



**<Meet Jack**



**Jack**



## We've lost that lovin' feeling

- Business is good – customer service lacks
- Business is slow – customer service increases
- Training employees investment not cost
- No customer service policy so employees are unsure
- Employees who are not empowered to do whatever it takes

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## The new customer service

**Stop selling products/services  
and start describing  
experiences**

Source: Wikipedia

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## Rate yourself....

- What % of consumers will pay more for a better customer experience:
  - A. 66%
  - B. 76%
  - C. 86%
  - D. 96%

Source: HelpScout.com

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## Rate yourself....

- On average the LVC is worth up to \_\_\_\_\_ times as much as their first purchase:
  - A. 3
  - B. 5
  - C. 10
  - D. 12

Source: HelpScout.com

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## Rate yourself....

- It takes \_\_\_\_\_ positive experiences to make up for one unresolved negative experience:
  - A. 3
  - B. 5
  - C. 10
  - D. 12

Source: HelpScout.com

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## Rate yourself....

- What % of unhappy customers never complain, they just go elsewhere:
  - A. 54%
  - B. 62%
  - C. 14%
  - D. 91%

Source: HelpScout.com

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## Rate yourself....

- What % of buying experiences are based on how the customer feels they are being treated:
  - A. 70%
  - B. 60%
  - C. 80%
  - D. 50%



Source: HelpScout.com

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## How did you do?

• 5/5



• 4/5



• 3/5

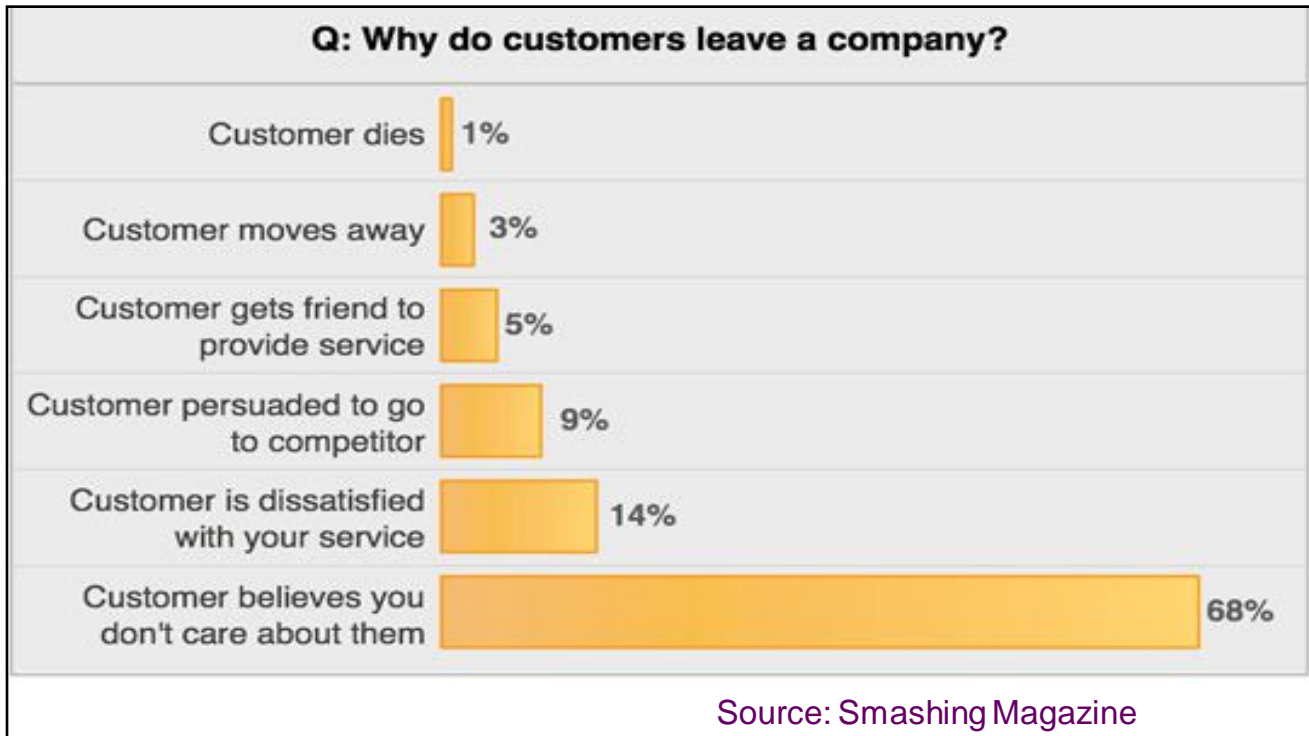


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## Customer service

- Who is responsible?
- Everyone says they are doing it – few are
- Customer service is about:
  - Competitiveness
  - Profitability
  - Survival
  - **EXCEEDING** the customer's expectations

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## Interesting stats

- Avg company loses 50% every 5 years
- Costs 5 times to attract new / existing
- Happy customers tell 4 – 6 people
- Unhappy 9 – 13

**A 2% increase in customer retention =  
same as cutting costs 10%**

Source: DestinationCRM.com

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**You have the power to make or  
break someone's day**



