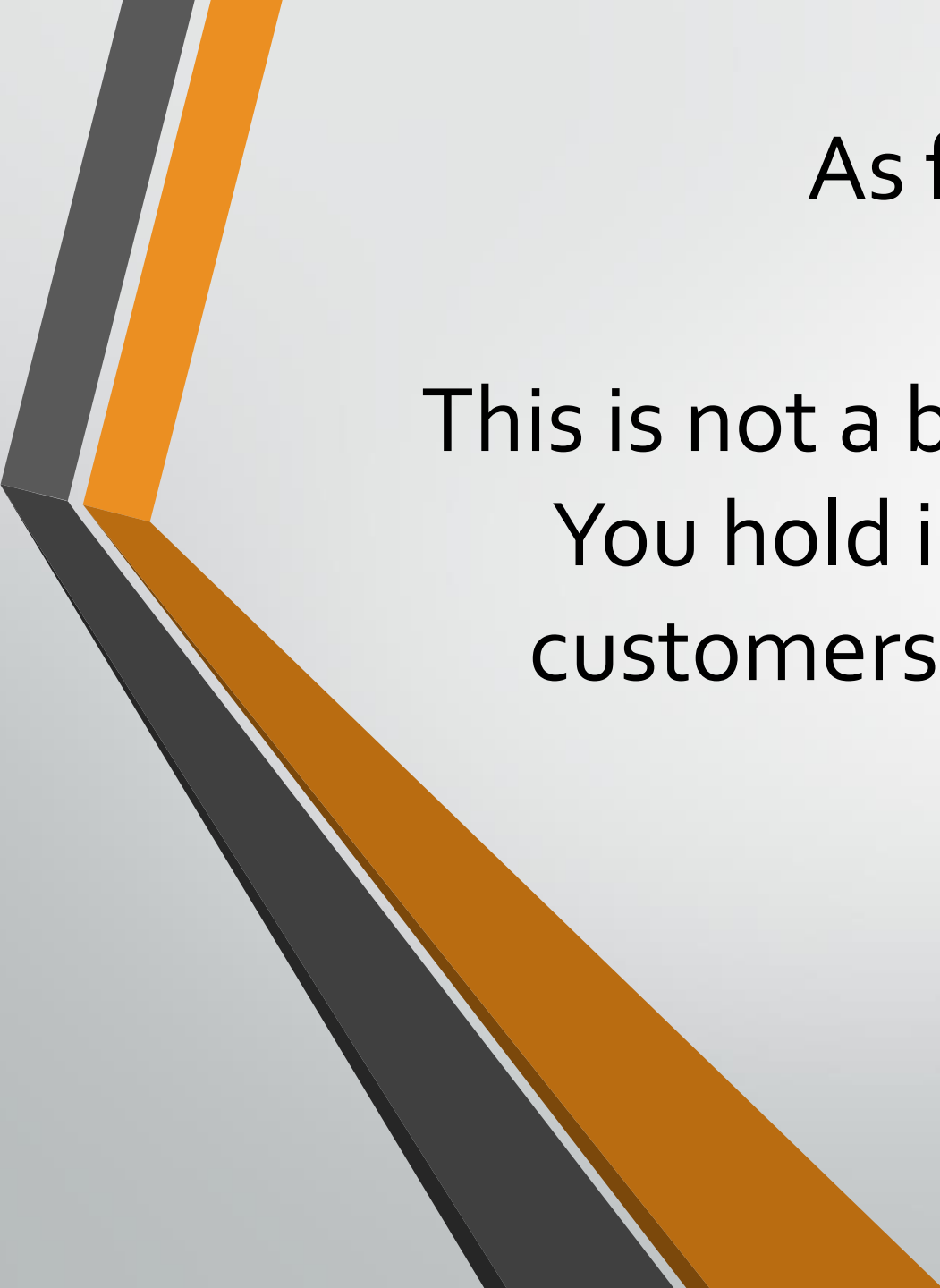
1. Write down up to two (2) issues with your current job that negatively impact your job performance.
2. Brainstorm ideas to help change each issue **or** how you can change your attitude towards the situation.



# It's ALL About Attitude!

“If you think you are too small to be effective, you have never been in the dark with a mosquito.”





As far as customers are concerned,  
**YOU** are the company.  
This is not a burden, but the core of your job.  
You hold in your hands the power to keep  
customers coming back – perhaps even to  
make or break the company.



# A Successful Workplace Depends on...YOU



- There are many workplace personalities – learn to bend and flex...it's less stressful.
- Take responsibility to change yourself –vs. waiting for others to change.
- It takes less time to **SHINE** than WHINE.
- Exercise your own power to create positive and supportive work relationships.
- Take responsibility for holding yourself and each other accountable for respectful, professional conduct.



