


Creating Outstanding Customer Interactions


Brenda Hatfield
April 17, 2008



Objectives



Participants will understand

- The differences between partners, customers and stakeholders
- How to determine customer requirements
- How to develop customer service measures
- How to recognize employees for delivering outstanding customer service



Exercise

- Think of a time when you received **outstanding** customer service—what makes this experience stand out?
- Think of a time when you received **poor** service—what makes this experience stand out?



Why is customer service important?

- Dissatisfied customers talk
- Nice customers remain quiet
- Changing accountability
- Changing economic reality



Customer service reality check

- Expectations are low
- Great service is rare – shocking
- Is OK service good enough?



Why does service matter?

- You owe it to your clients . . .
- You owe it to your funders. . .
- You owe it to yourself. . .



Customers, Partners and Stakeholders

Who are your customers?



A **customer** is an individual or organization that levies requirements on your organization to do something.

Who are your KEY customers?

Key customers are those who are vital for accomplishing your organization's vision and mission



Wronski Associates

Who are your partners?

A **partnership** is a strategic arrangements between your organization and another organization where both sides levy requirements on each other.



Wronski Associates

Who are your stakeholders?

Stakeholders are groups that are or might be affected by an organization's actions and successes.



Wronski Associates

Customer Requirements

Wronski Associates

Customer requirements

- Requirements are those things which a customer feels they **must have** from your organization



Wronski Associates

Customer expectations

- Expectations or wants are those things a customer **would like to have** if they could be provided by your organization



Wronski Associates

Determining customer requirements

- Decide what you want
- Determine what your customer wants



Wronski Associates

How do you determine customer requirements?

- Formal Surveys
- Informal surveys
- Focus Groups



Wronski Associates

How do analyze customer data?

- Customers may only focus on 1 or 2 features
- Customers may have limited understanding of what to expect
- Customers sometimes say one thing but mean another



Wronski Associates

Tips for meeting your customers requirements

- Promise what you can deliver
- Always deliver what you promise

*We judge ourselves mostly by our intentions,
but others judge us mostly by our actions.*

Wronski Associates

18

How do you exceed requirements?

Lagniappe — French for
“a little something extra”



Wronski Associates

Examples to exceed expectations

- Greet customers—if possible by name
- Reword signs to send a customer friendly message
- Management is visible and accessible to customers
- Employees make serving customers fun
- Friendly employees---willing to chat about things unrelated to the transaction
- People want to feel like: they belong, they are important and that what they say matters
- Bathrooms are a sign of how customer focused you are

Wronski Associates



20

Measuring Success





How do you measure customer satisfaction?

- Formal Surveys
- Postcards
- Rounding
- Informal surveys
- Focus Groups
- Benchmarking
- Complaint process



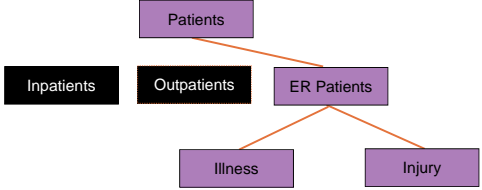
Quantitative versus qualitative data

- Analyze the quantitative
- Use the qualitative to further explore




Analysis of customer data

- Segment data to aid in understanding



```
graph TD; Patients[Patients] --- Inpatients[Inpatients]; Patients --- Outpatients[Outpatients]; Patients --- ER_Patients[ER Patients]; ER_Patients --- Illness[Illness]; ER_Patients --- Injury[Injury];
```



Why are measures important?

- Measures set the tone
- Align
 - Employee Evaluations
 - Reports of Success



Rewarding Exceptional Service

Treat the employee the way you want the employee to treat the customer.
--Steven Covey

Types of recognition

- Praise
- Formal Recognition
- Informal Recognition



Reward and recognition fundamentals

- Sincere
- Timely
- Meaningful



Recognition ideas

- Give 'em a banana
- Wall of fame
- Recognize their organizational birthday
- Serve 'em with a smile
- Celebrate customer comments
- Gold Stars
- Expect the best . . . from yourself



Exercise

- What can I do tomorrow to deliver top notch service?



Key principles of customer service

- Focus on your process
- Think "relationship"
- Follow with follow-up
- Feast on feedback
- Keep learning
- Focus on employees



