Achieving a 5-Star Award in Customer Service
October 14, 2013—9:00-9:50 AM

Following this session, you will be able to:
• Differentiate between customer service and the delivering of customer care.
• Identify the behaviors that cause a disconnect between the contractor and their customers.
• List the five star principles that will guarantee repeat and referral business.

Continuing Education Credits
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This session is eligible for 0.1 IACET CEU

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Customer Service:

A concept designed to make the Internal Customer aware of the importance of how the External Customer is treated.
Customer Satisfaction:
The reward of Customer loyalty that is created when the Customer is happy with their experience.

Customer Appreciation:
The bridge that connects the concept of Customer Service to the result of Customer Satisfaction, which is defined by the behavior that all who represent the Organization demonstrate.
Competition:
Two people in the same industry doing the same type of business and I can’t tell a difference between them.

As an Organization you have a purpose! That purpose is to create an environment where the Customer, your patient, feels appreciated, wants to do more business with you and will recommend you to their sphere of influence group.

Purpose Creates:
A Plan gives people a pathway to follow.
Purpose Creates:

P plan of action to be implemented
U understandings that unite people around a common agenda
R reasons for actions

A common agenda is a platform for partnership.

Purpose Creates:

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U understandings that unite people around a common agenda
R reasons for actions

Explains why we are doing what we are doing.

Purpose Creates:

P plan of action to be implemented
U understandings that unite people around a common agenda
P provides clear expectations for everyone
O opportunities for improvement

Doesn’t allow people to pretend they didn’t know.

Purpose Creates:

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U understandings that unite people around a common agenda
R reasons for actions

Purpose creates guidelines that can always be re-examined.
Purpose
Creates:

- **P** plan of action to be implemented
- **U** understandings that unite people around a common agenda
- **R** reasons for actions
- **P** provides clear expectations for everyone
- **O** opportunities for improvement
- **S** sense of direction that says "we know where we are going"
- **E** expansion of ideas

People must have clarity to perform at their best.

Purpose
Creates:

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Seeking to improve must always be part of the Company’s DNA.

**BUILDING BLOCK**

When Management and/or Staff lose sight of their purpose, they lose the connection with the Customer and then, lose the Customer!

**Star Burst:**

You are more than a Company; you are an important part of the Customer’s need for resolution and must remember no matter how great or small the Customer’s business is with you, they are your life blood!
STAR PRINCIPLES:
Guidelines that take you to the ultimate level of Customer Care.

State what you will deliver and then, deliver it with the highest quality!
It is one thing to say what you are going to do; it’s another to deliver it!

Star Light

Delivering The Highest Quality:

S states through action your commitment
T test everything to see if it can be improved
A allows people to bring their ideas to the table
R refuses to let “just ok” be “ok”

Treat each Customer as the most important Customer you have!

Star Principle #2

Every Customer is important! When you don’t express that, you lose their future connection with you.

Star Light
**Customer Importance:**

S seeks Customer concerns, listens and addresses
T time invested in searching for ways to improve
A appreciation is shown on every front
R refuses to accept anything less than quality

**Star Principle #3**

Align your Staff around a common purpose, a common agenda and a common commitment!

**Star Light**

Without a common purpose, common agenda and a common commitment, everyone will do their own thing. That will destroy the synergism between the Staff and the Customer.

**Leadership Presence:**

S states rules and consequences and then, doesn’t back down
T trust that each person sees their involvement as more than a job
A addresses all concerns immediately
R refuses to make exceptions
Star Principle #4

Refusal to lower your standards in any area!

Star Light

Where there are inconsistencies, there is confusion. Confusion makes people doubt you mean what you say.

Staying Consistent Requires:

S  straight talk; no beating around the bush
T  the leaders really lead
A  a consistent emphasis on acceptable behavior
R  refusing to make exceptions that compromise stated guidelines

Star Principle #5

Stay on the path to greatness!
Star Light

It is easy to lose focus and very challenging to get that focus back once you have lost the focus.

The Path To Greatness Requires:

S  staying in the now, but planning for a greater tomorrow
T  treating every situation as a classroom to learn from
A  allowing people the right to fail once
R  re-recruiting your Star people constantly

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The Company is the environment; the Customer is the Star; the Staff is the energy connector that makes the Company look great and the Customer feel good about their experience. If this doesn’t happen, the Company loses its purpose and then, its Customers!