

Seven Reasons Your Customer Service Ratings aren't Perfect

This handout was created after the webinar to help you follow along.

Seven Reasons Your Customer Service Ratings aren't Perfect



A webinar
Presented by
Ruby Newell-Legner, CSP



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Introducing Ruby Newell-Legner, CSP

- Ruby founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a more productive work environment where everyone can excel on the job.
- Over the last decade, she has presented more than 1,700 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.
- To check her availability to work with your staff, call 303-933-9291.

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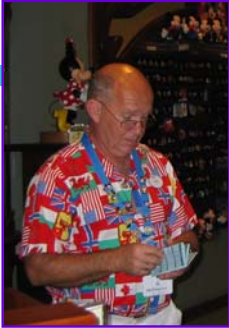
A Staff outing at



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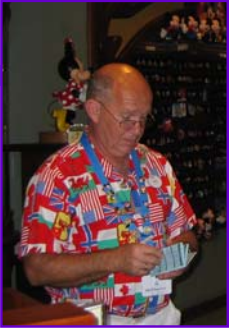
- Sorry – no pictures of Susan



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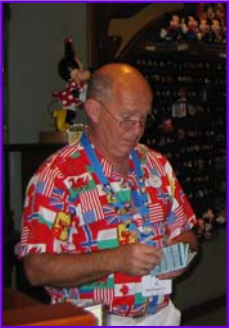
Ruby (before she lost 80 lbs.), Michele and Julie

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Goofy Sings *Happy Birthday*




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1. The wrong people are hired to do the job

- Talent Acquisition Pipeline
- Human Capital
- Talent Management
- Staff Retention
- New Employee Engagement
- Onboarding

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Dr. Rhoberta Shaler

- Hire for what they are
NOT what they know

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1. The wrong people are hired to do the job

- Questions to ask before starting the hiring process
- Formulate questions based on answers to those questions
- Check References

Resources

- Questions to Ask
- Telephone Reference Check Guide

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Resources – Free Articles



Announcing Ruby's New Customer Service Training DVD System

Master THE World's Most Valuable Skill. Pump Up Your Staff, AND Put Your Business On The Map...!

Learn more about the Customer Service Training DVD Program

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Secrets to Keeping Our Customers Happy!
A Customer Service DVD Training System

"Master THE World's Most Valuable Skill, Pump Up Your Staff, And Put Your Business On The Map...!"

This power-packed training program has already helped thousands increase their revenues and tighten up their customer service skills in a five event format. We took the raw materials from Ruby's intense hands-on training, and tirelessly edited them into the equivalent of a college crash course...complete with professor!

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Disclaimer

- Unfortunately, the poll questions and results did not record when we saved the webinar so I have recreated the poll questions for you. My apologies that I was not able to capture the results of each vote when we did the live presentation.

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Poll Question

Choose all that apply

We utilize the following methods in our organization's hiring practice:

- We hire more on personality than skill set
- We offer job fairs just for our organization
- We have a referral program that rewards current employees who recommend job candidates
- Pre-employment videos show our work culture to potential candidates before they apply with us
- We contact references on each employee before they are hired

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2. The Big picture of Customer Service is not shared throughout the ranks

- Jumeirah Group, Dubai UAE
- "The Parker Way", Parker, CO

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2. The Big picture of Customer Service is not shared throughout the ranks

- Jumeirah Group, Dubai UAE
- "The Parker Way", Parker, CO

Check it out

Pre-Employment Video
Sky Ridge Medical Center

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Poll Question

Choose all that apply

We share our Customer Service vision the following ways:

- We include Customer Service in our Mission, Vision & Values
- We share our Customer Service goals with each job applicant
- We include questions on Customer Service as part of job interviews
- We role model Customer Service in every step of the employment process

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3. Expectations are not clear

- Identify
 - Cycle of Service
 - Standards for each step of the cycle
- What does Customer Service look like for each role?

Resource
Customer Service Standards

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Poll Question Choose all that apply

Customer Service Expectations are clarified in the following ways:

- Each job description includes a section on customer service
- Employees have clear Customer Service guidelines for their specific role
- Specific behaviors for Internal Customer Service are outlined for each job
- Employees know what Customer Service skills are part of their evaluation

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4. Training tools not offered

- “Read the Manual”
- What to Say & How to say it

<u>Don't Say</u>	<u>Do Say</u>
Policy	Guideline
Problem	Situation
Can't	Can

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4. Training tools not offered

- “Read the Manual”
- What to Say & How to say it

Resource
Ruby's New Customer Service DVD Training System

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Ruby's Customer Service DVD Training System

- Modules
- Leader's Guide
- Activities
- Follow up Ideas

Advanced Orders being taken now
Shipped in May

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Poll Question Choose all that apply

Regarding Ruby's new Customer Service DVD Training System:

- This is the type of Customer Service Training Program we have been looking for
- The modules Ruby described are appropriate for our staff
- We would use a system like this for seasonal training
- We could use this for staff meetings to review Customer Service techniques
- May 15 would be a good time for us to start training seasonal employees

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Ruby's Customer Service DVD Training System

- First 10 Purchasers Eligible for the Drawing

Special Offer
Drawing for One Free ½ day training session



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5. Training is boring with no interaction

- Make it fun
 - Start with a fun invitation to attend
 - Use activities and games to bring home the point

