Simple Tools for Superior Service

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What We Will Discuss:

1) Customer Service: What, Why & the Four Ps

2) Best Practices: Face-to-Face
   - Organizations to Model
   - Positive Language
   - Body Language
   - Facial Expressions

3) Best Practices: Phone and Email

4) Active Listening, Keeping Calm, Creating a Positive Work Culture

5) Creating a Positive Work Culture

6) Implementation and Assessment
What is it?

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.
we waited
30 min
NO SERVICE
“It’s how we interact with our patrons, and loving our patrons.”
Can it be improved?

- Set Expectations
- Have Guidelines for Unhappy Customers
- Offer Alternatives To “No” or “I Don’t Know”
Discussion

In 10 words or fewer, What does excellent customer service mean to you?
How would you assess yourself?
Characteristics

- Promptness
- Politeness
- Professionalism
- Personalization
3 Things to Instantly Elevate Your Service
Best Practices: Face-to-Face
Nordstrom

- Department Store (first only shoes)
- Based in Seattle
- Founded in 1901
Nordstrom

- A Nordstrom salesperson rarely points. They walk.
- Salespeople walk your purchases around the counter.
- Departments trained to answer the phone by the 3rd ring.
- Use Your Best Judgment at all Times.
Southwest

- Major airline based in Dallas
- Known for its low costs
- Still includes the extras
- Best Place to Work
Southwest

- Apologies
- Free Vouchers
- Anticipate
Festival Foods

- Grocery Chain
- Started in Onalaska, WI
- 1946, same family
Festival Foods

- Boomerang Principle
- 10-Tile Rule
- Accomodating
How could we incorporate these?

- 10-Foot Rule
- Apologize
- Answering the phone by the “x” ring. No voice mail
- Walking customers to an item
The next time you receive excellent service...

What could I do to incorporate this at the library?

How could I encourage our staff to use these practices?
Up Next

- Role of Positive Language
- Role of Body Language
- Facial Expressions
Playbook of Phrases
“Happy to Help”
“I understand how (blank) you must be”
“As much as I wish I could help”
“That’s a great question, I will find that out.”
“May I ask why that is?”
Let’s Play!
“Thanks for bringing this to our attention”
“How may/can I help you?”
What Not to Say
You Can’t

What we can do is…

An alternative would be…
I Don’t Know

Let me find that out for you. Is there a number where I can reach you?
The “Pass-along”

Let me find that out for you. Is there a number where I can reach you?
“That’s Our Policy”

To provide you with great service, we...
Let’s Play!
“I know it’s a (blank) rule”

I understand your frustration, and this is why we have this in place.
Positive Body Language

Nonverbal movements and gestures that are communicating interest, enthusiasm, and positive reactions to what someone else is saying.

60% to 90% of communication is nonverbal.
Tips For Positive Body Language
Posture
Leaning
Arms
Hands
Turning & Facing
Head Up
Eye Contact
Taking Notes
Shoulder to Shoulder
Body Language to Avoid

- Tapping / Fidgeting
- Touching Your Face
- Checking the Time
- Sitting on the Edge
Why are facial expressions important?
Facial Baseline

The neutral expression on your face.

What is yours?
What is yours?
Resting B*tch Face

a **facial expression** (or lack thereof) which unintentionally appears angry, annoyed, irritated, or contemptuous.
Tips for Basic Facial Expressions

Smile, and Don’t Overdue It
Pressed lips
Affirmation
Nose Crinkling
Best Practices:
Phone and Email
(Comments/Questions?)
Phone Best Practices
No Script, but Anticipate
Answer with a Smile
Minimize Silence
Avoid Transfering/Long Holding
End with 2 things:

Did I answer your question?

Is there anything else I can help you with TODAY?
Email Best Practices
What To Not Say

Negativity
Complaining
Being Defensive
Use appropriate content
Personalize your message
Saying I’m Sorry, I’m Sorry, I’m Sorry
Use Definitive Words

Hopefully
Just
Kind of, Sort of
Actually
Contact Me
Active Listening, Keeping Calm, Creating a Positive Work Culture
Keys to Active Listening

- Control Distractions
- Separate Facts from Opinions
- Avoid Interrupting
- Ask Questions
- Take Notes
Let’s Practice

Where’s the last place you dined out?
What did you have?
Would you order it again and why?
Listening Exercise

Did you try the techniques?
Was it tough to focus?
Did these “tips” come easy to you?
MEAN
PEOPLE
SUCK
Keeping Calm: Our Thermometer

- Normal
- Getting Warmer
- Danger
- Sweaty Palms
- Nervous
- Shaky Voice
- Avoiding Eye Contact
- Voice Volume
- Dry Mouth
- Tighten Shoulders
- Fidget
Getting Warmer

Danger

- Temper rise
- Blood boiling
- Head pounding
- Tears
- Short Breath
What Are Your Triggers?

- Normal
- Getting Warmer
- Danger
What Are Some Solutions?

- Normal
- Getting Warmer
- Danger
My Solutions

- Take a deep breath.
- Walk Away
- Get a mediator
- Give it 24 hours
- Rehearse “Talking points”
Let’s Practice!

Partner up with someone to go through some customer service scenarios. Decide who is Person “A” and who is Person “B.”
Scenario # 1:

A = Librarian, Turn Around
B = Customer, Read the Scenario
Scenario # 1:

On Tuesday, you came to the library expecting a hold, and it wasn’t there. You were disappointed.

Today is Thursday. This morning, you called the library and were told your book was in. You came to the library, over your lunch hour. You work 20 minutes away from the library. When you checked the “Holds” shelf, your book was not there. You approach the desk. You haven’t eaten lunch yet, so you are “hangry.” You are also upset that you made the trip and the book isn’t here.
Scenario # 1:

Librarian: What did you do? What questions did you ask? How did this person make you feel?
Scenario # 2:

A = Customer, Read the Scenario

B = Librarian, Turn Around

(If you didn’t turn around before, now you do.)
Scenario # 2:

The library has recently passed a policy that allows ALL groups to use its meeting room. You notice on the marquee that a local LGBTQ Support Group is using the meeting room that afternoon. You do not think that that is an appropriate group to be meeting in the library, especially because “impressionable” kids are in the library at that time. You approach the desk and start complaining to the employee.
Scenario # 2:

Librarian: What did you do? What questions did you ask? How did this person make you feel?
How Do We Keep Improving?

- Review Progress
- Keep A Hostility Diary
- Defuse In Your Private Life
- Use a Signature Phrase (s)
Tips for Difficult Situations

- Be Kind, But Firm
- Lower Your Voice
- Repeat Language
- Use CARP
What is work culture?
Avoid Gossip
Say Hello (in the morning)

Hello!
Thank & Compliment
Do Nice Things
Pick Your Battles
Avoid Judgment
Wrap Up - Implementation & Assessment
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- Politeness
- Professionalism
- Personalization
How Do We Incorporate

- Pick one thing to work on per week/per month with you/staff
- Choose one topic to discuss at staff meetings
- Keep a “Great Service Stories” white board
- Assess yourself weekly
How would you assess yourself?
BEST RATES GUARANTEED • 2016 CONDE NAST TRAVELER READER'S CHOICE AWARD WINNER • COMPLIMENTARY WIFI
Thank You