








Service **Elevated!** Seven Simple Ways to Elevate Customer Service

The difference between ordinary and extraordinary is that little extra.

Exceptional service behaviors	Typical, ordinary, and expected	Beyond what is typical, ordinary, and expected
<p>1. Express genuine interest</p> <p>Exceeds the basic customer service expectations of the job role</p> 	<ul style="list-style-type: none"> Indifference To be asked the question: "How was your meal (room, tour, stay, etc.)?" 	<ul style="list-style-type: none"> Smile, make eye contact, and add enthusiasm to your voice. Anticipate visitors' needs. Be responsive to visitors' needs. Solicit meaningful feedback from visitors.
<p>2. Offer sincere and specific compliments</p> <p>Only when the opportunity <i>genuinely</i> presents itself</p> 	<ul style="list-style-type: none"> The front desk employee obtains a valid method of payment prior to issuing a hotel room key. 	<ul style="list-style-type: none"> While obtaining a method of payment, the employee notices then compliments the guest on his tie saying, "That's a lovely tie. It matches your suit nicely."
<p>3. Share unique knowledge</p> <p>Goes beyond the job knowledge that is typically expected of the employee</p> 	<ul style="list-style-type: none"> Share job knowledge such as: hours of operation, directions, and area attractions. Responding, "I don't know" when asked how the state treat, Whoopie Pie, got its name. 	<ul style="list-style-type: none"> Share facts that are historical, unique, interesting, and compelling. "According to food historians, Amish women would bake these desserts and put them in farmers' lunch pails. And when they would find the treats in their lunch, they would shout "Whoopie!"
<p>4. Convey authentic enthusiasm</p> <p>Whether <i>animated</i> or <i>reserved</i>, it must be real</p> 	<ul style="list-style-type: none"> Cornflakes for breakfast Routine, bland, and uneventful transactions 	<ul style="list-style-type: none"> T-Rex pancakes for breakfast Convey your passion for your region, business, or for serving others. Exceed expectations. Resolve to never execute a routine and ordinary transaction when you could offer a unique and refreshing experience.

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<p>5. Use appropriate humor</p> <p>After all, they say that laughter is the shortest distance between two people!</p>		<ul style="list-style-type: none"> Typical pre-flight announcement restricting the use of electronic devices: "At this time, please turn off all portable electronic devices, including laptops and cell phones." 	<ul style="list-style-type: none"> United Airlines flight to LaGuardia Airport: "At this time, please turn off all portable electronic devices. This includes anything that starts with an 'i' or ends with a 'Berry'."
<p>6. Provide pleasant surprises</p> <p>The unexpected nature of surprises tends to leave a lasting impression</p>		<ul style="list-style-type: none"> Conducting an intercept survey at a state Visitor Center to learn more about visitors to Maine. 	<ul style="list-style-type: none"> Offering to clean motorists' windshields at the Visitor Center and using the opportunity to engage visitors while learning more about them and their experiences in your state.
<p>7. Deliver service heroics</p> <p>Goes beyond the typical job duties that are expected of the employee</p>		<ul style="list-style-type: none"> "That's not my job." "You need to speak with a manager." "It's our policy." 	<ul style="list-style-type: none"> Take initiative. Be accountable. Accept personal responsibility. When required, go above and beyond... Exceptions require exceptional customer service.

Call to action! Identify two or three actions you can take to elevate the quality of your personal customer service:
