

SERVICE **ELEVATED!**



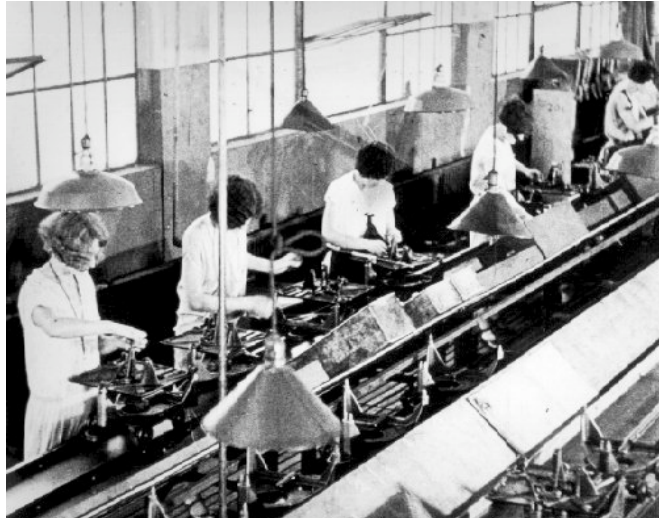
Seven Simple Ways to Elevate
Customer Service

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Job function

**Duties associated
with a job role**



Job essence

**An employee's
highest priority**





- Less price sensitive
- Higher repurchase rates
- Responsible for 80-90% of positive word of mouth

Mandatory

Process-focused

Expected

Transactional



Voluntary

Customer-focused

Unexpected

Memorable



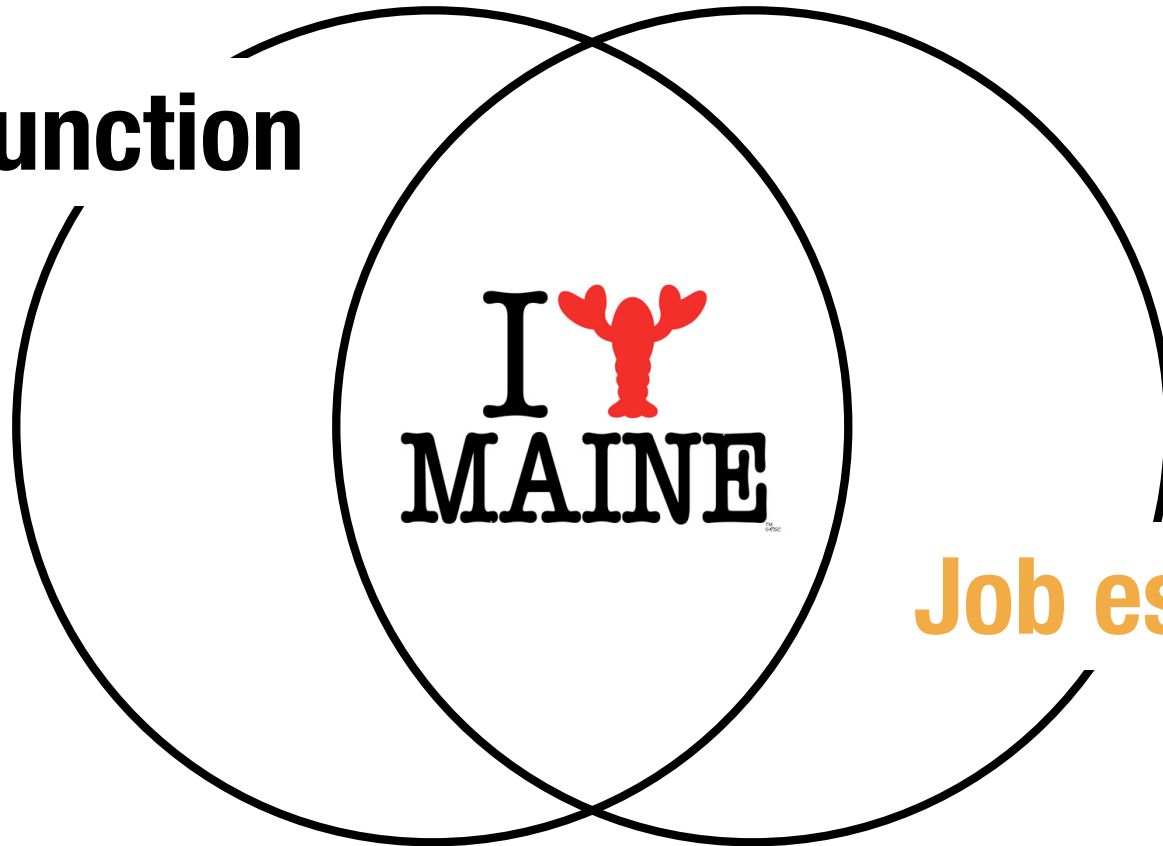
Job function

- **Job descriptions**
- **Policies**
- **Procedures**
(Mandatory/\$)

Job essence

- **Personality**
- **Uniqueness**
- **Creativity**
(Voluntary/FREE!)