# **CUSTOMER AND CO-WORKER EXPECTATIONS**

Building a Strong Customer-Centric  
Foundation

**68%**

**...of customers  
LEAVE because  
of poor employee  
attitude**

**Source: Prarkington & Buxton,  
Study of the US Banking Sector,,  
Journal of Applied Psychology**

**41%**

**...of customers  
are LOYAL because  
of good employee  
attitude**

**Source: MCA Brand  
Ambassador Benchmark**

**70%**

**...of customer brand  
perception is  
determined by  
experiences with  
PEOPLE**

**Source: Ken Irons, Market  
Leader**

# Customer Expectations

- Friendliness
- Listening
- Information
- Personalization
- Empathy
- Options
- Fast Recovery
- Follow-Through

Overall Performance Rating

Did not meet Expectation	<input type="checkbox"/>
Short of Expectation	<input type="checkbox"/>
Met Expectation	<input type="checkbox"/>
Exceed Expectation	<input type="checkbox"/>
Far Exceed Expectation	<input checked="" type="checkbox"/>





# EMPLOYEE EXPECTATIONS

**The #1 cause of failure in the workplace...is  
unclear expectations.**

# Clear, Defined and Reinforced Expectations

- Specifically outlined in job description
- Shared during interview process
- Thorough orientation: History, culture, core values, expected behaviors
- Expectations...continually reinforced
- Included in performance evaluations
- Accountability



**Avoid vague and generic!**



- Patience
- Attentiveness
- Clear Communication skills
- Knowledge
- Positive service language
- Acting Skills
- Time Management Skills
- Intuition
- Calming Demeanor
- High Work Ethics
- Ability to Handle Surprises
- Willingness to Learn



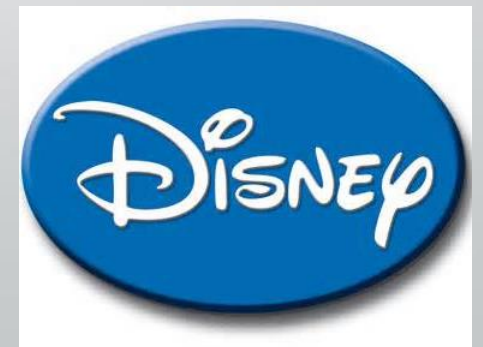
**Most successful customer service companies have  
a written, well-communicated set of values,  
which HUMANIZE THE WORK ENVIRONMENT  
by setting the tone for the way people in the  
organization do business.**

**The values become as much a part of the company's operation as its product, service, or policies.**



# Values...simplicity is key!

- **McDonald's:** Customer experience is at the core, Commitment to people, Give back to communities, Continually strive to improve
- **Disney:** Openness, Respect, Courage, Honesty, Integrity, Diversity & Balance
- **Coca Cola:** Leadership, Collaboration, Integrity, Accountability, Passion, Diversity and Quality:





“Companies don’t give great customer service, people do”

# Empowerment, Ownership & Accountability

Renters or Owners?



# Empowerment...

- and ownership are synonymous
- is the opposite of “DO WHAT I SAY WITH PERMISSION”
- means transfer of responsibility of satisfying customers to employees - employees own the process.
- means removing the handcuffs



# Employer's Point of View

- Involvement in decision-making
- More proactive behaviors
- Delegating responsibilities and challenges
- More contributors
- Instilling solutions
- Sharing power

Engaging  
the heart  
mind of every  
employee





# Employee's Point of View

- Mutual respect
- More independence
- Increased competency and confidence
- Sense of ownership
- Trustworthy
- Visibility and recognition





# Barriers of Empowerment

- Managers misunderstand
- Pay it “lip service”
- Lack of preparation in terms of culture, structure, awards
- Displeasure when decisions differ from expectations
- Expectation of results without having to take risks
- Failure to establish boundaries
- Allow barriers to impede the ability of staff members to practice empowered behavior



## Law of Empowerment

- Only secure leaders give power to others
- Effective leaders select good people and don't interfere



*A funny thing happens when you take the time to educate your employees, pay them well, and treat them as equals.*

*You end up with extremely motivated and enthusiastic people.*

# Lack of Accountability in Organizations

- Managers blame staff
- Staff blames managers
- Easier to look for reasons ***not*** to act rather than exploring ways to solve issues and move toward the goal collectively



# Levels of Accountability:

## Level 1:

### Basic Accountability:

“This is my company/department, and **I** am responsible.”