Resources
Free Training Checklist

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www.RubySpeaks.com



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Poll Question Choose all that apply

We use the following techniques to keep training interactive:

- Icebreakers to help the staff get to know each other
- Activities to reinforce the skill development
- Role playing to let them practice their new skills
- Games to help them learn while having fun
- Brainstorming and discussion to keep them involved

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6. Behavior is not reinforced

- The Penguin Award



Resource
www.Baudville.com

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Type in Penguin in the search box



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Poll Question Choose one

This best describes our current employee recognition program

- What recognition program?
- We currently have one in place and it works fine
- We would like more information on how to improve our program

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7. The organization is not an "Employer of Choice"


- Treat your staff with respect
- Offer them the tools they need
- Show support for their career development
- Invest in them and they will invest in you

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Key elements needed to attract, focus and keep the most talented employees

Books by Marcus Buckingham



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Poll Question Choose all that apply

Do I work for an "Employer of Choice?"

- I know what is expected of me at work
- I feel recognized and appreciated for my contribution
- My opinions are requested and my suggestions listened to
- My co-workers are committed to quality work
- I have opportunities to learn and grow at work

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Recap

1. Hire the right people
2. Share the Big Picture of Customer Service
3. Clarify Expectations
4. Utilize training tools to help employees learn
5. Keep training interactive
6. Recognize positive behavior
7. Strive to become an "Employer of Choice"

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I wish you happy employees and great customer service ratings!



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Ruby's Schedule

March 20, 2008	Trainer - Town of Timnath, CO
March 21, 2008	Facilitator - Directors Retreat, Town of Parker, CO
March 26, 2008	Presenter - Celebrating Customer Service Excellence Conference, Disney World, Orlando, FL
March 28, 2008	Trainer - Winnipeg Football Club, Winnipeg, Manitoba, Canada
April 11-13, 2008	Workshop Presenter, Arlington County Parks and Recreation Department, Arlington, VA
April 22-23, 2008	Presenter - World Waterpark Association International Conference, Dubai, United Arab Emirates

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Please complete the Survey

Thanks for attending today!
Let us know how we can support your endeavors and increase your Customer Service Ratings!

Call us at 303.933.9291

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Additional resources

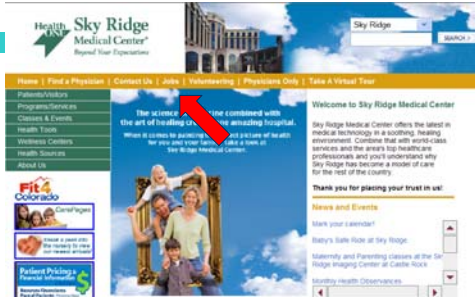
- I prepared the following slides in case I had time to cover them.
- Time did not allow me to include these in the webinar but I wanted to give them to you anyway! Enjoy!

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<http://skyridgedimedcenter.com>
Choose About us then Employment options



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Great example of a pre-employment video

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Interesting facts about how social-media networking has impacted our society – these are great places to advertise open positions or at least to establish a presence so potential employees can learn about your organization

facebook

LinkedIn

- 40M users, growing 3% per week, which is 100,000 new users per day, projected to reach 50m by end of 2007
- The fastest growing demographic is the 25 and over age group
- Over 70% of US college and university students have a profile on Facebook.com
- Great for Retail – high volume recruiting and targeting recent graduates / college recruiting
- Currently over 13 million profiles in LinkedIn
- 95,300 connections by adding me to your linked in account cameron@mindfieldgroup.com
- www.toplinked.com – Top 50 LinkedIn people – [Add them](#)
- LinkedIn Outlook toolbar – grow your network daily

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Another example of a pre-employment video
<http://www.lifetimefitness.com/careers/>

Recruiting at Life Time Fitness

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http://www.lifetimefitness.com/careers/index.cfm?strWebAction=careers_videos

Life Time Fitness Careers Page

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http://www.lifetimefitness.com/careers/index.cfm?strWebAction=careers_videos&strVideoName=job3.flv

Team Member Testimonials

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For more information about Ruby's Customer Service DVD Training Program, please visit www.RubySpeaks.com

- For a limited time, we are offering a special sales price for advanced orders.
- The Four modules include:
 1. Understanding our Customers and their Loyalty
 2. Tips for Promoting Positive Internal Customer Service
 3. Dealing with Upset Customers
 4. Communicating with Our Customers

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Please complete this survey and fax it to Ruby at 303-904-2966 or send her an email at info@rubyspeaks.com with your responses

Survey Questions

- Based on this webinar, I have some ideas of how to improve our Customer Satisfaction Ratings.
Circle one
Yes No
- Please rate the value of today's presentation
1 2 3 4 5

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The following statements are true about the webinar format - check all that apply

- Ruby kept it moving so she could share lots of ideas
- The price was right
- I would sign up for another webinar based on this experience
- I would like to see Ruby offer more webinars like this

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Check the modules that you are most interested in from Ruby's Customer Service DVD:

- Understanding our Customers and their Loyalty
- Tips for Promoting Positive Internal Customer Service
- Dealing with Upset Customers
- Communicating with Our Customers

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Please offer suggestions on what other topics you would like Ruby to present in this format

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Please let us know what questions you have about Ruby's Customer Service DVD Training System

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Please offer any comments you would like to share with Ruby

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