Job function



Job essence

“The difference between ordinary & **extraordinary is that little **extra**.”**

- Anonymous

Seven Simple Ways to Elevate Customer Service

- Express genuine interest
- Offer sincere and specific compliments
- Share unique knowledge
- Convey authentic enthusiasm
- Use appropriate humor
- Provide pleasant surprises
- Deliver service heroics



“We do not remember
days; we remember
moments.”

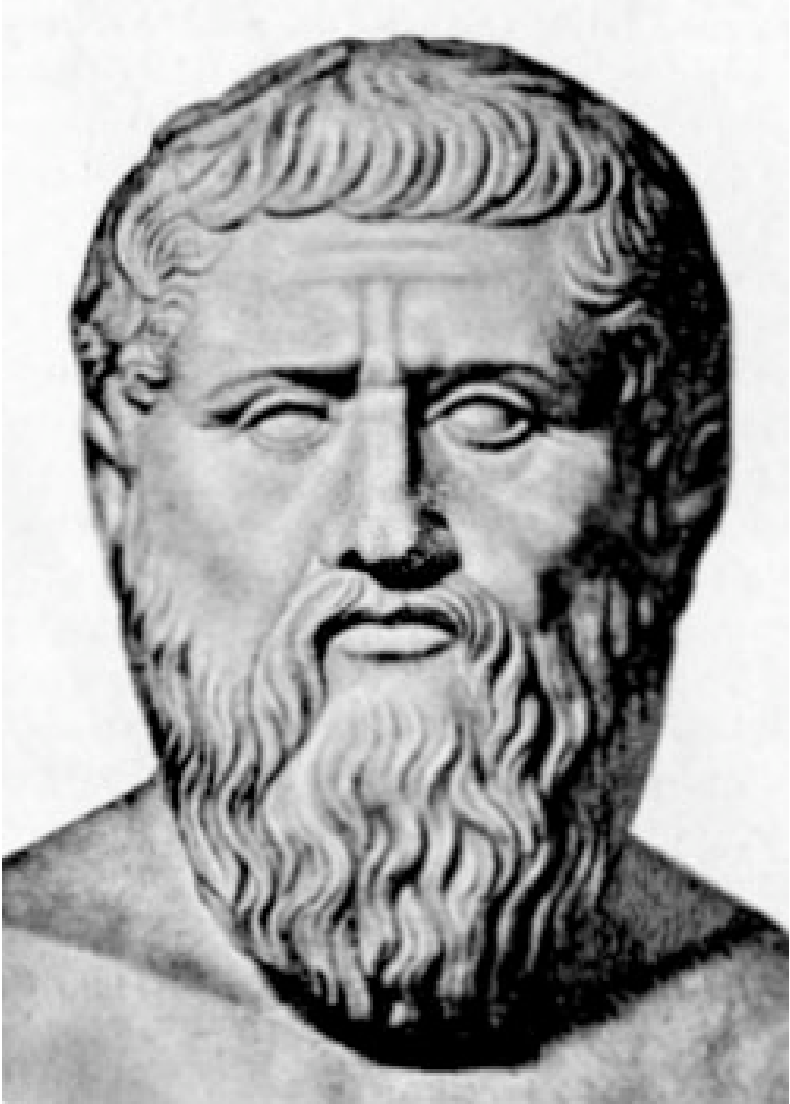
- Cesare Pavese, Italian Poet

1.

Express genuine interest

Exceeds the basic customer service expectations of the job role





2. Offer sincere & specific compliments

Only when the opportunity
genuinely presents itself





FREE COMPLIMENT

(take one)

You're having a great hair day!

You're a joy to work with!

Your enthusiasm is contagious!

Those shoes are you!

You are brilliant!

You make the day go faster!

I appreciate you!

**“A compliment is verbal
sunshine.”**

- Robert Orben, Author

3.

Share unique knowledge

Goes beyond the job knowledge that is expected of the employee



4. Convey authentic enthusiasm

Whether *animated* or *reserved*,
it must be *real*





or



Be **enthusiastic** or settle
for less.

5.

Use appropriate humor

**Laughter is the shortest distance
between two people!**



6.

Provide pleasant surprises
The unexpected nature of surprises tends to leave a lasting impression



7.

Deliver service heroics

Goes beyond the job duties that are expected of the employee





Call to Action!

- **Reflect on the messages & ideas you've received during this presentation.**
- **Identify 2 or 3 actions you can take to elevate the quality of your personal customer service.**

refreshing **free** voluntary
guest mandatory memorable
robotic
essence **ordinary** serve
service **elevate** bland
typical routine **factory**
customer uneventful
function visitor indifference