

Being Magnificent at Serving Your Guests

**Unique Venues Annual Marketing
Conference**

#uvamc

**Presented by Chuck Salem
@chucksalem1**



**WHAT ARE SOME OF YOUR
BEST SERVICE EXPERIENCES?**



WHAT ARE YOUR SERVICE STRUGGLES?

WOW SERVICE

An Example...

**Door Sign: Bobby's Sport Shop,
Vermillion Bay, Ontario, Canada**

Hi, my name is Allan.

My home phone number is 123-4567.

***My hours are long, but if you come by and I'm closed,
just call and I will come up because you, my customer,
are number 1, and it's been that way for the 32 years that
I've been here and, besides, I love my job!***

--Al

Jerry Fritz, Traveling the Highway to WOW Service, 1998



GROUP ACTIVITY

What does your door sign say?

$$1 + 1 = 2$$

BASIC FACTS

\$ EARN THE PRIVILEGE \$

Strategic Alignment of Service to Success

“As industries mature and companies can no longer differentiate themselves by attributes such as products or pricing, customer service becomes a critical advantage.”

John Ragsdale, Forrester Research, August 26, 2003

Some Basic Facts

- * 50% of the time, service representatives are unable to answer the consumer's questions
- * When we receive good service, we tell 9-12 people on average.
- * When we receive poor service, we tell up to 20 people.
- * 82% of dissatisfied customers will repurchase from a business if their complaint is handled quickly and pleasantly.
- * If service is really poor, 91% of customers will not return.

Some Basic Facts

- * On average, loyal customers are worth 10 times more than their initial purchase
- * It cost 6-7 times more money to acquire a new customer than it does to keep a current one
- * Customers will pay up to 10% more for the same product with better service.
- * 3 in 5 customers will try a new brand or company for a better service experience

THE VALUE OF A CUSTOMER

Direct Value

Average spending per customer per day	\$50
Average number of days	3 Days
Average number of attendees	100
Revenue (A x B x C = D)	\$15,000

Indirect Value (Word of Mouth)

Successful organizer tells 5 colleagues	\$90,000
Revenue from referrals (based on a 25% turnover)	\$22,500
Value of one delighted customer	\$37,500

Adapted from Jerry Fritz, *Traveling the Highway to WOW Service*,

TO BE A SUCCESS AT SERVICE...

- * You MUST Be
 - * Approachable
 - * Accessible
 - * Professional
 - * Knowledgeable
 - * Empathic
 - * Fair





Exceptional Customer Service...
A TOP DOWN CULTURE

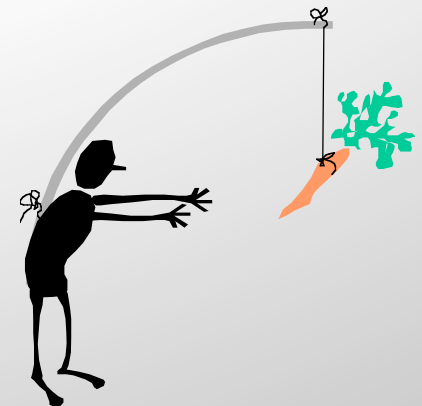
LEADING THE WAY

- * Review Policies and Processes
 - * What is customer friendly and what is customer unfriendly?
 - * Unnecessary > Make sense to the service provider
 - * Necessary > Makes sense to both
 - * Mutually beneficial



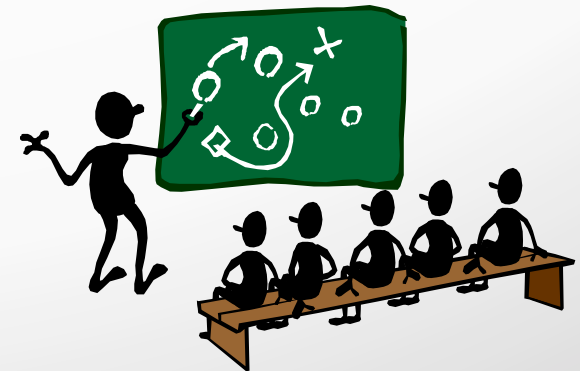
LEADING THE WAY

- * Create Employee Ownership
 - * You can expect higher performance from an owner than you can from a non-owner.
 - * Give employees a compelling reason to provide exceptional service.
 - * Provide tangible incentives for high performance and leadership
 - * The ULTIMATE WHY...job security
 - * Understand the value of a customer



LEADING THE WAY

- * A Comprehensive Approach to Involvement
 - * Generate unique ideas
 - * Ask everyone
 - * Customers
 - * Employees
 - * Implement ideas
 - * Don't ask for the sake of asking
 - * Counterproductive
 - * Acknowledge and reward ideas



LEADING THE WAY

- * Know your barriers to creating success
 - * People
 - * Be proactive
 - * Provide support systems
 - * Educate
 - * Evaluate
 - * Processes
 - * Simplicity
 - * Eliminate unneeded steps



LEADING THE WAY

- * Trapeze Partners
 - * Forget “Internal Customers”
 - * Teammates
 - * Trapeze partners
 - * Promote
 - * Communication
 - * Cooperation
 - * Desire to work together
 - * Common goals
 - * Abandon
 - * Territoriality
 - * Internal Politics
 - * Financial Boundaries



LEADING THE WAY

- * Do everything better
 - * Know your competition and how they serve
 - * Know the benchmarks in your industry
 - * ACCED-I
 - * Trendwatching.com
 - * MPI Future Trend
 - * Have employees experience extraordinary service
 - * Service leadership
 - * Evaluate how you do it now, and how you can do it more, better, faster, etc.
 - * Think BIG!
 - * Disney World