- **I** am responsible for my level of commitment and performance
- **I** have no time for finger-pointing, passing the buck or blaming
- **I** think of myself as an independent contractor who has been hired to do my job on the project

# Levels of Accountability:

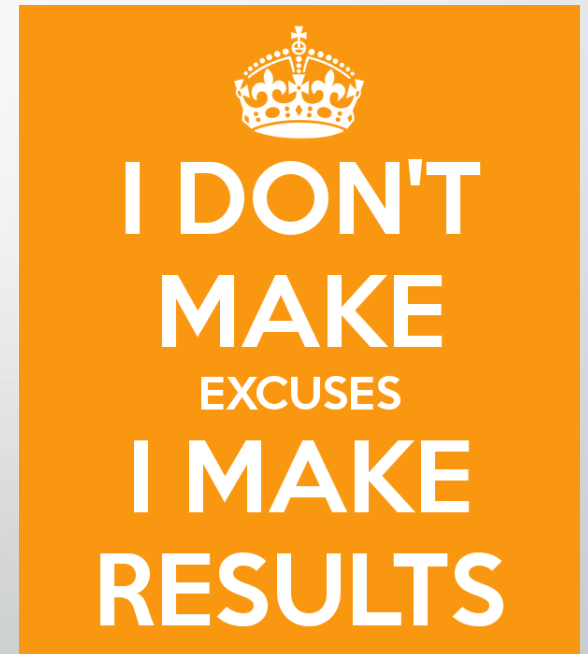
## Level 2:

### Advanced Accountability:

- I am a member of my organization, and I am responsible.
- I am responsible for the success and future of my organization.
- I confront finger-pointing and blaming, and I address negative energy.
- To make better decisions, I am knowledgeable of the inner workings of my organization.
- To be a valued resource, I continually develop my skills.

# You will never hear Accountable People say...

1. "I didn't have time."
2. "Nobody told or taught me."
3. "It's not my problem."
4. "It's not my job."
5. "It's not fair."



# Positive Self-Talk

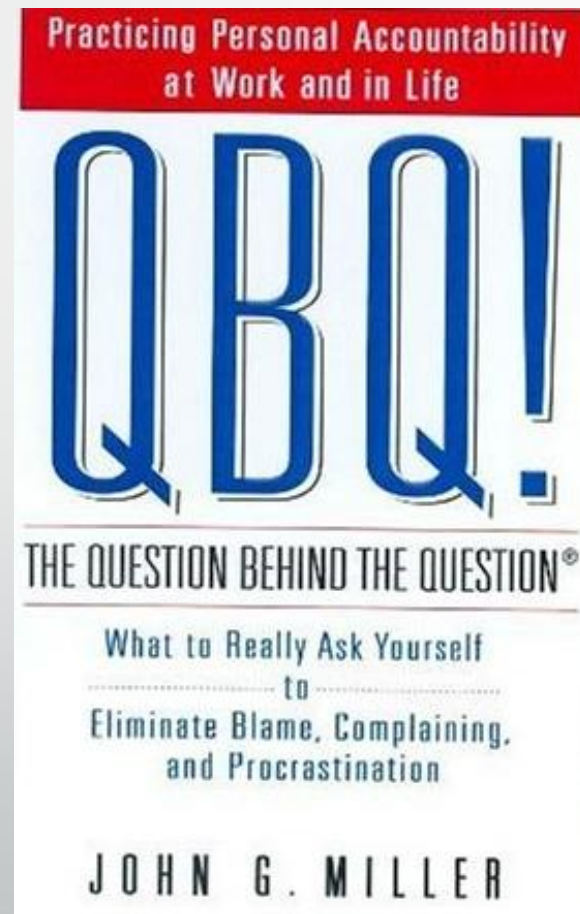
- Success and happiness are based on **CHOICE** – not chance.
- **MY** decisions have directed me to my destination.
- I am **PERSONALLY ACCOUNTABLE** for every choice I make.
- I **AM NOT** a victim.

***I can!***

***I am!***

***I will!***

# QBO! A Must For Your Resource Library: John G. Miller







# YES...I've grown up!!!

*"The greatest day in your life and mine is when we take **total responsibility** for our attitudes. That's the day we truly grow up!"*

John Maxwell

“Customer experience needs to be a competence, not a function. The end game is to have a customer-centric culture and a set of customer-centric processes, at which point customer-centricity becomes self-sustaining.”

- Harley Manning

**inspireUX**

***Rita...*** proud to serve as your  
**CUSTOMERCENTRIC COACH**

**FIVE STAR**

★★★★★ *Customer Service Strategies, LLC*

**Rita Suiter...CREATING  
CUSTOMERCENTRICITY SINCE 1999**



**2092 S. Sherwood Drive, Valdosta, GA 31602**

**[www.fivestarcustomerservice.com](http://www.fivestarcustomerservice.com)**

**Home: 229/249-0166 – Cell: 229/563-7482 – [5starcss@bellsouth.net](mailto:5starcss@bellsouth.net)**