## Bottom line

**Exceptional customer service**

**=**

**Greater customer retention**

**=**

**Higher profitability**

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## But...Our Customer Service is 99.9%

- **If 99.9 is good enough then....**
  - **12 newborns will be given to the wrong parents daily**
  - **18,322 pieces of mail will be mishandled in one hour**
  - **20,000 incorrect drug prescriptions will be written/ year**
  - **2 planes will land unsafely at Chicago's O'Hare airport each day**

Source: [Milestoneconsultingincmotivation.blogspot.ca](http://Milestoneconsultingincmotivation.blogspot.ca)

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## Developing customers for life (LTV)

- Develop a customer service plan
- Hire good people – give them authority – train them
- Shift attitudes to helping from selling
- Develop a customer recovery plan
  - Apologize - I'm sorry you feel that way
  - Ask them to explain the issue
  - Ask them what they need to be happy
  - Can it be done?
  - Offer another solution
  - Follow up

**Helping**  
**Helping**  
Helping  
**Selling**  
**Selling**  
**Selling**

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## 6 Ways to keep customers




1. Be a nice to everyone
  - People deal with people they like
  - Fix your community reputation
  - Millions of advertising \$\$ won't fix your reputation

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# 6 Ways to keep customers



## 2. Exceed expectations:

- Ask them what they want/need
- Don't trust assumptions
- Under promise and over deliver
- WOM – 9 – 13 unhappy
- Tell them your value added

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# 6 Ways to keep customers



## 3. Always be available:

- Customer buy when they are ready
- Multiple ways to buy and contact
  - Online, phone, email, app, social media...

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# 6 Ways to keep customers




## 4. Make it easy to buy:

- Make buying a pleasant experience
- Clearly stated return policy
- Guarantees
- Easy delivery
- Multiple payment options
- Online Reviews

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# 6 Ways to keep customers



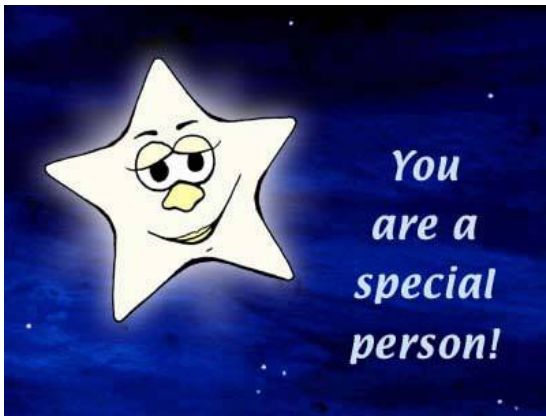
## 5. Resolve problems:

- Don't deny, blame, make excuses
- Just find a solution that is acceptable to you and the customer

**There's no such thing as a difficult customer  
there are only difficult situations**



## 6 Ways to keep customers



### 6. Customize

- Let each customer feel they are your only customer.
- Always end your statements with a question – allows you to customize

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## Always Step into your customer's shoes!



4 step exercise



## Stepping into your customers' shoes...



**1. Think of a specific customer that didn't buy... but should have.**

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## Stepping into your customers' shoes...

**2. Relive the experience at every stage?**

- Initial contact – Web/ Phone / Email
- Questions – Answers?
- Customization
- Delivery
- Payment / Pricing
- Why did they say “NO”
- Any follow up opportunities



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## Stepping into your customers' shoes...



**3. Hindsight....Could you have used any customer services techniques differently?**

***Remember exceptional sales people are the ultimate customer service reps.***

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## Stepping into your customers' shoes...




**4. Any customer service policy changes?**

**Have staff do this exercise.**


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## Gut check exercise...

- Our customers would love it if we did more....
- Our customers would love it if we did less.....
- Make a list of all the contact points that customers come in contact with your organization.
- Analyze how those contact points are working.
- Prioritize the top 3 contact points that need attention.
  - What needs to be done?
  - Time / cost to fix each?
  - When should it be done by?
  - Who is going to do this




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## Customer Service Follow Up Plan

- Are you happy
- Is there anything else we could help with
- Do you know anyone who may benefit from our product/service
- Will you provide a testimonial for this product/service – video testimonial
- May I contact you from time-to-time

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 **Resources**

- **WOW Paperback & E-Book: Sales suck... NOW WHAT?**
- **WOW Online Demand Business training at [wowcommunications.ca](http://wowcommunications.ca)/click on VIDEO ONLINE TRAINING**
- **Sign up for our newsletter at [wowcommunications.ca](http://wowcommunications.ca) & receive a **FREE** 45 minute audio podcast “**Crash Course in Marketing**”**

**Handout Download: [wowcommunications.ca/39](http://wowcommunications.ca/39)**

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 **Send us a Selfie Video about how this session helped your business!**



**We'll thank you by providing a download link to a our “Sales for the Terrified” 70-minute podcast.**

**And put a link for your selfie to your business' website**

**Send to:**  
**[Lynda@WOWcommunications.ca](mailto:Lynda@WOWcommunications.ca)**

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