LEADING THE WAY

- * Recognize, Repair, Respond, Recover
 - * Recognize when there is an issue that negatively affects a customer and their perception of your service
 - * Repair (not with a band aid) the problem
 - * Respond immediately to the customer
 - * Recover remarkably
 - * Ritz Carlton

LEADING THE WAY

- * Remain true to customer commitment
- * Always deliver on what you promise
 - * You can't exceed expectations or WOW customers unless you deliver what and when you promise



LEADING THE WAY

- * Have Fun
 - * Experience delight in serving your customers
 - * Southwest Airlines



PUTTING IT ALL TOGETHER

- * Develop a genuine customer service mission
- * Develop attainable goals and objectives
- * Create and share a culture
 - * Inside the department
 - * With your trapeze artists
 - * With university community



PUTTING IT ALL TOGETHER

- * Nurture the culture
 - * Train
 - * Reward
- * Accountability
 - * Formal and informal
- * Assess and re-engineer
 - * Customer surveys
 - * Staff feedback



EXPERIENCE THE BENEFITS

- * Less stress
 - * You can reduce stress if you have a systematic way of dealing with customers.
- * Higher efficiencies
- * Better morale and satisfaction
- * Survival
 - * Effective customer service has become a given for keeping products and services alive.
- * Increases profits

Approach each and every day like
Johnny the Bagger!

THANK YOU!
Chuck Salem
814-254-1310

chuck@uniquevenues.com



RELATIONSHIPS COUNT!

PEOPLE DO BUSINESS WITH PEOPLE!

RELATING TO CUSTOMERS

- * First and foremost, be friendly
- * Be honest and sincere
- * Show appreciation for their business
- * Make them want you
- * Be genuinely interested in their meeting and event
- * Refer to them by name whenever possible
- * Listen to THEM
- * Understand their interests

The Upset Customer



RESOLVING COMPLAINTS

- * Approach them with gladness, not contention
- * Listen to their complaint. It is unique to them...
- * Seek clarification through probing questions
- * Empathize
- * Work to make it better

Resolving Complaints

- * Seek feedback on the resolution. Are they satisfied?
- * Deflect to the future and doing more business with them...move away from the conflict
- * Follow-Up
 - * With the client
 - * With the source of the issue

AVOIDING UPSETTING CUSTOMERS

- * Deliver on Promises
- * Avoid Indifferent, Rude or Discourteous Treatment
- * No Unpleasant Attitudes
- * Good Listening Skills
- * Acknowledge the Right to be Upset
- * Avoid Sarcasm
- * Provide Information Proactively
- * Avoid Direct Hits on the Customer
- * Never Argue



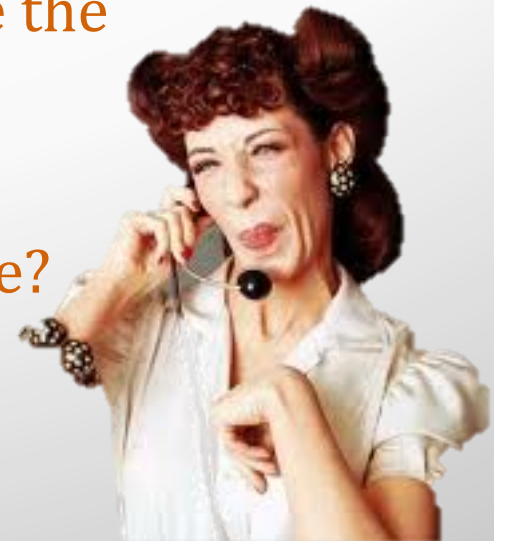
THE UPSET CUSTOMER

**Like a ballgame, it is possible to
do everything right
and still not win.**

William B. Martin, Author of Quality Customer Service

ONE RINGY DINGY...

- * Return calls ASAP
- * Get rid of automated answering systems
- * Smile
- * Whenever possible, call
- * Speakerphone ok?
- * Refer by name
- * User your full name
- * Listen, reflect
- * Two-way conversations
- * Allow them to speak
- * Don't outpace the customer
- * Pause wisely
- * Did I say smile?



TEN RULES FOR CUSTOMER RELATIONS

- * Customers are never an interruption of your work. Don't make them feel that they are. They are the reason you are employed!
- * Greet customers with a smile. They usually return it!
- * Call customers by their name.
- * Remember that YOU are the organization. To customers, you are as important as the Director/Manager.

TEN RULES FOR CUSTOMER RELATIONS

- * Never argue with the customers. In their eyes, they are always right. Be a good listener and agree with them when you can. Do what you can to make them happy.
- * Never say “I don’t know.” If you don’t know the answer, say “Let me see if I can find out for you.”
- * Customers pay your wages. Every dollar you earn comes from their pockets.

TEN RULES FOR CUSTOMER RELATIONS

- * State things positively. It takes practice, but it will help you become an effective communicator.
- * Go the extra mile. Do more than the customers expect you to do.
- * Brighten the customers day. If you do something that brings a little happiness into their lives, you will discover that YOUR day becomes happier and brighter!

**The following publications were used as sources for this presentation
and are recommended for further development.**

“Customer Service for Dummies,”
Keith Bailey and Karen Leland,
IDG Books Worldwide, Inc., 1995,
Foster City, CA

“Quick Tips for Outstanding Customer Service”
Dale Carnegie



GROUP ACTIVITY



Three New Service Strategies